

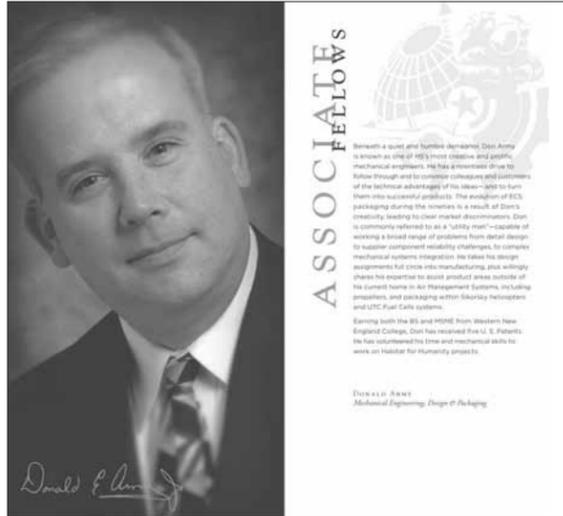
## Continuing to Excel

Windsor Locks, CT – **Hamilton Sundstrand** had Smart Graphics design and produce a program brochure to conclude the 2002 Fellows program. Using a die-cut window to showcase the Fellows logo (also designed by

Smart Graphics), this Wire-o bound black and silver book maintained the elegance and prestige of the Fellows program. 14 honored engineers were represented by a black and silver duotone portrait and a short biography.



Fellows Program Booklet



Donald E. Howard

## DID YOU KNOW?

interesting facts to discover

**A Place Of Discovery.** At the heart of Old Lyme's artistic legacy is the Florence Griswold Museum, Home of American Impressionism.

As one of New England's most captivating museums, you can discover the historic boarding house where a generation of Impressionist artists lived and worked. You can also visit the new Kriebler Gallery and see the changing exhibitions of American art dating from the 18th through the early 20th centuries. Florence Griswold Museum encourages the entire family to learn about American Impressionism, the story of the Lyme Art Colony, and the history and nature of the region. There's something for everyone.

If you are interested in touring the museum you can visit [www.flogris.org](http://www.flogris.org) or to find out more call 860.434.5542.



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pleasant street  
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# smart talk

A SMART GRAPHICS'S PRESS RELEASE



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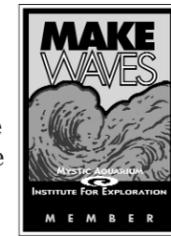
## Innovative Marketing Award!

Rocky Hill, CT – **AMA (American Marketing Association)** awarded Smart Graphics for their 2003 Annual Mark of Excellence award for Innovative Marketing. The winning entry, **Mystic Aquarium & Institute for Exploration's (MAIFE)** Membership campaign, included: poster series, membership & Membership Renewal brochures, member cards, gift card, gift brochure, welcome brochure and a window decal.

The goal was to maintain and increase membership attendance by informing the public and existing members of special privileges, various discounts, rotating exhibits and sneak previews of upcoming exhibits, as well as to inform about **MAIFE's** mission of learning about and protecting sea life. For more information regarding **MAIFE** call 860.572.5955 or visit [mysticaquarium.org](http://mysticaquarium.org).



membership Renewal Brochure



Window Decal



Member Cards

Posters



# Bravo Toscana!

Rocky Hill, CT – The Advertising Club of CT awarded Smart Graphics for their two winning entries for the 2003 Annual Awards Competition. Both awards were received for **Toscana**, Connecticut's newest Tuscan cuisine restaurant. The first award was for the Logo Design category and the other for the "Design Potpourri" category. This submission included menus, ads, business cards, invitations, gift cards and signage.

For a memorable visit to Tuscany without the airfare, head to Toscana in Ridgefield, CT— for a Tuscan experience in your own backyard. For more information on **Toscana**, call 203.894.8995.



Logo Design

Dinner Menu



Specialty Menus



Gift Certificate



Magazine/Newspaper Ad



Business Card



# Home of American Impressionism!

Old Lyme, CT – The Florence Griswold Museum selected Smart Graphics to design and produce a new look for their rack card brochure that is distributed throughout Connecticut, Massachusetts, New York and New Jersey. This piece was designed to

promote and inform the public about the museum's contemporary new gallery, rich historic culture, educational programs and various activities. Experience for yourself one of New England's most captivating museums. For more information visit [flogris.com](http://flogris.com).



Brochure/Rack Card



# It's All About Real People & Real Service

Meriden, CT – SNET Diversified Group asked Smart Graphics to help launch a new ad campaign to highlight the real people behind the scenes. Collaborating with the client, we

helped produce the photography, copy and design in record time. The message here was real people, providing real services in a fun, colorful and real catchy SNET DG way!

Ad Campaign



# Worth the Trip!

Providence, RI – The Rhode Island School of Design (RISD) asked Marilena Vaccaro of Smart Graphics to be a Teacher's Assistant (TA) for their Graphic Design course. Eager to challenge and learn with the students, her role was to partake in a weekly dialogue and critique students' assignments. "The critiques, comments and suggestions exchanged weekly among students and teachers are a great way to introduce the problem solving techniques that are used everyday in Graphic Design," shared Marilena. For more information about teaching or attending classes at RISD, visit [RISD.org](http://RISD.org). It definitely was worth the trip!



Marilena Vaccaro

# There's No Place Like Hometown Banking™

Brookfield, CT – Marketing Resources, Inc., asked Smart Graphics to team up and develop a new campaign for The Milford Bank, located in Milford, CT. The campaign consisted of billboards, posters, banners, teller cards, statement stuffers, and an annual report.

In addition to having customers feel like *There's No Place Like Hometown Banking™*, The Milford Bank also wanted to share with the community the growth and development that was taking place within the bank—financially, physically and people wise. This theme was portrayed with great architectural shots of their newly renovated office and building props in their 2002 annual report.



Newspaper Ad