

## News Release

For Immediate Release

Contact:  
Lasha Orzechowski  
204.927.0550

### Top Selling Design Book Highlights Local Firm's Corporate Identity Work

**WINNIPEG – September 12, 2007 –** Velocity Design Works announces that its logo creation for client Pixel Album has been chosen for inclusion in the 2007 edition of the Logo Lounge book series. The Logo Lounge publication is a popular corporate identity book series written by Bill Gardner and Catherine Fishel and distributed by Rockport Publishers. Since its inception in 2002, the series is considered by industry leaders to be the most comprehensive and extensive collection of the best international logo designs, and serves as a source of inspiration and ideas for design professionals. The 2007 edition, LOGO LOUNGE 3, is the third and newest installment in the series, and features designs by global marketing heavy weights Levi's, Burger King, Virgin, Mobil and many others.

"It's very satisfying to see our work appearing beside some of the world's most recognizable brands", says Velocity's creative director and owner Lasha Orzechowski. "Pixel Album is a small start-up in Winnipeg who asked us to design their entire identity. It's thrilling to know the resulting work has the same appeal and instant recognition as those other global brands", adds Orzechowski.

This isn't the first time Velocity's work has appeared in major international design publications as their logos and work have appeared in GLOBAL CORPORATE IDENTITY VOLUMES 2 and 3 by David E. Carter (2005, 2006 Harper Design Publishers) and CREATIVITY AWARDS VOLUMES 34, 35 and 36 by David E. Carter (2005-2007 Harper Design Publishers)

"Velocity's work always garners a high level of satisfaction from our clients", adds Tom Barak, Velocity's strategist," and the logos 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 that Gardner and Fishel chose to include our work in their book."

LOGO LOUNGE 3 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:  
Lasha Orzechowski  
Tel: 204.927.0550  
Cell: 204.792.0643  
[lashao@velocitydesignworks.com](mailto:lashao@velocitydesignworks.com)  
[www.velocitydesignworks.com](http://www.velocitydesignworks.com)