

AN OPEN-ENDED SERIES FROM
EMU DESIGN STUDIO

Short Stories



Yorke Printe Shoppe



ABOUT THIS SERIES

Each book in the *Short Stories* series is a brief overview of what Emu has accomplished with one of our clients. We hope you will give us a call so we can add your story to the series.

One of our trusted print vendors, Yorke Printe Shoppe, became one of our newest clients when owners Brad and Phil Scull chose Emu to redesign their entire brand from the ground up. We worked very closely with Brad and other key members of the Yorke team to articulate their passion for printing and recent technological improvements. The result of our collective efforts was a craft-influenced logo, a comprehensive stationery system, and a cohesive identity representative of Yorke's rich history and professionalism.

Thus far, the ongoing project includes: Logo & Identity, Stationery System, Promotional Collateral, Environmental Graphics, Apparel & Amenities, and a new interactive Website.



The stationery system that we created for Yorke was chosen as a **Gold Winner** in the Strathmore Paper Quarterly Letterhead Contest. The project is currently featured in the Graphics Gallery section of the Strathmore website.

yorke



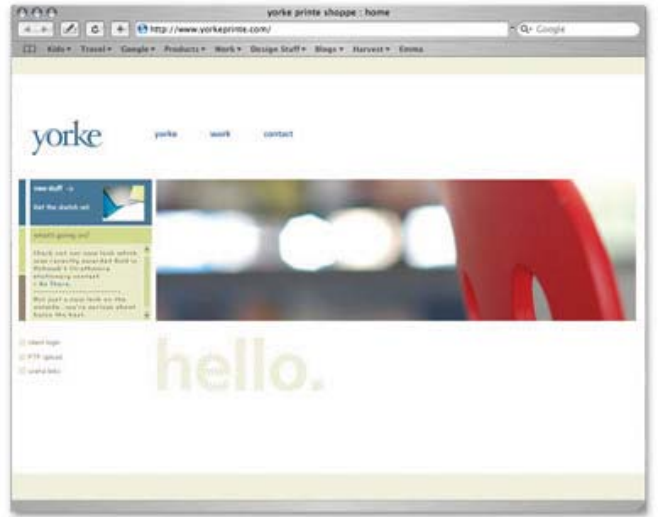
extended stationery system



logo (above) & business card (below)



self-promotional sketchbook set



website



emu design

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about emu

Emu Design is a leading strategic branding and communication firm. We help companies communicate through effective, creative, and innovative solutions that allow you to differentiate yourself from the competition and achieve your strategic objectives.

our capabilities

Logo & Identity Development, Sales & Marketing Collateral, Trade & Consumer Advertising, Website Development, and Interactive Multimedia Development.

client experience

Alliance Dentistry, Allscripts, Comcast, Discover Financial, Joseph Woodworking, Kraft Foods, Nook & Cranny Cabinetry, StudioC Salon & Spa, Yorke Printe, Zarb Consulting.