

Much More than a Hollywood Sitcom!

Mystic, CT – Mystic Area Shelter & Hospitality, Inc. (MASH) is an evolving, community collaborative that provides family-focused transitional shelter & hospitality while promoting self-sufficiency. On November 6th, MASH invited Smart Graphics to a ribbon cutting ceremony for a newly renovated two-family home. This very exciting and important event was the first of a much needed housing facility for homeless families through MASH. It was also an opportunity to showcase a new logo and newsletter that was donated by Smart Graphics.

This attractive logo, filled with bright warm colors, includes the essence of family and represents shelter.

To help make a difference, contact MASH at 860.245.0222 or e-mail mash@99main.com.



MYSTIC AREA SHELTER & HOSPITALITY, INC.

Making a difference in the lives of homeless families

Logo

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✓ If you would like to receive Smartalk or discontinue receiving it, please let us know. Contact 860.526.9721 or e-mail danielle@smart-graphics.com. Thank you!

DID YOU
KNOW?

interesting facts to discover

Homelessness in Connecticut does exist. 33,000 people in Connecticut experience homelessness in a 12-month period; 13,000 of these are children. A person must earn \$19.30 an hour to afford a modest two-bedroom apartment in CT. The Stamford/Norwalk area is the second most costly rental market in the nation, with a “housing wage” of \$27.63 an hour.” There are many ways to help the homeless. The CT Coalition to End Homelessness is a statewide network of people working together to identify and eliminate the root causes of homelessness. The goal of the Campaign to End Long-Term Homelessness in Connecticut is to create 10,000 new units of supportive housing in Connecticut in 10 years. Supportive housing is permanent, independent and affordable housing combined with on-site or visiting case management and support and employment services. To become more informed on homelessness and what you can do to help, visit www.cceh.org or www.ctpartnershiphousing.com.



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pleasant street
chester,
connecticut
06412

Spring 2006

A SMART GRAPHICS'S PRESS RELEASE

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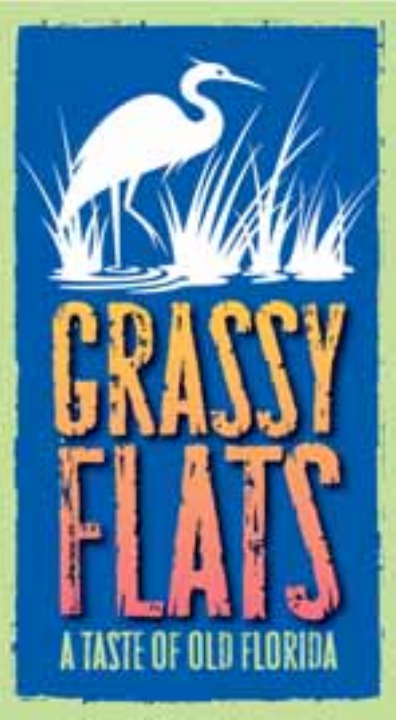
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ten pleasant street chester connecticut 06412 T 860-526-9721 F 860-526-2270 E info@smart-graphics.com

A Taste of Old Florida

Tequesta, FL, - Grassy Flats, a new family restaurant with an old Florida style, asked Smart Graphics to design a logo and tagline. The tag line, “A Taste of Old Florida,” is reminiscent of what locals appreciate and enjoy, while the logo captures the rough-cut local scene and freshness. Following the logo identity, Smart Graphics designed signage, ads, menus, business cards, apparel and a web site.

Grassy Flats seats over 150 people, has a full bar, outside patio and Tiki bar. This great new restaurant is rocking even when the steel drums are not. Some of the southern style treats available are conch fritters, sauteed gator bites with mustard sauce, hickory grilled chicken and fried frog legs. If you are ever in the area, stop in and enjoy a taste of old Florida or visit www.grassyflats.com.



Menu

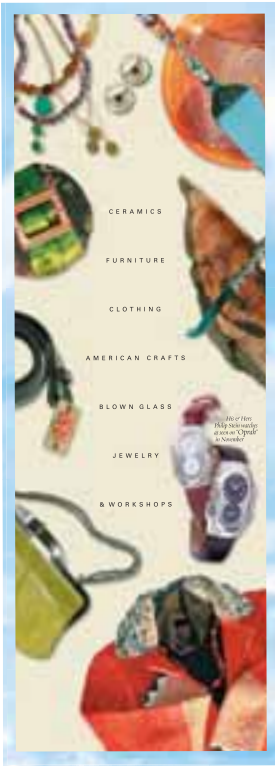
“Always the Beginning of a Great Day!”

Westerly, RI - Sun-Up Gallery came to Smart Graphics for a brand new look and tagline! The new look was created to showcase the gallery's beautiful and unique selection of ceramics, furniture, clothing, American crafts, blown glass, jewelry and workshops. The star of this new campaign was the holiday mailer that was designed to bring existing and new customers to the gallery during the holidays. The mailer's clever concept not only promoted the shop and its holiday promotion, but it also included a blank gift certificate that could be activated over the phone for easy holiday shopping.

Sun-Up Gallery’s new campaign also included several ads, a postcard, posters and a website. Be sure to visit Sun-Up Gallery, “Always the Beginning of a Great Day.” For more information log on to www.sunupgallery.com.



Holiday Mailer



The Wonder of It All!

Norwich, CT - Foxwoods Casino Resort, the largest resort casino in the world, invited Smart Graphics to design invitations for their Blackjack Invitational and their Arts Alive Slot Tournament.



These attractive invitations present the high earnings available and depict the theme of each event through graphics, while also enticing players to enjoy a night of gaming and Foxwoods’ luxurious accommodations.

The blackjack invitation below captures the essence of the game through playing card graphics and photos on the inside.



Book Smart

New York, NY - Facts On File, a publisher of print and electronic reference products for the school and library market, invited Smart Graphics to design book covers for the *Slavery In the Americas* and the *Native America* book series. Each series required a series logo and a cover designs for each title. Both series had

very specific guidelines and needed to provide an accurate representation of the historical time period through graphics. The audience will be students in grades 4-9, who will use the books as an educational reference. The books will be published in March and will be available on line.



Slavery In the Americas book series



Native America book series

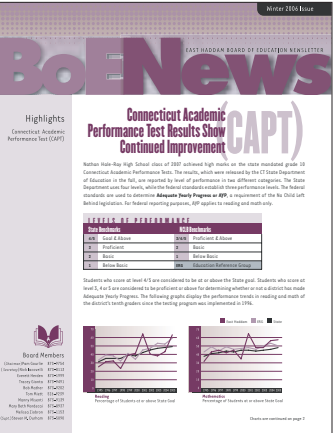
BoE Knows News!

East Haddam, CT - East Haddam board of Education, (EH BOE) requested Smart Graphics once again to design their quarterly newsletter for the public. After three years with Smart Graphic’s initial design, EH BOE felt they were ready for a change.

Not only did the newsletter develop a more contemporary look, but it also

introduced a new name—BoENews. BoENews’ simple and attractive feel is made up of two colors and now incorporates photos in the layout to entice readers.

Check out the variety of concepts EH BOE had from which to choose from. While they chose only one, we had a great time providing various concepts.



Chosen masthead



East Haddam BOE Masthead concepts

Discover and Enjoy!

Norwich, CT - Mystic Coast & Country Travel Industry Association (MCC), a private sector destination marketing organization, dedicated to promoting southern CT and southwestern Rhode Island as a travel destination, invited Smart Graphics to update their logo. Their goal was to simplify the existing logo using a more abstract approach while also enlarging the type. Smart Graphics later designed their stationery package and window decal.

MCC represents more than 300 businesses, including attractions and entertainment venues, cultural institutions, hotels, campgrounds and restaurants—as well as the businesses that support the tourism industry through their products and services. For more information or to become a member, visit www.mycoast.com.



Window Decal



Web site holiday home page