



VELOCITY'S

NEWEST AWARDS AND PUBLISHED WORKS

VELOCITY DESIGN WORKS WINS RECOGNITION BY TOP DESIGN PUBLICATION THREE YEARS IN A ROW

The Creativity Awards honour the outstanding work done each year by international creative professionals in every discipline. Local brand management company Velocity Design Works is pleased to announce it has received another Creativity Award this year, making this the third year in a row it's been recognized for outstanding achievements. Launched in 1970, the Creativity Awards is one of the oldest and most respected graphic design competitions. Each year the award committee receives thousands of entries, and past winners include the most prestigious agencies, design houses and media creators from around the world. The yearly competition culminates with the publication of the Creativity Annual: a 400 page, full color hardcover distributed worldwide by Harper Collins. Velocity Design Works has now appeared in three consecutive installments of the publication.

Over the past three years Velocity has received Creativity awards for its work on behalf of Winnipeg organizations such as Edward Carriere and Frantic Films, in addition, Velocity's own branding and communications materials have also received the award. "According to our clients our differentiators include our work and the customer service we provide them. These award winning projects are a testament to the longevity of our relationships and the high quality of every one of our projects", says Velocity creative director and owner Lasha Orzechowski.

Being selected for the publication is a win-win situation for both Velocity and its clients. Not only does Velocity gain international recognition as a leading design company, their clients receive free exposure alongside other featured internationally recognized brands such as Porsche, Coca-Cola and McDonald's.

Creativity 36 is currently available at most major bookstores and through various online book vendors such as www.amazon.com.



TOP SELLING DESIGN BOOK HIGHLIGHTS LOCAL FIRM'S CORPORATE IDENTITY WORK

Velocity Design Works announces that its logo creation for client Pixel Album as been chosen for inclusion in the 2007 edition of the Logo Lounge book series.

The Logo Lounge publication is a popular corporate identity book series written by Bill Gardner and Catherine Fishel and distributed by Rockport Publishers. Since its inception in 2002, the series is considered by industry leaders to be the most comprehensive and extensive collection of the best international logo designs, and serves as a source of inspiration and ideas for design professionals. The 2007 edition, LOGO LOUNGE 3, is the third and newest installment in the series, and features designs by global marketing heavy weights Levi's, Burger King, Virgin, Mobil and many others.

"It's very satisfying to see our work appearing beside some of the world's most recognizable brands", says Velocity's creative director and owner Lasha Orzechowski. "Pixel Album is a small start-up in Winnipeg who asked us to design their entire identity. It's thrilling to know the resulting work has the same appeal and instant recognition as those other global brands", adds Orzechowski.

This isn't the first time Velocity's work has appeared in major international design publications as their logos and work have appeared in GLOBAL CORPORATE IDENTITY VOLUMES 2 and 3 by David E. Carter (2005, 2006 Harper Design Publishers) and CREATIVITY AWARDS VOLUMES 34, 35 and 36 by David E. Carter (2005-2007 Harper Design Publishers)

"Velocity's work always garners a high level of satisfaction from our clients", adds Tom Barak, Velocity's strategist," and the logos we create consistently have the traits of great branding; simplicity, instant recognition, immediate appeal and long lasting recall value. As a result it doesn't surprise me that Gardner and Fishel chose to include our work in their book." LOGO LOUNGE 3 is currently available at most major bookstores and through various online book vendors such as www.amazon.com.



LOCAL COMPANY DEVELOPS BIG CORPORATE BRANDING PROJECT

Following its rapid growth and expansion into four divisions across three cities, internationally acclaimed firm Frantic Films contracted Winnipeg-based Velocity Design Works to create its corporate identity and brand. With a workforce of 160 scattered across offices in Winnipeg, Los Angeles and Vancouver, Frantic Films' rapid expansion didn't come without growing pains.

"Over the years our company evolved, diversified and matured but our brand remained unchanged. It was becoming clear that our image and messaging wasn't resonating with our target markets anymore", says company COO Ken Zorniak. "Velocity recognized the disconnect and proposed a re-branding of our company that reflected our new level of sophistication. Also, the campaign incorporated all four of our diverse divisions into one consistent and professional looking corporate image."

Although Frantic Films has many talented artists on staff, they recognized that corporate brand development requires specialized expertise. As a result, management conceded the daunting communications task to Velocity Design Works. "Many companies attempt to develop their brand internally only to fail as a result of the lack of expertise", explains Velocity creative director and owner Lasha Orzechowski. "Velocity provides complete brand management including strategy, corporate identity and collateral design, programming, marketing, advertising, PR and production management under one roof. It allows us to deliver a unified and consistent brand for our clients".

So far Velocity's brand management for Frantic has paid off. "The resulting brand has clearly helped the company reach the next level of sophistication and professionalism", says Zorniak. As Frantic continues to land accounts with some of the biggest Hollywood movies and visual effects directors, the messaging must be getting through. Subsequently the new Frantic Films brand designs have been recognized for excellence by receiving an International Summit Award, and through recent inclusion in several respected design publications including CREATIVITY AWARDS VOLUME 34 by David E. Carter (Harper Design Publishers), GLOBAL CORPORATE ID2 (Carter - Harper Design Publishers) and COLOR MESSAGES AND MEANINGS (Eiseman - Pantone Color Institute).

Frantic Films is one of Canada's leading production and post-production companies for film and television. Frantic provided visual effects services this year for the Warner Bros. picture SUPERMAN RETURNS, which was honoured at the 79th annual Academy Awards by receiving a nomination for best visual effects.

You can view Frantic's brand on Velocity's site at www.velocitydesignworks.com and Frantic's new content managed website designed by Velocity at www.franticfilms.com



LOCAL BRAND MANAGEMENT AGENCY WINS 2 INTERNATIONAL SUMMIT AWARDS

Velocity Design Works has been awarded two Silver Summit Awards for excellence in illustration and web design for Winnipeg clients Child Find Manitoba and MWG Apparel respectively. The Portland, OR-based Summit Awards organization dedicates its efforts to furthering excellence in communications. It administers rigorous award competitions throughout the year with the goal of recognizing companies that provide exceptional creative solutions to client projects. Throughout its twelve-year history the Summit organization has established itself as one of the premier arbiters of communication excellence. Companies and individuals from more than 50 countries and five continents participate in its awards programs. Rigorous evaluative criteria and a blind judging processes determine Summit winners.

Velocity's award was for the design and illustration of two books on behalf of Child Find Manitoba. Intended for five to 10 year-olds and their educators, HOOTY KNOWS and BENJI BENNY BRINGS HIS BUDDIES are vivid and colorful books that teach about the "buddy system", and other methods to prevent abduction and child abuse. Along with winning the design award, these books and illustrations were part of a 750+ page Curriculum for K-12 students called Kids in the Know that Velocity illustrated and designed from the ground up that is now part of Manitoba public school's on-going curriculum.

The award for website design acknowledged Velocity's work on Winnipeg-based MWG Apparel's Union clothing line. Velocity was commissioned by MWG Apparel to revamp the Union's section on MWG's web site. MWG managers felt their site lacked flare, and the quality of the clothes weren't being effectively communicated. Bringing to bear cutting-edge Flash technology, Velocity created an interactive experience that boldly captured the essence of the line.

Velocity Design Works provides complete brand management including strategy, corporate identity and collateral design, programming, marketing, advertising, PR and production management under one roof and has been servicing Winnipeg firms for nearly a decade. Velocity has earned a total of eight Summit awards since 2001.

