



## 30 Years ~ Thank You!

### Local Concept Rebrands as Part of Its 30-Year Anniversary

It's been 30 years since Local Concept's President, Michael Cardenas, crossed the border from San Diego to Tijuana, Mexico in search of his new brand. All he had was his company name 'Multilingual Translations'. He asked the printing house to show him options for a logo before choosing a circle with the letters "MLT" and another circle around it. Now three decades later, over ten advertising and marketing agencies have worked on the corporate branding strategy for what has evolved now into Local Concept.



**Hello!**  
**Nice to meet you.**

The finalized Local Concept logo features a penguin, which emphasizes our company's ability to fit in anywhere, no matter what climate, language or culture. We want our penguin, Lexi, to be aligned with Local Concept's corporate mission, which includes a dedication to quality and a true focus on our clients.

We're not done with a project delivery until you, the client, is happy with our work and customer service. Even our technology has offerings that are designed with the customer in mind. No matter how far we've come or how much we've expanded, our priorities have not changed. We take great pride in the work we do for our clients as we help their own companies grow. We are excited for the next 30 years!

Please contact our team and experience the difference of working with Local Concept.