

# smartflash

A SMART GRAPHICS'S NEWS FLASH

## 2 Shows, 6 Awards!

*Rocky Hill, CT* – The Advertising Club of Connecticut awarded Smart Graphics two silver awards on May 12th, at their 50th Anniversary Award Show. The first award *Talkabout Smart* was under “Self Promotion” and the second, *A Shared Vision* was under “Collateral 4-color”.

*Talkabout Smart* included one free two-way radio along with a booklet explaining how a simple call could deliver a second free radio. Designed to open the lines of communications and entice prospective clients to call Smart Graphics, this promotion was only sent to a select few. The 2nd award designed for Mystic Aquarium

& Institute for Exploration was designed to highlight the Aquarium’s highest level of donors.



*Marilena Vaccaro, Sandy Vaccaro and Danielle Mullarney, sharing their winnings after the Ad Club of Ct event.*

*Killingworth, CT* – Connecticut Art Directors Club (CADC) awarded Smart Graphics four awards to be presented at their 29th Annual Award Ceremony on June 8th, at Mohegan Sun Casino. The four award winning entries are; *SNET DG SS7 Direction Tin* under Sales Promotion, the *Talkabout Smart* under Self Promotion, *A Shared Vision* for Mystic Aquarium & Institute for Exploration under Brochure and *Get Ready* for Smart Graphics under the Invitation category.

*Award winning projects.*



000 H O T 000 T O A S T 000 S T U F F E D 000 R E A D Y

WARM FRIENDS  
LIVE MUSIC  
COCKTAILS &  
HORS D'OEUVRES

VACCARO RESIDENCE  
10 PLEASANT ST., CHESTER, CT  
FEBRUARY 28, 2004, 7:00 PM  
RSVP: BY FEBRUARY 12L  
860.526.9721

# smart talk



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## We Know BOE!

East Haddam, CT – East Haddam Board of Education selected Smart Graphics to redesign their quarterly newsletter. Designed to inform East Haddam postal customers of current topics in the school systems, the newsletter is inserted in a local newspaper.

For the newsletter to stand out, SG felt it was important to develop instant recognition. To achieve this a bold masthead, Highlights and Questions on the back remained consistent elements for each newsletter.

The 8.5 x 11 double-sided newsletter, was printed as a 2-color job to keep costs down. Since the newsletter prints at various times throughout the year, SG was able to introduce

a variable color each quarter to really diversify the piece and enforce immediate recognition for each quarter.



East Haddam BOE quarterly newsletters



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

# DID YOU KNOW?

interesting facts to discover

## What Wishes Are Made Of

Trumbull, CT – Make-A-Wish Foundation,® “grants wishes for children with life-threatening medical conditions to enrich the human experience with hope, strength, and joy.”

There are many ways to help “Share the power of a wish.®” You can assist by volunteering, making a donation, becoming a corporate sponsor or even by purchasing Make-A-Wish products.

Smart Graphics donated services and artwork to be auctioned off at Make-A-Wish Foundation® of Connecticut, Inc.’s Bouquet of Wishes Gala.

For more information on how to contribute to Make-A-Wish foundation, visit [www.wish-ct.org](http://www.wish-ct.org).



smart GRAPHICS

ten

pleasant street

chester,

connecticut

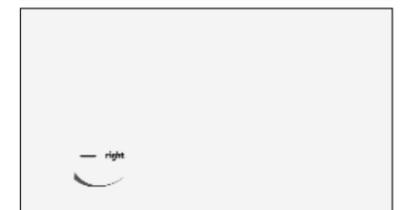
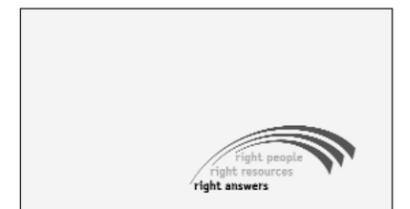
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## Just Right!!!

Meriden, CT – SNET Diversified Group asked Smart Graphics to redesign and produce their web site. SG began by designing an intro flash movie with clever copywriting, and an effective typographic treatment along with a catchy music track.

Drawn in by the music, viewers tap to the beat of the 40 second flash movie and receive a brief introduction to SNET DG’s capabilities through constantly transitioning copy. Once they recognize SNET DG is “Just Right,” the animated movie leads them to the new site showcasing SNET’s employees and all of their products and services. To check out the site for your self, visit [www.snetdg.com](http://www.snetdg.com).

SNET DG's Home page



SNET DG's Flash movie

## Touch A Ray Anyone?

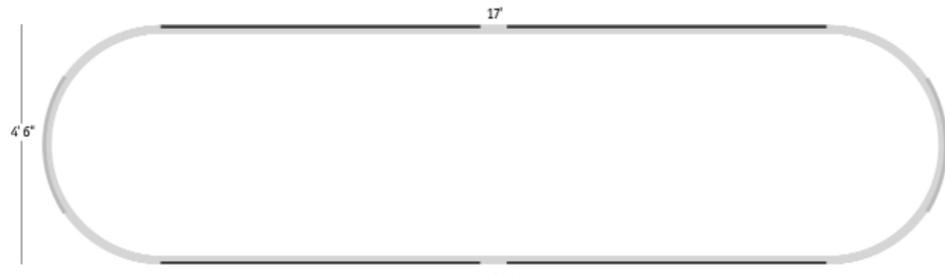
Mystic, CT – Mystic Aquarium & Institute for Exploration (MAIFE) called on Smart Graphics to design the structure and graphics for two on-campus exhibit signs. One sign is free-standing and is used to direct visitors to the “The Marine Theater” and “The Ray Touch Pool” exhibits. The second sign is a large oval structure suspended above the ray touch pool. This signage provides important information about cownose rays, and cartilaginous fish, along with do’s and don’ts for visitors to follow.

This exciting new exhibit holds several live cownose rays that are just waiting for visitors to rollup their sleeves, reach in and touch them.

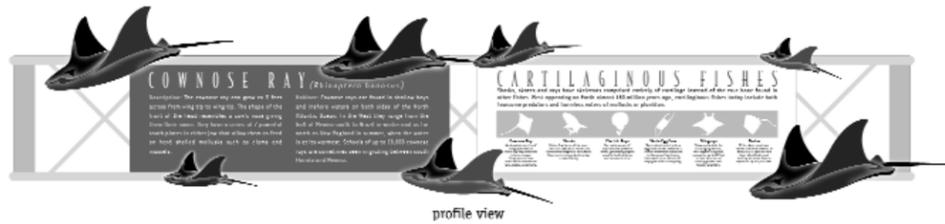


Marine Theatre exhibit signage

The Ray Touch Pool suspended signage



aerial view



profile view

## Not So Sheepish!

Baltimore, MD – Digital Harbor Technical High School chose Smart Graphics to design a school logo using their mascot. The fierce 2-color graphic of a rams head was designed to appear on gymnasium floor graphics,

banners, sport uniforms, flags, website, and all promotional materials. This logo was designed with a tough expression to make any opponent aware that they are in for a bahahad time!



Digital Harbor Technical High School Logo

## 20,000 Leagues Above the Sea!

Mystic, CT – Mystic Aquarium & Institute for Exploration (MAIFE) is where Sandy Vaccaro, owner of Smart Graphics, volunteers, consulting with and art directing 12 to 14 students involved in “The Jason Project” to paint a mural inside the aquarium. As part of a multi-disciplinary educational program, “The Jason Project” participants chose to paint a continuous mural in the hallway leading out from Mystic Aquarium’s Marine Theater. The theme that the students voted for to best represent the institution was marine life and deep sea exploration.

As you walk out of the theater and through the hallway, you will find yourself in a kelp forest with seals and sea lions. The farther you walk, the deeper the ocean gets, transitioning from the kelp forest to a wall displaying a life-size blue whale calf measuring 54ft long—“the world’s largest baby.” This hallway consists of 9 walls totalling over 5,500 sq. ft. with the largest wall measuring 57ft long and 14ft high. Be sure to keep an eye out for photos and updates of their progress.



The Jason Project participants



initial stages of the mural

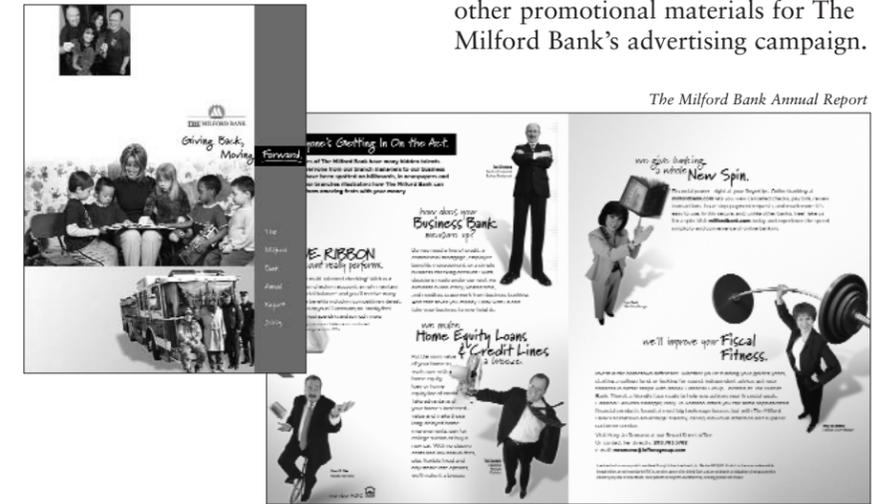
## You Can Bank On It!

Milford, CT – The Milford Bank This year Smart Graphics was given the opportunity once again to design The Milford Bank’s annual report for 2003.

Focusing on the bank’s involvement with the community, Smart Graphics collaborated with Marketing Resources, Inc. in Brookfield, CT, to present a design that portrayed the bank giving back. Through photos of bank employees volunteering and fund-raising for their customers and

local groups, Smart Graphics was able to really personalize the report. Not only were the benefits throughout the year highlighted, but the advertising graphics using real employees were also incorporated. These photos along with a whimsical font and soft colors helped reinforce the friendly and “hometown banking” feel The Milford Bank strives to project.

In addition to the annual, SG designed posters, ads, billboards and other promotional materials for The Milford Bank’s advertising campaign.



## Advertising on the Edge

Meriden, CT – SNET Diversified Group requested Smart Graphics once again to kick their current advertising campaign up a notch and really show their competitors how they excel in all aspects of telecommunications.

Eager to meet their needs, SG designed a campaign depicting a model in a variety of energetic and highly unusual activities for telecommunications that were eye catching

and comical. Whether jumping for joy, catching money or winning a race, they all demonstrated the benefits of SNET DG.

What also contributed to the success of this campaign was the clever copy that tied each specific action to the potential advantage that is available upon choosing SNET DG.

Here are the first of many to kick-off SNET DG’s new ad campaign.

