



## Visual Strategy & Marketing Consulting Services

### News Release

FOR IMMEDIATE RELEASE

#### LogoLounge 3, Including MannPower Design, Now Available

MOUNT TABOR, N.J. (October 4, 2006) MannPower Design, a visual strategy and marketing consultancy that focuses on demand creation and revenue growth strategies for business-to-business companies, announces that LogoLounge 3, a new hardcover book showcasing identity design is now available from Rockport Publishers and includes the work of MannPower Design. This is the third volume in the series by Bill Gardner and Catherine Fishel and the first time a project by MannPower Design has been featured.

Joseph Mann, Visual Strategist and President of MannPower Design commented: "It's an honor to be included in this edition alongside many other talented designers. I look forward to getting my hands on a copy and hope we'll make it into volume 4 next year!"

The first portion of the book profiles 10 top designers' recent work in the area of logo design; the second part of the book contains almost 2,000 logos organized by logo design (typography, people, mythology, nature, sports, etc.)

#### About MannPower Design

MannPower Design is a visual strategy and marketing consultancy launched by Joseph Mann that blends the art of design and the science of analytics to drive demand and grow revenue for business-to-business companies across a wide range of industries. Our fusion of practical creativity and a proven understanding of business drivers enables us to solve complex demand creation and brand building challenges with our clients.

For more information, visit the web site at <http://www.mannpowerdesign.com> or contact:

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#### About LogoLounge 3

The third volume in the best-selling LogoLounge series provides 2,000 totally new logos from designers worldwide. This book, like the previous titles in the series, is compiled in association with LogoLounge.com, a website that was launched by Bill Gardner in 2002. The site is dedicated to logos. Top designers and design firms supply multiple logos to the site. Each LogoLounge book presents thousands of new logos that have been added to the site, providing designers with a timely and invaluable source for design inspiration and a resource for design solutions.

For more information on LogoLounge 3, visit the Rockport web site at: <http://www.rockpub.com/description.asp?isbn=1592532381> or to purchase LogoLounge 3 visit the product page at Amazon.com.

#### About the Authors

Bill Gardner is president of Gardner Design and has produced work for Learjet, Thermos, Nissan, Pepsi, Pizza Hut, among others. His work has been featured in many magazines and exhibits world-wide and he



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is the founding president of the American Institute of Graphic Arts (AIGA) Wichita chapter. He lives in Wichita, KS.

Catharine Fishel runs Catharine & Sons, a full-service editorial company that specializes in working with designers, advertising agencies and related industries. She is the author of numerous Rockport books and writes for many international design magazines. She lives in East Peoria, IL