



News from The Firehouse!

Hare Strigenz Helps Launch New Fiserv Brand:

As Fiserv began its 25th year, we designed their 2008 annual report -- the first major piece that reflected Fiserv's new brand. We have partnered with Fiserv for many years to produce their annual report and were pleased to have a role in helping unveil a new brand identity. This new brand reflects Fiserv's enhanced market approach and new energy.

Collaborating with Vollrath Associates, the team developed an annual report that successfully communicates this new identity and what it means to Fiserv and their clients.



fiserv.



Paula Enters Fittest Executive Contest:

This local competition, sponsored by the BizTimes, The Wellness Center of Wisconsin and the Wisconsin Athletic Club, was formed to identify local executives who are leading their companies by example and to encourage other executives to become more physically fit. Not only is Paula excited to share her crazy workouts with her staff, but she also loves to share her healthy fare. Favorite snacks include salmon burgers, tuna, almonds, and of course, **Sargento Reduced Fat Colby-Jack Sticks**.

Third Ward News and Events:

We love being located in the heart of the Third Ward, especially during the spring and summer months. If you're looking something fun to do, we'd love to spend Gallery Night with you! This two-day event is for art admirers and artists alike. This summer's schedule is Friday, July 24 from 5 p.m. to 9 p.m. and Saturday, July 25, 10 a.m. to 4 p.m. Call Paula if you'd like to attend.



Jackie Returns from China!

Art Director and Account Executive Jackie Fraundorfer recently returned from her three-week vacation in Hong Kong! Jackie spent her vacation dining out with her husband, scoping out the zoo, relaxing on the beach and skyping in every morning to say good night! Thanks for sharing this great photo Jackie, we're glad to have you back!



View from Jackie's hotel room showing Hong Kong Island's skyline along Victoria Harbor.



Hare Strigenz Bursts Onto The Social Media Scene!



Follow us on Twitter
twitter.com/harestrigenz



Look for us on Facebook, search:
HS Design Lab
or visit:
tinyurl.com/pzyxyr

To become a new client, or for more information about our firm, or our firehouse, please call 414.272.0072 or email: paula@hsdesignlab.com or juergen@hsdesignlab.com Hare Strigenz Design is a strategic communications and graphic design firm specializing in the development of brand identity systems, packaging, and marketing materials for a variety of businesses and organizations throughout the United States.