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STUDIO GRAPHIQUE ■ *design with direction*

NEWS RELEASE *for immediate release*

STUDIO GRAPHIQUE SELECTED AS ONE OF COSE'S TEN UNDER 10

Cleveland, Ohio - Studio Graphique, Inc., a brand development consultancy and environmental graphic design firm, has been named as one of Cleveland's Council of Smaller Enterprises (COSE) Top Ten Under 10. The firm will be honored at an awards breakfast on Tuesday, May 15, 2007 at LaCentre, Westlake, Ohio.

COSE's Ten Under 10 awards honors companies with 10 or fewer full-time equivalent (FTE) employees who have been in business for one year or longer. Studio Graphique had six (6) employees at the time of submission and as of April 30, 2007 the firm has grown to a total staff of eight (8). Small businesses play a vital role in the economic development landscape of Northeast Ohio. COSE is committed to celebrating those entrepreneurs who are making an impact in the region and recognizing the many success stories within the small business community. Each year, COSE's Ten Under 10 honors companies for their best practices in innovation, growth/success, value to the community and the environment, diversity promotion, and customer service excellence.

Over the past ten years, Rachel Downey, President + Creative Director of Studio Graphique, has boldly evolved her firm into primarily serving a focused target market of firms within the architecture, engineering, construction and property management industries (A|E|C). Studio Graphique provides consulting and design services to these clients with a dual specialization of strategic brand development and environmental graphic design (EGD). As stated by the Society for Environmental Graphic Design (SEGD), "*Environmental graphic design embraces many design disciplines including graphic design, architecture, industrial design and landscape architecture. Practitioners in this field are concerned with the visual aspects of wayfinding, communicating identity and brands, information design, and shaping a sense of place*".

"Studio Graphique is one of the only firms in the region with this unique specialization and the only firm in Cleveland with such breadth and depth of expertise in environmental graphic design," said Rachel. This specialization has enabled the firm to expand their client base in both their EGD and branding services by cross-selling to organizations that the firm may not have been able to reach otherwise. The decision to focus on this area of work has proven to be a positive strategy for growth in all aspects of the organization.

Outside of her dedication to her firm and clients, Rachel has been an active member of several community and not-for-profit organizations that are making a difference throughout the Cleveland area, including: Near West Theatre, Board Member, 2007; Society for Marketing Professional Services (SMPS), NEO Chapter, Sponsorship Chair, 2006-2007; Cleveland Bridge Builders, Class of 2006; Steering Committee, Tools for Today and Tomorrow: Conference for Caregivers of Children with Special Needs, 2004-2006; Steering Committee, Shaker Square Redevelopment with The Coral Company, 2004-2005; City of Willoughby Sign Review Board, 2002-2003.

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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., Cleveland, Ohio
- **New In-Store Brand Identity and Signage System for Five 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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COSE, the small business affiliate of the Greater Cleveland Partnership - one of the nation's largest metropolitan chambers of commerce - serves as a one-stop resource for more than 17,000 member companies.

COSE members benefit from:

- Group purchasing programs that reduce their direct cost of doing business
- A unified, collective voice speaking out on legislative and regulatory issues affecting their businesses
- Access to invaluable business resources that allow their business to thrive
- Open doors to government agencies, business and community organizations, and economic development partners that can address their business concerns

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