

Easy Money!

New Haven, CT, **AT&T Wholesale** selected Smart Graphics to design and produce a direct mail flyer offering clients easy payment solutions. The graphic was illustrated in-house by SG.

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DID YOU KNOW?

interesting facts to discover

Expansion Plans

Did you know that Smart Graphics is expanding? Well, at least Danielle Mullarney is ... she's expecting her first child and will deliver in early September. There are sure to be many surprises ahead of her, but the baby's sex will not be one of them. She is having a boy and is in search of a great name. All suggestions are welcome. And, of course, we wish her the very best with her expansion plans!



Smart Graphics **15** Turns Fifteen!

Marilena Vaccaro, owner and president of Smart Graphics (SG), started the firm in 1992 after serving as Advertising Director at Hitachi Instruments in Danbury, CT. Marilena's apprehension about working from home quickly subsided, as she saw her workload increase rapidly – so much so, in fact, that her husband, Sandy, joined the firm in 1994. “Looking back it was quite exciting. Not only was there an abundance of work, but it was good creative work too!” Sandy remembers. In 1999, Danielle Mullarney joined the SG team and has become an integral part of the creative process and is involved in

everything from print to web design, interacting with clients, accounting, clerical work and, occasionally, snow removal. SG's success can be attributed to making sure there's always a direct line of communication with the client. What does that mean? It means that, right from the initial stages of a project, the client is part of the SG team. “It's all about collaboration,” says Marilena. “The client's input is essential, so that we can understand their strategic needs and give them an innovative solution that will answer their needs and really stand out.”

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Smart Graphics Turns Fifteen!

SG offers its clients a full range of services including strategic analysis, design, copywriting, brand development, custom illustration and much more. Over the years, the firm has won numerous awards serving a diverse client base: First County Bank, Foxwoods Resort Casino, Grolier, Guinness Book of World Records, Hamilton Sundstrand, Marketing Resources Inc., Mystic Aquarium, Mystic Seaport, Pilot Pen, Sikorsky Aircraft, SNET Diversified Group (now AT&T Wholesale Group), Sun-Up Gallery, The Florence Griswold Museum, Timex, Westinghouse, and others including non-profit organizations and small businesses.

This diverse client base has inspired dynamic creativity and broadened SG's capabilities.

"It's one thing to make something just look good," says Sandy. "Lot's of designers can do that. Our goal is to really understand a client's needs and to create communications that look good, say the right things, and really hit the mark strategically. Our success over the years is evidence that these are things we do very well."

As she looks back on the past 15 years, Marilena reflects on the experience of running her own firm: "It's been lots and lots of hard work and, sometimes, frustrating. But I wouldn't change anything. SG has been a great experience for all of us. We've done some great work, won some awards, we've grown as artists, and we've met some outstanding people. What else could you want?"

To learn more about SG visit www.smart-graphics.com.



Photographs by Erik Johnson, Scandinavian Gallery, LLC
www.theartofseeing.com

A Builder Nails a Brilliant Idea.

Old Lyme, CT, **Questa** came to SG with a really interesting idea. Okay, a whole company full of ideas. They'd developed a brand new home product that hadn't yet reached store shelves. They needed a name and identity for that product. But they were also ready to start a whole new company based on the same product concept. So they needed a name and identity for that



Company name and tagline

too. Questa was excited to market their ideas, but had no idea how to get started. That's where SG came in. After discussing strategies with the client, SG developed a name, identity and tag line for the umbrella company: SlideAway LLC,

"Sturdy, Stylish and Smart." SlideAway's first product was also named and a logo was developed: EZ Step. Both logos share common colors and a simple, memorable typographic style that creates a family look. Both identities have been designed to attract "Do It Yourselfers" in the always-competitive environment of "big box" home improvement stores. So can you guess what Questa's first product is? We can't tell you, because it hasn't been released yet. But lots of people will want it ... in their kitchen, bath,

office, or any room where things seem out of reach.



Product logo.

You're Closer Than You Think!

Brookfield, CT, **Marketing Resources Inc.**, recently teamed up with Smart Graphics to help Milford Bank launch a grand opening campaign for their newest branch in Stratford, CT. "You're Closer" was the direction used to create the concept. Smart Graphics art-directed, photographed and retouched the image, which was used in print ads, billboards and direct mail.



Direct Mailer



Ad



Music on the River

Chester, CT, Charlie Gephart from **Radsport Outfitters LLC.**, asked Smart Graphics to help create an identity and promotional materials for The RiverDog Music Festival. The package included website development, posters, postcards, banners and Tee-Shirts. The festival provides a venue and platform for aspiring musicians to showcase their talents in a festival-style atmosphere. It also gives young musicians a chance to rub elbows with some popular and successful musicians. The RiverDog Music festival will help contribute funding for organizations supporting health, music and the well-being of youth along the Southern Connecticut River Valley. The two-day festival will take place on Saturday, August 4th, and Sunday, August 5th, at the Chester Fairgrounds. RiverDog is all about having fun, community, and giving back. Mark your calendar and plan a trip to Chester this summer to enjoy the festival. To learn more, please visit www.riverdogmusicfestival.com, or call Marilena Vaccaro at 860.526.9721



Poster



Postcard



Website Home Page

Street Banner

