

a design resource for your story







## ART DIRECTION: HotSpring

The Strategic Marketing firm HotSpring "sees the world of marketing as a set of dynamic and constantly-evolving inter-relationships. . . ." So, it only makes sense that they want their own brand to be simultaneously flexible and consistent. The logo and good-old-fashioned stationery programs, various website versions, brochures, blogs, and e-mailers evolve as necessary while still capturing the soul of the HotSpring brand. Our ongoing art direction helps them stay true to themselves—always improving, while keeping core visual values intact. For HotSpring site-seeing, check out our Case Study section.

## What we did:

- Logo, Letterhead and identity program both for traditional printers and for HotSpring to mail, as templates, as Word documents.
- Website (and updates).
- Case Studies—as spiral-bound books, pdfs, e-mailers.
- Assorted studies and surveys.

Weet Time loc asked us to help then position a new magazine for women that would be sold exclusively through Wal "Mart, we know that they were onto samething. After we talked to the somen it was intended for we could stirring the passions of hard-boiled New York media Critics. But All You caught the ere of Larry Cobrow, who captured e of what the magazine brings to its maders in a single ad delivered a publisher's dream endorsement: PEOPLE'S e that's targeting families mights be in Al You. CHOICE paretic populars. If makes an well for or men a pair people dans and security with information safe including what's expense for condition in the the said to the Special and a distinct of If my west to broad up your broads amportion ment: he must be a explanat of the or articulate it in a ringle way that everyone can agree to, contact floor Balton @ 718.851.8411 anternative which are in www.lefspringrys.com an install between a street Schoolse contracts security has breed about

