

# emusletter



## HAPPENINGS

We would like to extend a warm welcome to our newest client:

Helium Interactive  
+ [heliuminteractive.com](http://heliuminteractive.com)

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Emu has been named the Agency of Record for Zarb Consulting, a healthcare industry consulting firm located in Raleigh, NC.

Emu will serve as the primary resource for all of Zarb's client-facing creative initiatives.

+ [zarbconsulting.com](http://zarbconsulting.com)

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Yorke Printe Shoppe has once again asked Emu to help develop a creative communication... keep an eye out for the latest promotion.

+ [yorkeprinte.com](http://yorkeprinte.com)

## FEATURE

### Helium Interactive

When long-time client Guy Mansueto decided the time was right to start his own venture, he turned to Emu to help create an identity for his new company.

We began by crafting a logo around the name Guy had chosen – Helium. He wanted a vibrant, simple, and visually powerful logo to make sure Helium rose above the competition. The end result features restrained typography, a splash of bright color, and a reference to the natural tendency of Helium to rise to the top.

We are in the process of developing a complete stationery system as well as promotional collateral including presentation materials and a website.

Make sure to check our website soon ([emudesign.com](http://emudesign.com)) for images of the complete Helium Interactive lineup.

Helium is an Internet Marketing company dedicated to the healthcare industry. More soon to come at [heliuminteractive.com](http://heliuminteractive.com)

