

Very Radical Indeed!

Chester, CT – RadSport Outfitters, LLC selected Smart Graphics to design a logo identity for their new bicycle and apparel store. Conveniently located in Chester, RadSport caters to all bike enthusiasts offering family tandem bikes, mountain bikes to serious road and touring bikes. This identity is to be used for all types of promotional needs including signage and apparel. For more information visit www.radsportoutfitters.com and enjoy the ride!



RadSport Outfitters located in Chester, CT



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. Thank you!

DID YOU KNOW?

interesting facts to discover

It Happened in Chester!

Chester, CT – You may not know where our town Chester is, but Hollywood certainly did! "It Happened to Jane" was filmed in 1959, starring Doris Day and Jack Lemmon. It features many beautiful locations in and around town and especially downtown Chester, which hasn't changed much. This is a light, fun story about a widow who makes a living selling lobsters in a small town in Maine. This great family movie is now available on DVD and might even be found at your local library. So gather your family, pop some corn and enjoy the show!



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smart talk



ten pleasant street chester connecticut 06412 T 860-526-9721 F 860-526-2270 E info@smart-graphics.com

Discover the Hidden Amazon

Mystic, CT – Mystic Aquarium & Institute for Exploration (MAIFE) selected Smart Graphics to design and illustrate an identity for their new exhibit "Hidden Amazon." The identity will be used for various promotional needs such as Banners, Posters, multi-media, etc. and will display some of the animal life on exhibit.

The tanks representing life in the

Amazon River Basin will exhibit live piranhas, an electric eel, various reptiles and fish and even a walk through a live bat cave!

Also designed and produced by Smart Graphics and Xplore Productions (an exhibit company), are various I.D. labels and large interactive informational display panels. For more information log on to www.mysticaquarium.org.



Hidden Amazon Identity was used for signage, posters and exhibit entrance portal.



Predator Activity Panel



Amazing Rainforest Activity Panel



Piranha Activity Panel

It's Where You Belong!

Stamford, CT – First County Bank presented Marketing Resources Inc. in Brookfield, CT with the challenge of marketing and producing a new ad campaign. As part of Marketing Resources' team, Smart Graphics worked with them to create a campaign for First County Bank, to attract new customers and reflect their relationship with existing customers and their communities. The Bank's wide range of customers is portrayed in the images used throughout the campaign. The Totally Free Checking ad, for example, features a liberated woman riding on a scooter. The message? "Be Free." Another ad features a woman sitting at her computer with curlers in her hair, taking advantage of the bank's 24-hour Home Banking services. With bright colors, simple messages, clear product benefits and an overall sense of fun, all the ads in the series have

a warm, human quality that reflects the Bank's personality.

This new campaign was also designed to attract attention and deliver a strong message that's right on the mark: "It's where you belong."



Totally Free Checking Ad/Poster

Home Banking Ad/Poster



Trust & Investment Services Ad/Poster

Home Banking Postcard



Consumer Loans Banner



Discover the Possibilities!

Meriden, CT – SNET Diversified Group requested Smart Graphics for the fifth year in a row to handle their advertising campaign. Proudly, SG met the challenge and captivated SNET DG's audience with up-close, black & white photos and inviting one-word headlines. Shifting the campaign mood from humorous to serious, SNET demonstrates just how focused they are about quality service.



SNET DG Discover Ad



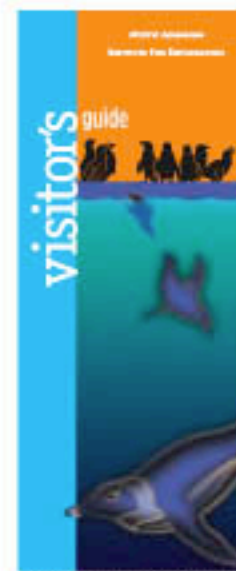
SNET DG Imagine Ad



SNET DG Relax Ad

Have You Been To Mystic Aquarium Lately?

Mystic, CT – Mystic Aquarium & Institute for Exploration selected Smart Graphics to redesign their new Visitor's Guide. The guide was designed to complement existing membership graphics, while guiding visitors through the aquarium and informing them about new exhibits and attractions. For more information on what's happening at Mystic Aquarium, visit www.mysticaquarium.org.



Visitor's Guide Brochure Cover



Visitor's Guide Brochure Spread

Revisiting the Titanic

Old Lyme, CT – Xplore Productions (an exhibit company) selected Smart Graphics to help design, produce and revise the existing Titanic exhibits at Mystic Aquarium. This new exhibit will help showcase the technology and tools of the past that enabled Dr. Robert Ballard and his team to locate the wreck from the RMS Titanic 20 years ago. Included are large graphic panel walls showcasing quotes, underwater

Remotely Operated Vehicles (R.O.V.) and various information. Three-dimensional rail mounted signs and posters were also some of the additional exhibits revitalized.



Discovery/Exploration Sign: 11' wide x 7' high



Discovery/Exploration Sign: 11' wide x 7' high



Alvin ROV Remotely Operated Vehicle Exploration Sign: 22' wide x 8' high

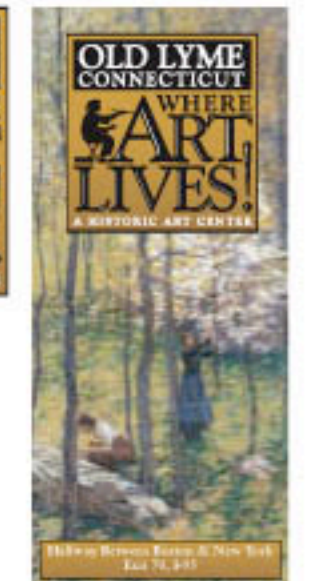
Where Art Lives!

Old Lyme, CT – Lyme Art Association came to Smart Graphics to promote one of New England's most captivating places - Old Lyme, CT. As the town Where Art Lives, SG created an eye-catching logo that fuses the Old New England feel with the artistic talent that continues to thrive in Old Lyme today.



Where Art Lives Logo

In addition to the logo, a tri-fold brochure was produced to promote the great opportunities that are available when visiting Old Lyme. Displayed through historic paintings, photos of events and an artistic map laying out the key spots, one cannot pass up all that Old Lyme has to offer.



Where Art Lives Brochure Cover