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STUDIO GRAPHIQUE ■ *design with direction*

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FOR IMMEDIATE RELEASE

STUDIO GRAPHIQUE ADDS MARKETING DIRECTOR TO THE MIX

Cleveland, Ohio - Studio Graphique, Inc. a Cleveland, Ohio-based brand development and environmental graphic design firm is proud to announce that Allison Copeland Levine has joined the firm as the first Marketing Director in the firm's ten year history.

With nearly a decade of marketing experience, Allison's responsibilities include both internal and external marketing, strategic communications and public relations for Studio Graphique and the firm's clients. Allison serves as the liaison for planning and coordination of strategic communications programs for Studio Graphique's clients and consultant teams.

Prior to joining the firm, Allison served as the Marketing Director for Schmidt Copeland Parker Stevens, Inc., a nationally recognized architecture and landscape architecture firm, for over eight years. Her responsibilities included management and execution of all external and internal marketing and communications. Allison developed successful marketing plans and strategies for the firm's eight market areas and developed and maintained annual budgets. She was also responsible for the development and implementation of a nationally award-winning logo, corporate identity and branding system.

BACKGROUND

Studio Graphique is a brand development consultancy and environmental graphic design firm that provides strategic visual communication tools to organizations throughout Northeast Ohio. These tools include: brand identity systems, marketing collateral, website design, and environmental graphic design (exhibits, signage, wayfinding programs). A female owned and operated business, Studio Graphique's consultants and designers strive to balance right and left brain, creativity and practicality, message and medium to create solutions that look smart and make business sense. Design that has purpose, that moves towards goals design with direction.

Recent local projects include: **New In-Store Brand Identity and Signage System for Four Area Heinen's Stores**, Heinen's Fine Foods, Cleveland, Ohio; **Shaker Square Brand Identity, Environmental Graphics and Wayfinding Systems**, The Coral Company, Cleveland, Ohio; **Steelyard Commons Environmental Graphics and Wayfinding Systems**, First Interstate Properties, Cleveland, Ohio; **Eastlake Minor League Ballpark Signage and Wayfinding System**, City of Eastlake/DLR Group, Eastlake, Ohio; **Westhampton Housing Development at Crocker Park Signage and Wayfinding System**, Coral Company, Westlake, Ohio.

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