

the design channel

the design channel, llc

news release

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For Immediate Release

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National Rural Telecommunications Cooperative (NRTC) connects with The Design Channel for reenergizing their identity and branding.

Agency wins assignment to develop a new brand identity platform and marketing tools for this national association.

WASHINGTON, DC, March 20, 2009 –The National Rural Telecommunications Cooperative (NRTC) has selected The Design Channel to develop a new branding and graphic identity system, the agency announced today. The Design Channel was awarded the assignment at the end of a review in which multiple advertising and design agencies in the DC area competed for the business. The work will include the creation of a reenergized brand look and feel for NRTC from rethinking their brand architecture to rolling out a comprehensive identity standards system for a broad range of materials, from logo usage, typography and color palettes to internal communication tools and marketing support materials.

“I’m thrilled that NRTC has chosen us,” said David Franek, president of The Design Channel. “Our staff invested significant time and brainpower in getting to know what NRTC wanted from both design and marketing perspectives. It’s gratifying to know that our ideas were in line with NRTC’s vision.”

The Vice President of Marketing and Communications at NRTC said, “The Design Channel demonstrated that they understood our culture and how we communicate to our members as well as within our organization. Their vision for our overall brand and graphic look is fresh and exciting yet comfortable, and is easily applicable to a number of communication vehicles. I was familiar, and impressed, with work that they had done in the past and look forward to having them take our materials to a new level.”

NRTC (www.nrtc.coop) represents the telecommunications and information technology interests of more than 1,400 rural utilities and affiliates in 48 states. Founded in 1986, it provides services designed to meet the needs of rural utilities and their customers, such as high-speed Internet service, wireless technologies, long distance phone and mobile phone services, IP broadband backbone services and direct broadcast satellite service (DBS) with DIRECTV.

With offices in Washington, DC and Baltimore, MD, The Design Channel (www.thedesignchannel.com) provides a full range of integrated services, including branding, marketing communications and advertising, corporate communications, broadcast and interactive media.

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