

# smart talk



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## A Theme Player

Brookfield, CT, Marketing Resources once again teamed up with Smart Graphics (SG) to create a new 2007 campaign for First County Bank (FCB).

This campaign features Bobby Valentine, (Stamford's legendary baseball player) as the theme player to help promote various products and services offered by FCB. Bobby's magnetic personality produced outstanding results for a series of TV and radio commercials, along with color newspaper ads, several life-size Bobby Valentine point-of-purchase displays and various promotional material for all FCB branches.

*Continued on back page.*



Various life-size Bobby Valentine cutouts greet customers in all branch lobbies.

## A Theme Player *Continued from front cover*



4-color newspaper ads for First County Bank.



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

### A Hot Subject!

It's been one year since Smart Graphics changed heating fuels to help reduce emissions by 80%. "biodiesel" is a renewable source of fuel created from many different kinds of vegetable oils. It not only helps the environment, but also reduces the need for foreign oil and produces a new economy for farmers. Biodiesel can be used for any residential oil burning furnace or boiler. Incidentally, biodiesel cleans your heating unit as you use it and is hotter burning, so you use less. It is safer to store too! For more information visit [www.biodiesel.com](http://www.biodiesel.com) and if you are interested in a local company, go to [www.halehillfarm.com](http://www.halehillfarm.com).



# Radically Different!

Chester, CT, **RadSport Outfitters LLC**, chose Smart Graphics once again, only this time to help promote their new line of products and services. Originally a bike shop, RadSport has expanded into three other markets: hiking, kayaking and cross country skiing. To help promote these markets, SG designed, photographed and produced a new brochure. This brochure showcases products and services, which include training seminars, tours and programs. For more information, visit [www.radspportoutfitters.com](http://www.radspportoutfitters.com)



8 1/2" x 14" Promotion brochure.

## An Inviting Invitation!

New Haven, CT, **AT&T Wholesale** asked Smart Graphics to design and produce invitations for a private dinner for top decision-making executives held in exotic Dubai. Dubai is located on the Eastern coast of the Arabian

Peninsula in the Southwest corner of the Arabian Gulf. The invitation was created to compliment the unique and luxurious venue using hand-made papers and delicate bead work.

Dubai dinner invitation



## New Identity for All Branches!

East Haddam, CT, **Shagbark Hardware, Lumber & Feed** needed a new consistent identity for all three branch locations! (No pun intended). The name "Shagbark" represents the native Shagbark Hickory tree, so

Smart Graphics created a beautiful hickory tree icon along with a clever tagline. Using separate colors, SG divided the syllables in the company name using the trunk with 2-color combinations.

