

# newsletter

**NO JOB IS TOO SMALL:** Sometimes what looks like a small project can be a larger venture ready to roll. Investing in the larger picture can bring added creativity and attention to your product, whether you're promoting a festival, or just putting your message on a coffee mug. Here's what's been brewing in our studios this summer:

"Great job this year! (The materials for the Nantucket Comedy Festival) looked very professional. (The event) was a lot of fun and some great comedy." -Kevin Flynn, founder and executive director of the Nantucket Comedy Festival and co-founder of ProjACK Comedy



Are you sure you don't have a little Hungarian in you?



**WANT SOME?:** What seemed like a small brochure project was expanded to big, colorful branding program when our friend Eva with the Minnesota Hungarians contacted us for help promoting their week of folkdance and music events. We took the baton and created a mascot ('Groucho'), a scandalous tagline, on-line banner graphics highlighting each activity and corresponding postcards, tshirts and illustrated souvenir tickets. While our usual compensation was outside their budget, the colorful graphics and potential to increase attendance convinced the board to invest in the concept, and give our work a wider audience in the midwest!

We created original artwork to promote their boat cruise on the Mississippi, dance workshops and concerts for their festival from Sept. 20 to Oct. 5, 2011. If you're in the neighborhood, swing by the Twin Cities for a boot-stompin' good time! Find out more at [minnesotahungarians.com](http://minnesotahungarians.com).



Brochure graphics for ProjACK Comedy

**A STAND UP PERFORMANCE:** Our friends at the Nantucket Comedy Festival were pleased with the branding and promotional graphics we developed for their events in July. But we also designed a publicity brochure for their beneficiary organization, ProjACK Comedy, to inform prospective donors. ProjACK Comedy teaches stand-up comedy in local high schools, where kids learn teamwork, improve writing skills, and deal with onstage jitters. You can give them a hand at [www.nantucketcomedyfestival.org](http://www.nantucketcomedyfestival.org).

Festival logo and promotional graphics for a multi-day event.

**TOO CUTE FOR CORPORATE:** Our friends at Promo Stuff ([promostuffonline.com](http://promostuffonline.com)) asked for help envisioning a custom graphic on a coffee mug, a souvenir for graduates of a corporate training. The artwork needed to portray the client's Core Values in a creative way. Numerous presentations had been rejected when they turned to us to develop a spectrum of creative graphic interpretations.

We gave them color, we gave them font variety, even little animal icons to illustrate the message. While the client chose the most conservative solution, the path to a decision is often guided by more creative extremes. (Stay tuned, our rejected animal icons may appear in a future promotion!)



The final coffee mug concept surrounded by rejected ideas.



**STEPHEN BURDICK** is a graphic designer and illustrator in the Boston area, with over 20 years experience in the communication arts. Estimates are cheerfully provided by calling 617-695-1400, or toll-free: 877-SBD-4ART (723-4278). See more success stories in our online gallery at [www.stephenburdickdesign.com](http://www.stephenburdickdesign.com). Printed on recycled paper. © 2011

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