

the design channel

the design channel, llc

news release

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For Immediate Release

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The Design Channel picks up two American Corporate Identity awards.

Agency's design work to be showcased in American Corporate Identity 24.

WASHINGTON, DC, January 24, 2008—The Design Channel (TDC), a branding and integrated marketing communications company, was honored for its corporate identity and design work at the 24th annual American Corporate Identity (ACI) Awards. The agency's winning entries included corporate identity materials for Peterson & Collins, Inc. and a brochure series for the Corporate Executive Board (CEB).

The award-winning work can be seen in American Corporate Identity's perennial publication, which features some of the country's best corporate identity and design. "It's always an honor to be recognized by ACI and have our work published in a resource that so many designers and clients look to for inspiration," said TDC president, David Franek.

TDC was contracted by the CEB, to create a brand aesthetic and collateral materials for its new series of leadership development programs designed for executives at mid-sized companies. The Peterson & Collins, Inc. logo and identity materials were part of effort to re-energize the builder's brand that also included a web site.

American Corporate Identity is a national creative competition that recognizes outstanding achievement by branding and design professionals whose work exceeds a high standard of excellence and serves as a benchmark for the industry. The competition is judged by a panel of professional designers and the winning entries are published in hard-bound book.

About The Design Channel: With offices in Washington, DC and Baltimore, MD, The Design Channel provides a full range of integrated services, including branding, marketing and advertising, corporate communications, broadcast and interactive/social media. TDC works in a variety of industries from Healthcare and Education to Manufacturing and Technology.

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