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PRESSRELEASE

Communication Arts Design Annual Features CSA

New York, NY, December 26, 2007 – The identity program created for Bideawee by the Carbone Smolan Agency (CSA) was featured in Design Annual 48 produced by Communication Arts magazine.

Bideawee is one of the nation's leading non-profit animal shelters. According to Leslie Smolan, Co-founder and Chief Strategy Officer, CSA, "It was a challenge to introduce a fun, modern look and feel to Bideawee's identity. We chose a playful color palette of brown and magenta and married it to interchangeable dog and cat symbols appealing to both camps of animal lovers."

Juried by nine top design professionals and attracting entries from 20 countries, each year's Design Annual features 250 pages of the best work in posters, brochures, packaging, trademarks, corporate identity, annual reports, catalogs, letterheads and signage. Published each November, 70,000 copies of the Design Annual are distributed worldwide.

Of the 9,286 entries to the 2007 Design Annual, 249 were accepted, making the Design Annual the most exclusive major graphic design competition in the world.

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Carbone Smolan Agency offers a comprehensive set of strategic and creative services designed to build a singular brand voice across all media. Based in New York, the firm has built an international reputation creating outstanding programs for world-class clients, including Morgan Stanley, Tiffany & Co., the W Hotel Group, Herman Miller, PBS, Christie's, Musée du Louvre, The Museum of Modern Art, and The Chicago Symphony Orchestra. For more information, visit www.carbonesmolan.com.

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