

\_\_\_\_press announcement\_\_\_\_

**FOR IMMEDIATE RELEASE**

Contact: Kirsten Osolind, Founder and Principal Consultant, re:invention  
Ph – 312.804.9914  
[Kirsten@reinventioninc.com](mailto:Kirsten@reinventioninc.com)  
<http://www.reinventioninc.com>

**re:invention Announces Double Dot Award Program Honoring Strategically Sound Graphic Design Firms, Sandstorm Design first honoree.**

CHICAGO, ILLINOIS – re:invention, inc., a Chicago brand and image consultancy, announced today its new re:invention Double Dot Award program honoring graphic design firms that demonstrate strategically sound graphic design. The award program is the first program of its kind to recognize strategic expertise among graphic designers. re:invention’s Double Dot Award acknowledges the recent movement towards strategic application in graphic design.

re:invention’s Double Dot Award will honor respected boutique graphic design firms that employ a systematic strategic planning process with clients. Awards will be presented monthly and are highly competitive. In addition to meeting other re:invention Double Dot Award established standards, all winners must be American Institute of Graphic Arts (AIGA) members. Graphic designers honored will be able to display re:invention’s Double Dot Award seal on their design firm websites. re:invention’s Double Dot Award program is viewed as a source of recognition and inspiration for boutique graphic design shops and offers potential small business clients a solution for identifying graphic design partners that will deliver strategic design solutions. Double Dot Award standards can be found on re:invention’s website, [www.reinventioninc.com](http://www.reinventioninc.com).

“re:invention wants to recognize graphic design firms that emphasize the value of strategy and its role in design,” said Kirsten Osolind, re:invention Founder and Principal Consultant. “Graphic design firms displaying the re:invention Double Dot Award seal have demonstrated a commitment to going beyond creative execution to strategic excellence.”

Sandstorm Design, a Chicago-based graphics and web design firm, has been selected as the first re:invention Double Dot Award winner and will be the first site to display the re:invention Double Dot Award Seal. Sandstorm Design specializes in cohesive design across multiple platforms, including print, packaging, and web. Their strategic process enhances their ability to understand their clients. The company’s clients include Garb, Lincoln Park Financial Group, and Taylors Candy.

“We’re excited to be recognized for our strategic client design work to date,” said Sandra Marsico, Sandstorm Design Principal and Founder. “This award is affirmation that we are doing the right thing for our clients.”

Design firms interested in learning more about the award program are encouraged to contact re:invention for award application, requirements, and standards. Members of the media are invited to contact re:invention for a media kit.

**re:invention, inc., a brand and image consulting company, was founded in 2002. The company empowers small business entrepreneurs with business planning, brand identity, buzz marketing, and publicity. A premier network of strategic alliance partners including graphic designers, web developers, and publicists support re:invention. Learn more about re:invention at <http://www.reinventioninc.com> or by contacting 312.804.9914.**

**Sandstorm Design, a Chicago-based graphics and web design firm, was founded in 1998. Learn more about Sandstorm Design at <http://sandstormdesign.com> or by calling 312.259.1637.**

###