

# Look Good, Feel Great & Embrace Life!

Chester, CT, Enthaos selected Smart Graphics to design a brand and create a new logo for an eco-friendly, positive-inspiring clothing and accessories line. Kathleen Bisson, founder started Enthaos with the intention of helping people feel better about themselves through a clothing line that was forgiving, flattering and stylish.



The Clothing and accessory line of Enthaos will be eco-friendly with positive messages that are in-line with the tag line 'Embrace Life'. Products will be created for men, women and children. "When Smart Graphics came up with the logo and tag line, I knew it was exactly what I wanted" remarked Kathleen. A new website, packaging and many promotional items will be designed and produced to market the products and accessories. Enthaos will be available through e-commerce and some select boutiques.

Products at this time include: T-shirts, caps and bags. Be on the lookout for Enthaos products Summer 2008.



If you would like to receive Smarttalk or discontinue receiving it, please let us know. Contact 860.526.9721 or e-mail [info@smart-graphics.com](mailto:info@smart-graphics.com). Thank you!

## DID YOU KNOW?

interesting facts to discover

## A New Arrival, A Bittersweet Farewell!

Niantic, CT, We are pleased to announce that Danielle Mullarney's bundle of joy Evan Matthew Mullarney arrived on September 18th weighing in at 7lbs 10oz. Danielle has decided to enjoy being a full-time mother and will not be returning to SG. We have enjoyed having Danielle as part of the Smart Graphics team for 8 years! Her enthusiasm, work ethic and talents were a great asset, and we have created many wonderful memories and experiences together. We wish Danielle well in her new venture and are sure our paths will cross again in the near future.



Evan Matthew and Danielle Mullarney

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Spring 2008

A SMART GRAPHICS'S PRESS RELEASE

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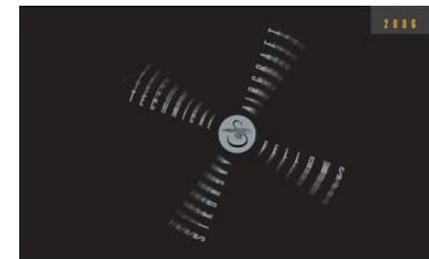
## Two Ceremonies, Three Awards!



The Advertising Club of Connecticut - Avon, CT, and The Connecticut Art Director's Club (CADC) - Killingworth, CT, both awarded Smart Graphics and Andrews Connecticut for design and printing of The Sikorsky Aircraft Technical Fellows program book.

One gold award was given by the Ad Club of CT and two silver awards by CADC. Smart Graphics designed, photographed and produced the Sikorsky Fellows

book. The book recognizes top individuals who have demonstrated outstanding achievements in their area of expertise.



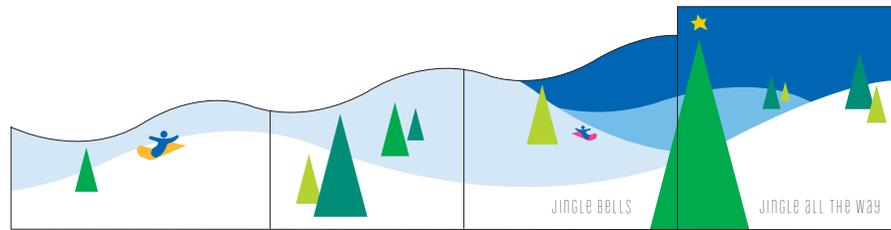
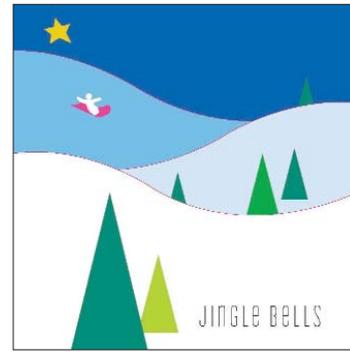
Technical Fellows Brochure Cover



Technical Fellows Spread Page

# Jingle All the Way!

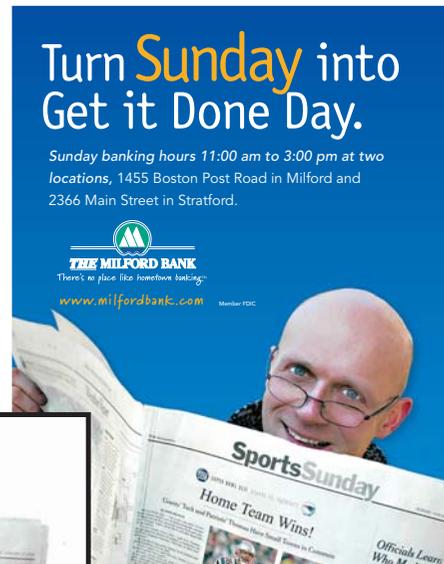
Chester, CT, SmartCards (a division of Smart Graphics) designed and produced their 2nd holiday greeting cards, which will be sold in various gift shops, boutiques and galleries. This year's "Jingle Bells" theme has a playful look and feel with sleigh riders on diecut folded hills. When fully opened you are greeted with a wide landscape of snowy hills, a holiday tree and the final greeting phrase. To order this or other custom holiday cards call us or email us at [info@smart-graphics.com](mailto:info@smart-graphics.com).



Open greeting card.

# Convenient Banking at It's Best!

Brookfield, CT, Marketing Resources called on Smart Graphics to help create a new campaign for The Milford Bank. This campaign called for a redesign of an existing campaign by using custom and stock photography to create a new look to promote "Convenient Banking". This campaign will include ads, billboards, teller cards and posters for: 8to8 Banking, Online Banking and Sunday Banking.



Poster

**Turn Sunday into Get it Done Day.**

Relax. Sunday Banking at The Milford Bank lets you do more with your free time. Meet with a mortgage banker, talk to a teller, or open a new checking account. Suddenly, Sunday is more convenient. Sunday hours 11:00 am to 3:00 pm at two branch locations, 1455 Boston Post Road in Milford and 2366 Main Street in Stratford. For details, please call the Post Road office at 203.783.5790 or the Stratford office at 203.386.9176.

**THE MILFORD BANK**  
There's no place like hometown banking.  
[www.milfordbank.com](http://www.milfordbank.com)

Member FDIC

Newspaper Ad

# The First Bank of...

Brookfield, CT, Marketing Resources teamed up with Smart Graphics to help create a new campaign for The First National Bank of Litchfield. This campaign called for a redesign of an existing campaign by using their graphic elements and color palette to create a new look for all their markets. The billboards and ads consisted of art directed custom photography of bank customers endorsing the bank's products and services.

**The First National Bank of "Remote Control"**

On good days I used to have to go to the bank to deposit checks for our fast business. Some days were so busy I couldn't get there at all—which delayed deposits and impacted our business. Now I use the bank's "Remote Control" service. I can deposit checks from my office—saving me time, energy and gas money. Literally, my banking time has reduced 75%. Remote Deposit makes our bank available faster, too. We even have access to detailed deposit reports and check images.

FNBL checked us out using a small desktop scanner that quickly captures check images. After I approve the appropriate amount of deposit to deposit, it's done. No more trips to the bank. Cash in your pocket.

1-888-888-8888  
Customer Service  
www.fnbl.com

TFNBL Vertical Newspaper Ad

**Now Earn 5 Times the Rewards**

Finally, a bank that rewards me—just for being a customer.

**The First National Bank of "Cool Stuff"**

www.fnblrewards.com

TFNBL Oversized Postcard

**We're Listening.**

Investment Management • Financial Strategy • Trust & Estate Services • Business Banking

**The First National Bank of Litchfield**  
Trust & Wealth Management

TFNBL Horizontal Newspaper Ad

**The First National Bank of Litchfield**  
Everything's going your way.

**The First National Bank of "Golden Business Opportunities"**

[www.fnbl.com](http://www.fnbl.com)

TFNBL Billboard

**The First National Bank of Litchfield**  
Everything's going your way.

**The First National Bank of "Making More Dough"**

[www.fnbl.com](http://www.fnbl.com)

TFNBL Billboard

# Rethink, Refuel, Rebrand!

Hale Hill Farm Biodiesel, Portland, CT, asked Smart Graphics to help rebrand their company identity starting with a new company name and tagline. After careful consideration "Better Biofuels" became the name of choice followed by a clever tagline "Rethink, Refuel". They offer home-owners an alternative fuel to heat their home without any conversions to existing furnaces or boilers. Better BioFuels also provides biodiesel for on and off road vehicles too. Other promotional needs include copywriting & photography for launching their three product lines. A brochure, stationery, print ads and website are all part of their new rebranding campaign.

**Better**  
Rethink.  
Refuel. **BioFuels**

