



WINNIPEG BRANDING COMPANY'S WORK HONOURED

When it comes to marketing and design, local branding firm Velocity Design Works measures up against the world mightiest agencies. Fuenf Freunde of Berlin has announced the 2008 release of its popular book, *Big Book Of Brochures*, and has selected two of Velocity's brochures for inclusion in their newest edition which is published by Harper Collins of New York.

The Fuenf Freunde (German for "five friends") organization examines marketing brochures from top agencies from around the world, and judges them according to stringent guidelines that measure artistic and technical merit. Only the top designs are selected for inclusion in the international publication which has become a popular industry resource repository of the world's best brochure designs.

This is not the first time Velocity's print and web designs have been recognized internationally, as they have won both prestigious marketing and design awards, as well, they've appeared in a number of important art and graphics reference books including *Global Corporate Identity Volumes 2 and 3* by David E. Carter (2005, 2006 Harper Design Publishers), *Big Book Of Ideas* by David E. Carter (2007 Harper and Collins), *Color: Messages And Meanings* by Leatrice Eiseman (2006 Hand Books Press), and *Creativity Awards Volumes 34, 35 and 36* by David E. Carter (2005-2007 Harper Design Publishers).

"It is very gratifying that we can give our local clients world-class art and campaigns, which are often placed in the same publications as brand powerhouses like Porsche, Burger King and Calvin Klein", explains Velocity's owner and creative director Lasha Orzechowski. "It makes us proud to know that the work we do for our clients is being recognized internationally."

"Velocity's work always garners a high level of satisfaction from our clients", adds Tom Barak, Velocity's strategist, "and the brochures 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 Velocity's work is repeatedly recognized along side high profile international brands."



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