

EMUSLETTER 09

IN THIS ISSUE

Focus on craftsmanship : Joseph Woodworking

Promoting the ePrescribing initiative with NEPSI

Updated Emu website is on the horizon

IDENTITY + PRINT + INTERACTIVE

Detail from a Joseph Woodworking brochure



More information and samples are available at: www.emudesign.com



happenings

Welcome To Our New Client

Emu extends a welcome to the National ePrescribing Patient Safety Initiative (NEPSI), a coalition led by national sponsors Allscripts (a long-time Emu client) and Dell, Inc.

NEPSI includes some of the most prominent healthcare organizations and technology companies in the nation, including:

Aetna, Inc., Cisco Systems, Inc., Fujitsu Computers of America, Inc., Google, Inc., Microsoft, Corp., Sprint Nextel, Inc., SureScripts, Inc., WellPoint, Inc., & Wolters Kluwer Health, Inc.

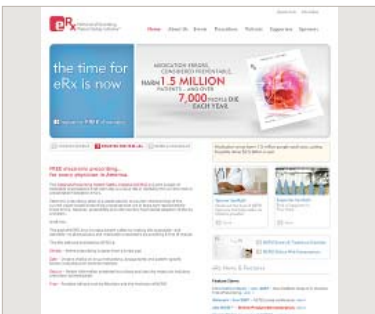
More information is available at: www.nationaleRx.com

coming soon...

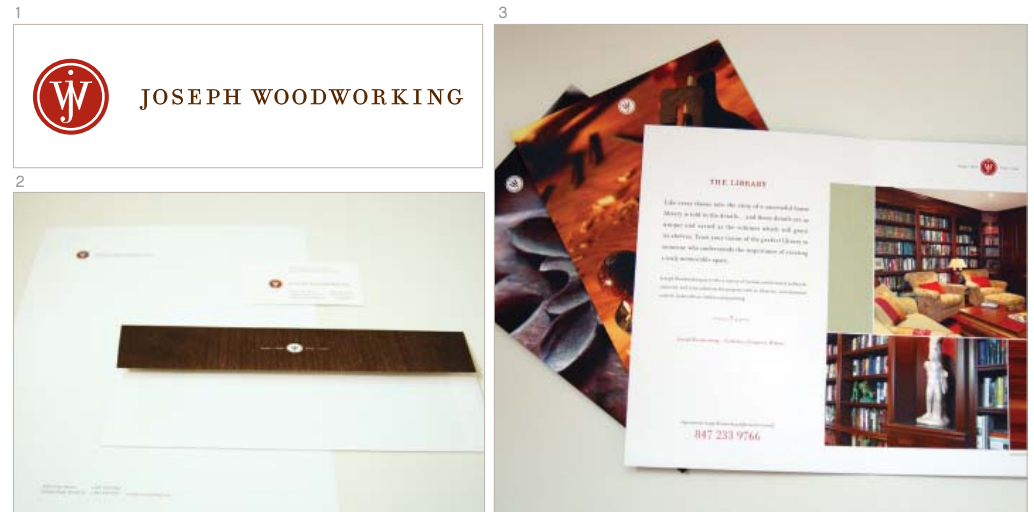
Emu (finally) Updates Website

We have a long overdue website update currently in the works. The update will include a host of new projects featured in an enhanced portfolio section.

www.emudesign.com
(new site coming soon!)



featured projects



1 JW Logo 2 Stationery System 3 Product Brochures

EMU FOCUSES ON CRAFTSMANSHIP FOR JOSEPH WOODWORKING RE-BRANDING

Joseph Woodworking was founded in 1990 by second-generation woodworker and master cabinetmaker, Jim Helm. So when Jim and company approached us to re-brand them and develop targeted promotional collateral, a focus on craftsmanship and tradition was imperative.

We began by creating a distinctive new logo, a comprehensive identity, and a new stationery system. We then designed a suite of easily expandable product brochures, with each brochure showcasing a core product line.

The inaugural set of brochures, all featuring custom photography (MacDonald Photography, www.macpix.com), includes a general JW brochure, one focusing on home Libraries, and one focusing on Media Centers. Plans are in the works for additional brochures on Kitchens, Bathrooms and more.

Joseph Woodworking serves the interior design industry, the construction industry, and individual homeowners.

www.josephwoodworking.com

EMU PARTNERS WITH NEPSI ON LAUNCH OF NATIONAL HEALTHCARE INITIATIVE

Errors resulting from illegibly written dosage indications cause an estimated 7,000 deaths and 1.5 million injuries in the U.S. annually. Emu helped the NEPSI organization launch a \$100 million national initiative in January to offer doctors in the U.S. free access to **eRx Now**, a Web-based tool physicians can use to write prescriptions electronically.

Emu designed the NEPSI website and worked closely with Kitemath Creative (programming, Flash development) and Zarb Consulting (content development, project coordination), as well as directly with NEPSI Supporter and Sponsor companies.

www.nationaleRx.com