

PRESS RELEASE

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on: 19 June 2002
re: **STUDIO GRAPHIQUE DESIGNS NEW LOGO FOR UNITED NATIONS
STANDARD PRODUCTS AND SERVICES CODE (UNSPSC)**

Studio Graphique, Inc.
37848 Euclid Avenue
Willoughby, OH 44094
www.studiographique.com

For more information, contact:

Rachel Downey, President
440-918-0750
email: rachel@studiographique.com

or

Dianne Myers
440-205-1592
email: outlooker@rmrc.net

Willoughby, OH. 6/18/02. Studio Graphique, a full-service design agency in Willoughby, recently completed a new logo design commissioned by Dun & Bradstreet (D&B) for the United Nations Development Programme (UNDP).

The new logo/service mark is for the United Nations Standard Products and Services Code (UNSPSC), a global goods and services classification standard. UNDP and D&B jointly created the UNSPSC in 1998 through the merger of the United Nations Common Coding System (UNCCS) and D&B's standard Products and Services Classification. Since its creation, the UNSPSC has been an important enabler of commerce throughout the world.

The service mark represents the organization and classification of the system by positioning a series of stylized squares in a clear, descending order. The bright color palette of blue, teal, and chartreuse are energetic and memorable while having the ability to translate effectively to an international audience. The logo can be viewed at www.studiographique.com.

Rachel Downey, President of Studio Graphique, says, "We were delighted to be selected by D&B for the UNSPSC project. The whole United Nations Development Programme has offices in 132 countries and its mission is to carry out programmes in democratic governance, poverty reduction, crisis prevention and recovery, and much more. It was a rewarding challenge to be involved at this level with such a noble cause."

Studio Graphique is a graphic design studio that provides a full range of graphic design materials and marketing expertise to small and medium-size companies. Specialties include complete brand and corporate identity programs as well as signage and wayfinding programs. The company goal is to work with customers on long-term solutions. Much of their work over the past five years has been with architectural, engineering, and construction firms.

For more information, call 440-918-0750 or log on to www.studiographique.com.