

News Release

For Immediate Release

Contact:  
Lasha Orzechowski  
204.927.0550

## Colour is Key When Branding Your Company

**WINNIPEG – September 12, 2007** – How your customers view your company depends heavily on your identity, and one of the major factors in brand effectiveness is colour. Although colour has powerful emotional associations, many organizations underestimate this key influencing factor.

Local branding agency VELOCITY DESIGN WORKS is an acknowledged expert in colour, and owner/creative director Lasha Orzechowski speaks from years of design and marketing experience, “Colour schemes profoundly influence people’s buying decisions. Colours evoke emotions, and with careful design a marketer can stimulate an emotion of choice. When repeated over time, these types of associations provide mental shortcuts to a brand’s promise, which is an important part of creating loyalty.”

Several of Velocity’s designs were recently selected for publication in the prestigious design book *Color: Messages and Meanings* written by leading colour theorist, author and acknowledged “guru of colour” Leatrice Eiseman. Velocity’s designs for Winnipeg-based Wasabi Next Door, Edward Carriere Salon, Pixel Album, the Burton Cummings Theatre, and Frantic Films appear in the most recent edition of the Eiseman book alongside design work for Madonna, Nordstrom Department store and BMW.

“We are very colour-centric at Velocity,” adds Orzechowski. “Our client Pixel Album offers services that allow customers to log and store photos while on vacation, so we used a warm, full colour spectrum when choosing their logo’s palette, since both cameras and people see the world in this way. Alternatively, with the Frantic brand, silver metallic inks impart a sense of innovation, in-keeping with the company’s technology-based offering. We chose a deep and rich blue to signify strength, reliability and security, since that was Frantic’s positioning. Frantic COO and co- founding partner Ken Zorniak says the resulting brand has clearly helped the company reach the next level of sophistication and professionalism. He noted that visual effects supervisors on movies have made comments about their demo reel packages, adding, “if our reel stands out in the pile, we’ll get the call back.” Now that’s branding with power.

*Color: Messages and Meanings* is currently available at most major bookstores and through various online book vendors such as [www.amazon.com](http://www.amazon.com).

For more information contact:  
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