



gacreative newsletter

ALIGNING SMART STRATEGY AND SHARP CREATIVE

August 2011

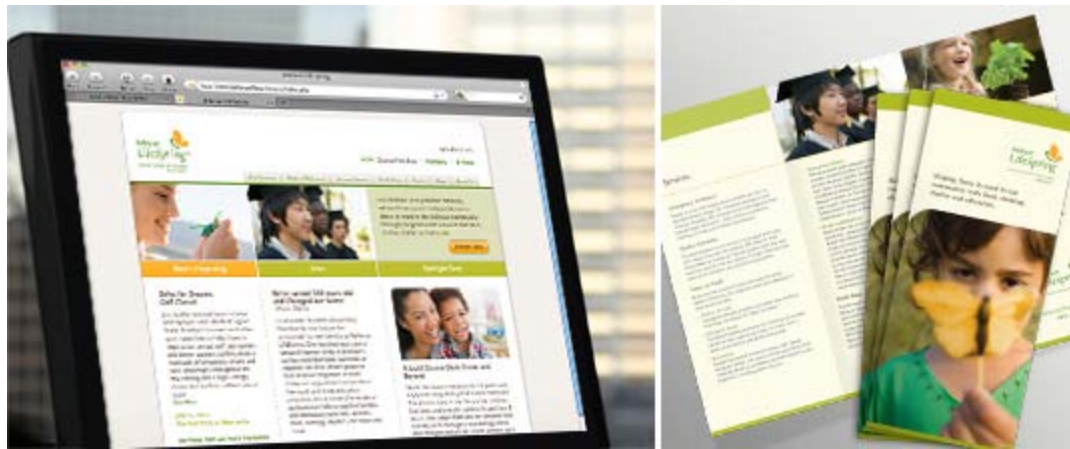
In this issue:

Bellevue LifeSpring brand earns Communitas Award

GA Profile

Favorite GA Blogs

Bellevue LifeSpring brand earns Communitas Award



GA Creative received the Communitas Award for its work on behalf of Bellevue's first non-profit organization, Overlake Service League. By helping the 100 year-old organization revitalize itself as Bellevue LifeSpring, GA is proud to support its mission – to transform lives through assistance with basic living needs and special programs to help individuals and families in Bellevue build a better future.

“Working through the branding process with GA Creative has been truly fascinating,” remarked Trish Carpenter, Bellevue LifeSpring President. “The process enabled us to define ourselves and, remarkably, GA Creative took the definition and translated it into a visual brand we thoroughly embrace. We are so excited to be Bellevue LifeSpring and eager to continue this rewarding journey.”

To find out more about the Bellevue LifeSpring re-brand, check out the GA portfolio.



GA Profile: Rebecca Songer Laughlin



Job Role: Account Manager and Communications Strategist

On the GA Team Since: 2003

Clients: Microsoft, Logicalis

Philosophy: I start fresh every morning. I'm not responsible for anything in my past. That wasn't me. Unless it's good.

Curious about:

Mexico – no travel plans, but jonesing to visit family in Guadalajara, museums in Mexico City, eat in San Miguel, shop in Oaxaca and lie on the beach in Zihua.

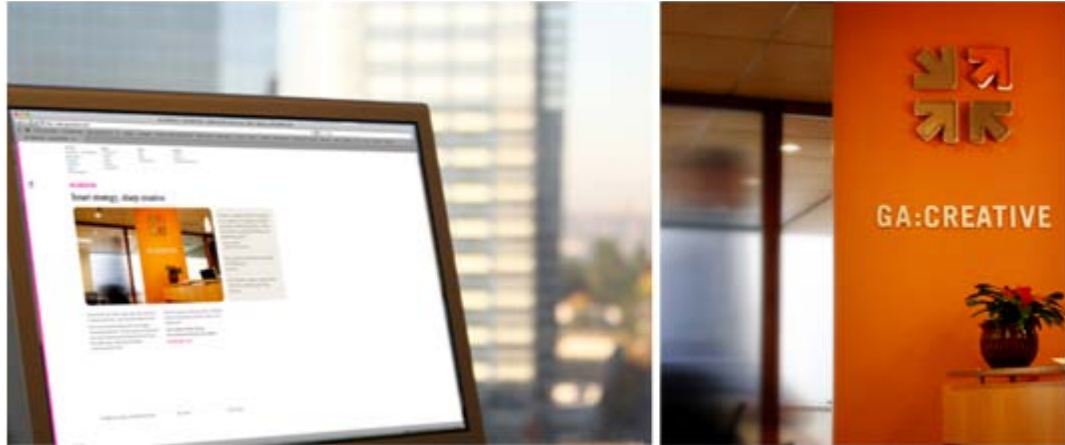
The ending to the novel in my head that I don't have the time or discipline to sit down and write.

What's next?

When not at work: At the park with my overly energetic offspring, making waffles and practicing yoga – just not all at the same time.



Three Blog Favorites Posted on the GA Website



From mysterious art installations, cryptic symbols and thrilling uses of technology, we've been busy questioning, commenting and appreciating on the GA Blog. Let us know what you think!

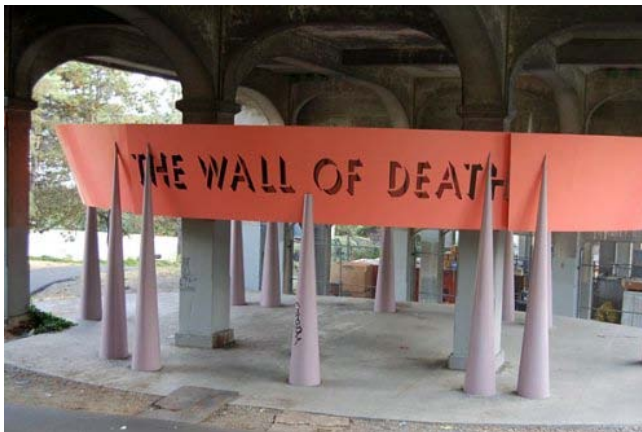
1



Wherefore "The Wall of Death"?

Karen Axtell

I've always felt fortunate to live close to the Burke-Gilman Trail. My family has enjoyed biking from Ballard to Bothell and beyond. But each time we venture under the University Bridge, we're confronted by The Wall of Death...





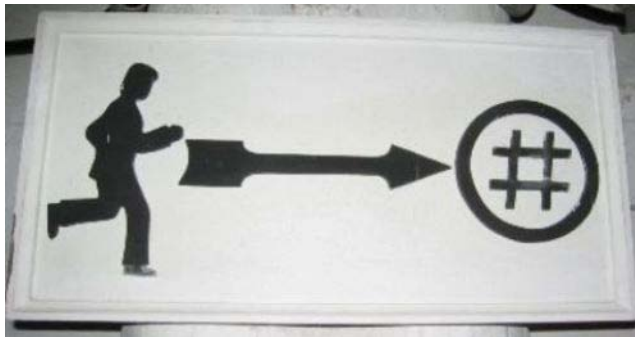
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OCTOTHORPE

Mark Notermann

If you like a bit of history; maybe a dash of intrigue to go with your symbol names, the OCTOTHORPE has a lot going for it. This one is not open to a ton of design interpretation but has so many interesting uses and names, it's worth a look.



3



Choose Your Own Adventure

Jeff Welsh

The latest innovation by TV channel 13th Street Universal uses augmented reality to create a whole new experience. They have developed a game/movie called “The Witness”, for the German market that requires the viewer to engage and become a part of the movie...

