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Bowhaus Gets Creative With Creative Communicators' Identity

PHILADELPHIA, March 15, 2010 – Creative Communicators' owner Mark Corallo, MA CCC/SLP (Speech and Language Pathologist) was looking to develop a new brand, specifically a more versatile logo identity and web-based marketing tools including a new web site and rich e-mail campaign.

The web site's primary function was to showcase Mark's customized approach to helping children with special needs through oral motor techniques, social skills / theatre programs, and most of all – FUN. Highlighting Creative Communicators' breadth of services was also a key component to the project.

"Mark made it very clear to our designers that the site had to be easy to use (for parents) and fun (for the kids)... From day one, the goal was to create a web 'experience' that mirrored what actually goes on at Creative Communicators," said Mary Porcelli, Principal of Bowhaus Design Groupe, "This would be a good time with lots of play, toys, games, and LEARNING."

After developing the logo, stationery system, document templates, direct mail and rich e-mail program, and a web site, Mr. Corallo said he – and Bowhaus – are just getting started. "Phase Two is to create online games for the kids, so they can continue to learn and grow in between sessions. These interactive games will be developed in Flash and will work seamlessly with the core web site."

"I highly recommend Bowhaus Design Groupe to anyone who is looking for a firm that listens to your needs and delivers custom design solutions – as well as detailed implementation plans – to help raise awareness about your services or products," said Mr. Corallo, "Bowhaus exceeded my expectations, as they were able to create my vision of creativity with professionalism."

About Bowhaus

Bowhaus Design Groupe, founded in 1995, is an award winning creative agency providing a full range of design and marketing services to companies in the mid-Atlantic region. The firm's services include branding, corporate identity, advertising, direct mail, print design and production, and complete interactive and web design services. With a team of graphic designers, writers and creative strategists, Bowhaus offers clients fresh ideas and proven support for achieving their marketing goals. The firm is headquartered in Center City Philadelphia.

More information about Bowhaus Design Groupe and its design and marketing services can be found at www.bowhausdesign.com.