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contact Allison Levine
Marketing Director
Studio Graphique, Inc.
phone 216-921-0750
fax 216-921-0751
allison@studiographique.com



STUDIO GRAPHIQUE ■ *design with direction*

NEWS RELEASE *for immediate release*

STUDIO GRAPHIQUE ADDS TWO DESIGNERS TO THEIR TEAM/PROMOTES DESIGNER TO ART DIRECTOR

Cleveland, Ohio - Studio Graphique, Inc. a Cleveland, Ohio-based brand development and environmental graphic design firm is pleased to announce that James Wilhelm, Senior Graphic Designer and Hunter Morris, Environmental Graphic Designer have joined the firm's design team. Gina Gerken has also been promoted from Senior Graphic Designer to Art Director and Brand Development Specialist for the firm.

James Wilhelm brings over nine years of design and management experience to the firm and their clients. His responsibilities for Studio Graphique include creative work in print, interactive, photo, signage and packaging design. James has proven capabilities in complex information design, standards manual development and project management.

Hunter Morris brings over seven years of experience in the areas of graphic design, exhibit design and fabrication. Hunter's responsibilities for Studio Graphique include environmental graphic design, wayfinding strategy development, design and production. In his past position as exhibits designer for Cleveland Metroparks, Hunter was extensively involved in creating professional level exhibits for the park system, including exhibit design & production, interior design, and museum curatorial work.

Gina Gerken plays a vital role for Studio Graphique as Art Director and Brand Development Specialist. She provides high-level graphic design expertise to the firm's clients and their projects. Gina has displayed excellent creative energy and project leadership since joining Studio Graphique in 1999. Her responsibilities include brand development, art direction, client relations, conceptual design, design development, and project management.

Background

Studio Graphique is a brand development consultancy and environmental graphic design firm that provides strategic visual communication tools to organizations throughout Northeast Ohio and across the United States. These tools include: brand identity systems, marketing collateral, website design, and environmental graphic design (signage, wayfinding programs, exhibits, interpretive graphics). A female-owned and operated business, Studio Graphique's consultants and designers strive to follow their mission 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, it's what we call design with direction.

Current and recent local projects include:

University Circle Signage and Wayfinding System, University Circle, Inc.

New In-Store Brand Identity and Signage System for Five Area Heinen's Stores, Heinen's Fine Foods

Shaker Square Brand Identity, Environmental Graphics and Wayfinding Systems, The Coral Company

Steelyard Commons Environmental Graphics and Wayfinding Systems, First Interstate Properties

www.designwithdirection.com



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13110 **shaker square** suite 101 cleveland, ohio 44120 | *tel* **216 921 0750** | *fax* 216 921 0751 | *web* designwithdirection.com