



Press Release

PHOENIX-BASED OVO CREATIVE GROUP WINS PRESTIGIOUS WORLDWIDE ANNUAL DESIGN COMPETITION

Communication Arts Selects OVO Among Thousands of Entries for Excellence in Trademark Design

PHOENIX, AZ – (August 21, 2006) – OVO Creative Group today announced that *Communication Arts* magazine named OVO as a “47th Design Annual Award” winner in the category of trademarks. OVO was selected based on its creative excellence and quality of execution of overall trademark design, specifically its executed trademark for *Sticks, Stones and Dirt*, a land development company offering exclusive custom properties in the desert foothills of Arizona.

OVO is widely becoming known for its expertise in company naming and branding.

“As a Communication Arts 47th Design Annual selection by the distinguished 2006 jury, we congratulate OVO Creative Group for its trademark design,” said Jean Coyne, executive editor of *Communication Arts* magazine. “Acceptance in the Design Annual is known throughout the industry as the most prestigious awards competition for demonstrating excellence in the field of communication.”

Of the 9,286 entries submitted, only 246 projects were selected in 18 different categories representing 203 firms. Entries were judged by a panel of nine industry experts from across the globe. Within the trademark category, only 18 entries were distinguished by the annual design competition. The winning projects will be featured in the November 2006 issue of *Communication Arts* which will have worldwide distribution of more than 70,000 copies.

“We are honored that *Communication Arts* recognizes OVO’s contributions and unique expertise in the design field,” said Ryan Durant, co-founder and principal partner of OVO. “As an organization we strive to exceed industry expectations, redefining standards and setting the tone for innovation and creativity in design. This award validates OVO’s ability to produce innovative branding tools



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for emerging growth companies, looking to establish themselves within its respected industry.”

The winning trademark can be viewed at:

<http://www.brandsbyovo.com/casestudies/index.php?id=88>

About OVO

OVO is a creative consultancy that specializes in naming, brand identity and strategic design for emerging growth to mid-size businesses seeking to launch, grow or reinvent themselves. Recognized for their deep knowledge of brand positioning and a true advisory approach to client service, OVO provides brand identities from concept to execution for clients in a broad range of industries. The company’s strategic branding expertise spans all design disciplines from brand identity, to print, packaging, new media and environmental design. OVO’s founding philosophy is centered on design as a functional, relevant, compelling and clear cornerstone of serious brands—and ultimately “where brands are born”.

For more information, visit: www.brandsbyovo.com

About Communication Arts

Communication Arts magazine is a an international professional journal for designers, art directors, design firms, corporate design departments, agencies and everyone involved in visual communication.

For information on Communication Arts Magazine and the 47th Design Annual Awards please visit: www.commarts.com

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**Please note high-resolution photographs of Kyle Hildebrant, Ryan Durant and the award-winning entry are available.*