

press release

FOR IMMEDIATE RELEASE

for more information:

Gunnar Swanson
Gunnar Swanson Design Office
805 667 2200
gunnar@gunnarswanson.com

Gunnar Swanson Design Office · 536 South Catalina Street · Ventura, California 93001-3625 · +1 805 667 2200 · <http://www.gunnarswanson.com>

IMAGES/STORY IDEAS AVAILABLE

release date:

August 6, 2003

kill date:

no kill date

head:

Midtown Ventura graphic design wins awards

text:

The Midtown logo and the Midtown Ventura Community Council stationery, designed by Gunnar Swanson Design Office in Ventura, were both recipients of American Graphic Design Awards. The yearly awards are sponsored by *Graphic Design: USA magazine* and selected by a nationwide panel of judges for graphic design excellence. The American Graphic Design Awards are in their 24th year and are very selective: only about 10% of nominated work is selected.

The logo and stationery are part of a comprehensive visual identity program for the MVCC and for Midtown as a whole. "Even though the awards are for logos it's not enough to design a logo, stick it on everything, and call it an identity program" said Gunnar Swanson. "If that really worked you could brand a giraffe and it would be a steer." The system, including a set of typographic standards, is currently being used for MVCC publications and will be applied to a variety of materials including banners and signage.

"The mark is not just a symbol for the community council" said MVCC chair Randy Serak. "It identifies Midtown and we hope it will be used broadly to promote Midtown Ventura."

In addition to the two awards for the Midtown design, Gunnar Swanson Design Office also received recognition for trademarks designed for BioTrek, a biological education project at Cal Poly Pomona, and for the national conference of the Jane Austen Society of North America which will be held in Los Angeles. The BioTrek logo also recently received a bronze award in the 2003 Summit Creative Awards and another Ventura project, a logo for County Communicators, appears in the current *Step Inside Design* annual review issue.

Swanson has received over seventy-five such awards and publications for his work. "It's always good to have your work judged as worthy by people with high aesthetic standards" says

**Gunnar Swanson Design Office press release page 2:
Midtown Ventura graphic design wins awards August 6, 2003**

Swanson “but awards are not the goal. I had a client tell me that their product line was selling at 15% above their high projections and everyone attributed that to my package design. I’ll take that over a certificate for the wall or a little statue any day.”

Swanson is an educator, writer, and editor as well in addition to his twenty-five years as a graphic designer. The native Southern Californian left Venice in 1995 to become head of the graphic design program at the University of Minnesota Duluth. He subsequently taught graphic design, interactive design, and design history at the University of California Davis. After moving to Ventura four years ago he was the director of the multimedia program at California Lutheran University before returning to the graphic design business full time. He is the editor of the Allworth Press book *Graphic Design & Reading* and the recent Steven Heller/Veronique Vienne book *Citizen Designer* features an essay he wrote on the subject of plagiarism.

Swanson’s graphic design can be viewed on the web at www.gunnarswanson.com. The award-winning Midtown Ventura Community Council stationery was letterpress printed by Ventura printer Frank Boross.

###

