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## **A NEW LOOK FOR SHAKER SQUARE, A NEW FACE AT STUDIO GRAPHIQUE** *Local Design Firm Grows to Revitalize Shaker Square's Identity*

CLEVELAND – Studio Graphique, a full-service graphic design agency, has been selected by The Coral Company to create the new logo and sign program for Shaker Square. The agency expanded its staff to accommodate the work.

Charged with designing a new look to re-energize the Shaker Square environment, Studio Graphique will guide visitors, businesses and residents to the Square through a creative and memorable brand identity as well as the development of a complete signage and wayfinding program. Their plans involve the study of travel patterns to and from the Square to ensure that new signage, maps, and landmarks will make this destination easy to navigate from significant Cleveland locales such as the airport, downtown, University Circle, from major highways as well as by RTA (Greater Cleveland Regional Transit Authority).

To expand Studio Graphique's pool of talent and expertise in exterior signage programs, the agency hired designer Catherine Fromet who specializes in planning, designing, and managing branded environments. Her previous work includes environmental graphic design for Lyndhurst's Legacy Village and the Cleveland Browns and Ohio State University stadiums. Fromet will serve as project leader for the Shaker Square rebranding project, which is scheduled to begin in 2005.

"We want to preserve the unique character of Shaker Square while making it an accessible, welcoming, and festive center," says Rachel Downey, president of Studio Graphique. "Catherine Fromet brings a level of experience to this project that enhances our ability to strategically and creatively position Shaker Square as a renowned Cleveland landmark."

Studio Graphique's involvement on the Shaker Square redevelopment project will include working with The Coral Company and their consultants, ParkWorks and Cleveland Public Art, in the development of gathering spaces, public art, environmental enhancements, an amphitheater, and other placemaking concepts. They will also work with the team in the creation of a new tagline and other marketing communications strategies that will help draw people to the Square.

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Studio Graphique has contributed a keen sense of design to a number of prominent projects, including the logo/service mark for the United Nations Standard Products and Services Code (UNSPSC), a system used world-wide for global goods and services; the signage and wayfinding system for the new Eastlake Minor League Ballpark (home of the Lake County Captains); and the brand identity for the East 4th Street area of downtown Cleveland, the setting of the new House of Blues.

An award-winning, Willoughby-based design firm, Studio Graphique specializes in creating complete visual identities, marketing collateral, promotional materials, websites, and signage and wayfinding programs. Known for meeting client challenges with distinctive and thoughtful design solutions, Studio Graphique offers a full range of resources to small and medium sized businesses in a variety of industries, with the belief that successful design solutions are based in strategy, integration, planning, and wit.

Much of their work over the past seven years has been with architecture, engineering, real estate development, and construction management firms, as well as non-profit organizations.

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