

Press Release

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Simple Modern Style
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For Immediate Release

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Simple Modern Style recently completed an event package for the Ventura County Economic Development Association's 2001 Business Outlook Conference held on October 12th at the Ronald Regan Presidential Library.

Simple Modern Style developed the event identity, newspaper advertising, invitations, event signage, a 20-page event program, and an audiovisual presentation for VCEDA's 2001 Business Outlook Conference, "Investing Energy in Ventura County's Future". The twenty-page program, utilized a consistent image, incorporated event speaker biographies, and sponsor advertising.

In addition, the 2002 VCEDA Poster was unveiled at the Business Outlook Conference. The headline "Investing Our Energies" touches on the heart of the VCEDA organization—businesses joining together to meet the needs of business in Ventura County. The glimmering earth conscious, water and leaf image is surrounded by sponsor's logos. Posters are available at the VCEDA office.

Camarillo-based Simple Modern Style is a professional design firm assisting numerous businesses in communicating profitably with their clients through well designed printed materials. They specialize in the areas of corporate identities, brochures, marketing collateral, advertising and packaging and have a reputation for quality work, timeliness as well as professionalism. A close working relationship is at the heart of every project allowing Simple Modern Style to meet their client's needs in many diverse industries. "We have made a commitment to pare down the tricks and clutter of the current design trends and focus on direct and powerful design solutions. We believe in clean, clear, and honest solutions that meet our client's expectations." commented Sampson.

In addition to VCEDA the design studio has served a diverse clientele including Xircom, Access Quality Toys, Start-A-Heart, T.A.A.M. Inc., The Matsco Companies, QAD Inc., Tulino Design, Inc., and Young at Art.



Sandra Sampson, Creative Director, holds a B.F.A. degree in Graphics and Packaging from Art Center College of Design, Pasadena, California. Sandra has been involved in the various aspects of business, design, and marketing for over 13 years. For more information contact Sandra at (805) 445-0071 or by e-mail at ss.sampson@verizon.net. To view a project portfolio please visit Simple Modern Style online at www.portfolios.com/simplemodernstyle. #####