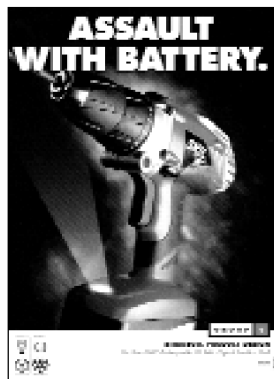


DMI Members — Working to Make Brands Grow

Projects and Programs

Group Four recently completed the design of the new SKIL® 18-volt, 2-speed, Rechargeable Cordless Drill. Working to redefine SKIL's position in the cordless drill category, Group Four



researched the do-it-yourself market to determine what design features consumers wanted and integrated their findings into the new design. The new SKIL Cordless Drill includes a Battery Level Indicator, Site Lite and a Forward/Reverse Indicator, as well as having a Slide-On battery feature and a removable Electronic Stud Finder module.

Minneapolis brand development firm, **Capsule**, has added eight new clients to their roster. Companies taking advantage of Capsule's services include: Custom Rock, Fritz Company, PrairieStone Pharmacy, United Properties, Attachment Technologies, Inc., Trend Agenda, Burlwood Financial, and Walsh Bishop.

Cottman Transmission, the leading chain of transmission repair centers, hired **Hanson Associates** to revitalize the Cottman retail brand. Cottman was launching an aggressive expansion plan to open seventy new centers in one year and wanted to make customers feel that they came to the right place for transmission repair. Hanson Associates redesigned a more contemporary and high-tech brand logo that established a new standard for the Cottman transmission franchise and then converted the

repair centers' exterior and interior architectural treatments to reflect the new brand identity.

Keen Footwear has retained **Forty Forty** as the lead agency in the development of its new brand. Forty Forty will oversee all brand development and communications including brand identity, consumer and trade advertising, catalog, and web.

MLR Design, a leading brand identity firm, has recently completed work for both Jim Beam Brands and CVS Pharmacy. Working with Jim Beam Brands to bring a new look to the flavored rum market, MLR Design developed package designs for three new flavors of Ronico®, including Ronico®Pineapple Coconut, Citrus, and Vanilla. The designs leverage the original Ronico® heritage with tropical illustrations to deliver a sense of island life. For CVS Pharmacy, MLR Design created a new brand identity system for its store brand of health and beauty aids. The new identity showcases a colorful bullseye motif that highlights product names and benefit copy.

Smith Design has developed the brand identity design for Unilever's new line of low-carb products, Carb Options. The first low-carb brand, Carb Smart, was unveiled in 2003 in low-carb ver-



sions of Breyers and Klondike Ice Cream. The brand architecture and colors strongly differentiate the product line on the shelf. Smith Design has also completed work for the Koala Brothers licensing program. Smith Design was responsible for sales presentation used by Big Tent Entertainment in the sale of its property.

Herbst LaZar Bell Inc. (HLB) has launched a new, interactive skin diagnostic device designed for Dove. The Dove Face Care Mirror is an oval-shaped mirror that is strategically placed on a retail shelf near the new line of Dove Face Care products. The device uses consumer's input to analyze skin type and recommend a personalized face care regime. Dove was new to the lucrative and highly competitive face care market and recognized that choices for consumers in this category were overwhelming. The Dove Face Care Mirror represents the first-of-its-kind, interactive, digital, point-of-purchase display in this category.

Intuit's 2004 line-up of QuickBooks® financial software products have been given a facelift by **Libby Perszyk Kathman (LPK)**. With the number of product SKUs growing from two to fifteen in the 2004 line, LPK worked to identify the key equity elements that consumers identified with, and then



leveraged those elements into an organized brand framework to communicate each product type and category. The new brand architecture delivers a balanced expression of brand equities: QuickBooks logotype, color (green and orange), and “Qubie”, a unique metaphorical figure.

Corey McPherson Nash has completed its Web site redesign for TransForm Pharmaceuticals. The new design helps TransForm generate leads and support their business development efforts by presenting their value proposition as an emerging leader in the pharmaceutical industry. The new site also appeals to TransForm’s target audience of academics and thought leaders by highlighting the value of its innovative technology.

The Cincinnati Stock Exchange has recently changed its name to the National Stock Exchange (NSX) to more accurately reflect its expanding position in the securities industry and to signify its national presence. **Liska + Associates** was asked to develop the new brand identity to reflect the innovation, efficiency, and force for change that NSX represents. The change required a comprehensive overhaul of all communication vehicles including logo, information kits, direct mail, and advertising layouts.

Careers/Name changes

Jager Di Paola Kemp Design (JDK) has added several new people to the

firm. Bill Gregory has been appointed as Brand Strategy Director and will oversee the Brand Strategy Department that is responsible for developing market research tactics and facilitating Living Brand® strategy engagements with clients and translate results into coherent strategies that will drive brand design. Lisa McKeithen has joined as Colorist and will work on the development of color and graphics applications for footwear, apparel, hardgoods, and branded environments. Also joining JDK are Leigh Horton, Senior Account Manager, Robert Hamble, Senior Account Manager, and Darren Higgins as Proofreader/Copy Editor.

Ergonomidesign has acquired Peekaboo Design, an innovative design consultancy that works in IT Technologies, industrial electronics, medical and bio-technology sectors.

Marla Chow has recently been appointed Vice President of Client Services at **Spencer Francey Peters Inc.** In her new role, Marla Chow is responsible for overseeing client relationships and overall management of all agency accounts. She previously held the positions of Group Account Director and Senior Account Director.

Boston based (**ELEVEN**) has moved their offices. They are now located at 179 South Street, 5th Floor, Boston, MA 02211, tel. (617)-204-1100, fax (617)-204-1103

SEGD (the Society for Environmental Graphic Design) has announced that seven new Board Members have been elected to the SEG D Board of Directors. The new board members are: Jonathan Alger, Principal at Chermayeff & Geismar; Michael Bodziner, Vice President at Gensler; Paul Grime, National Sales Marketing Manager in the Composite Materials

Division of Mitsubishi Chemical America; BJ Krivanek, Co-Principal of Krivanek+Breaux/Art+Design, LLC; Janet Martin, President of Communications Art Inc.; Bill E. Muenkel, National Sales Manager in the Commercial Graphics Division of 3M; and Michael D. Reed, Partner at Mayer/Reed.

Awards/Honors

Compass Design has won a Gold Award from the 10th Annual Beverage Packaging Global Design Awards for their designs for Kemps’ Flavored Milk. Compass’ winning entry includes both Kemps Strawberry and Vanilla Milk pint-size, shrink-wrapped designs.



Salvato, Coe + Gabor has recently won five Addys, four Citations of Excellence, and a Judge’s Choice Award from the Advertising Federation of Columbus. These awards bring the number of total awards the firm has one to over one thousand.

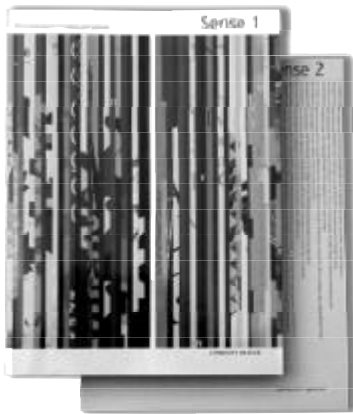
The Noble and Greenough School’s admissions package, developed by **Corey McPherson Nash**, has been honored with a Silver Award from the Council for Advancement and Support of Education (CASE) District 1 Publication Awards. CMN’s work was selected in the Complete Admissions Package category.

In Print/Speaking Circuit

Enterprise IG has released its 35th semi-

Member News

annual survey of corporate name changes. According to the survey, name changes in 2003 showed a sharp increase in companies changing their names due to corporate scandals, market repositioning and industry consolidation. Also, for the first time in several years, the largest proportion of name changes came from the technology industry, revealing accelerated consolidation and repositioning in that sector.



Leading design and brand strategy consultancy **Lippincott Mercer** has published *Sense: The Art and Science of Creating Lasting Brands*. This two-volume package is a compilation of the best of the firm's periodical *Sense*, which was launched a half century ago to examine the burgeoning arenas of naming, research, design, and brand strategy.

Corey McPherson Nash (CMN) has had two of its logo designs—for Media 100 and Marketspace—selected for inclusion in the Harper Design International book, *Global Corporate Identity*, as well as have its logo design for Avaki included in the “letterhead sets” category in the Harper Design International book, *The Big Book of New Design Ideas*. **Michael McPherson**, Partner and Creative Director, recently participated in an “Art Buyers” panel discussion hosted by the American Society of Media Photographers (ASMP)—New

England. The discussion centered on what to look for when evaluating and purchasing photographic services and how to ensure the photography companies choose supports their corporate image and brand.

Stephen B. Wilcox, Ph.D., principal of Design Science, spoke on Inclusive Design at the Department of Design at Arizona State University in February.

Compass Design had a total of fifteen package designs included in the *Harper Design International Book*, *The Big Book of New Ideas*, and the *American Corporate Identity 2004, Volume 19* (HarperCollins). ■