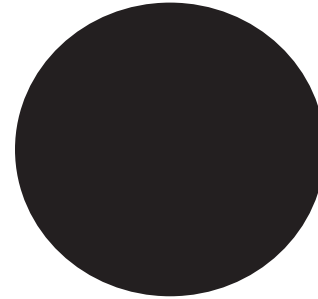


JEFF GOUDEAU
FORENSIC CONSULTING

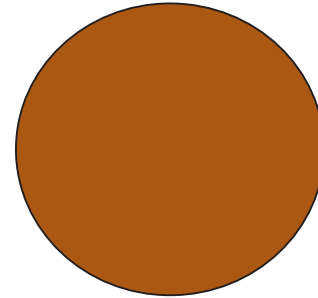
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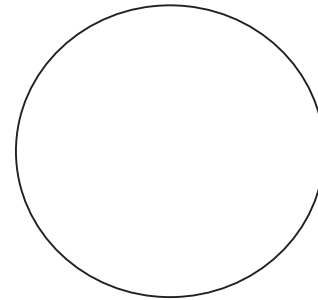
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Y: 0
K: 100
R: 0
G: 0
B: 0



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M: 62
Y: 97
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R: 171
G: 88
B: 20
PANTONE:
2816C
#AB5814



C: 0
M: 0
Y: 0
K: 0
R: 255
G: 255
B: 255

FONT

BEBAS NEUE

BUSINESS SYSTEM



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WEBSITE



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Jeff Goudeau – MS, CSCSA

Jeff Goudeau graduated from Northeast Louisiana University in 1999 with a Bachelor of Science in Clinical Laboratory Science. He then went on to get his Master of Science in Criminal Justice with a focus in Criminal Investigations at Southern University in 2006. Today, Goudeau specializes in firearm and toolmark examination and is a certified Senior Crime Scene Analyst. He has worked in the Louisiana State Police Crime Laboratory since 2003 where he has been the Physical Evidence Supervisor since 2008. In addition, Goudeau is an instructor at the National Firearm Examiner Academy and has taught at numerous other schools and seminars around the country.

Goudeau is a member of numerous professional organizations including:

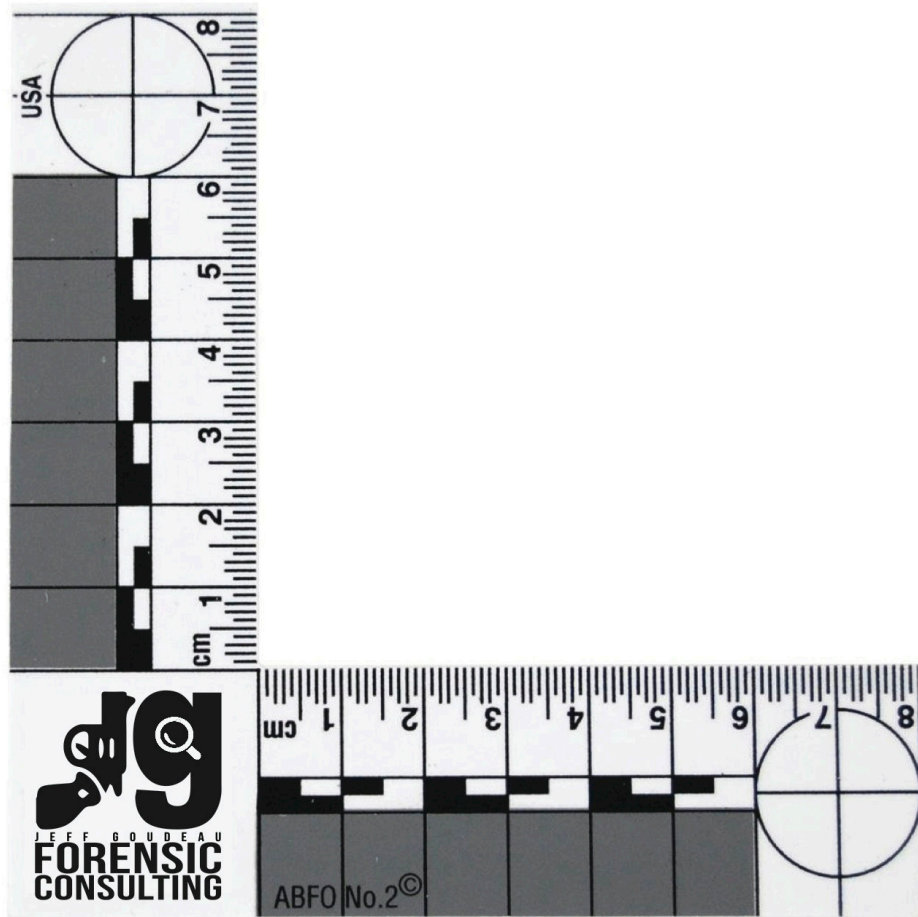
- Association of Firearm and Toolmark Examiners (AFTE) – Regular Member 2512
- Louisiana Association of Forensic Scientists – Past President
- NIBIN Users Congress Region 14 (LA, MS & AR) representative
- International Association of Bloodstain Pattern Analysis (IABPA) – Applicant 4180
- Association for Crime Scene Reconstruction (ACSR) Member AC958
- Qualified as an Expert Witness in Forensic Firearm Examination, Crime Scene Investigation, Shooting Reconstruction, Latent Print Processing, and Forensic Science

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SHIRT



PROMOTIONAL GIVEAWAYS



CREATIVE BRIEF

OBJECTIVE

We want to establish a brand for Jeff Goudeau Forensic Consulting that cleanly and professionally conveys to the target market what the services that business provides.

AUDIENCE

We are mainly talking to attorneys, law enforcement agencies, and private investigators. They should be interested in Jeff Goudeau Forensic Consulting because it is a business that is concerned with serving justice and answering any unanswered questions completely and correctly.

STRATEGY

They need to know that Goudeau's company is in the business of crime scene analysis/reconstruction and firearm examination. They also need to know that this company is reliable, professional and ethical.

CHANNELS

We want to reach our audience through the company's website, jgforensicconsulting.com, business cards, and various professional letterheads to begin with. Eventually, the logo will appear on handouts, shirts, rulers, and various other merchandise.

TACTICS

The tone of the message needs to be professional and easy to understand. The logo needs to be clean and any tagline needs to be simple and concise without any play on words or rhyming.

CREATIVE BRIEF

COMPETITION

According to Goudeau, the field of forensic consulting lacks any major competition. Most forensic consultants choose to work together on many cases so that the truth may be discovered.

ENGAGEMENT

People can get involved on the company's website. The rulers will also provide people in the field of forensics to market the brand when the logo appears in the photos of the crime scene evidence.

EXTENSIONS

It will constantly be ongoing on the company's website and the gradual expansion of merchandise with the company's logo on it will also help to keep the brand relevant.

LAUNCH

The campaign will be launched in a small way via the company's website and with new business cards and professional letterhead.

