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ASYLUM DESIGN CREATES NEW IDENTITY FOR LAW FIRM

Los Angeles, May, 2010 – Asylum Design, a full-service strategic design firm, based in Los Angeles, CA, in association with Berbay Corporation, has created a new identity package for law firm Beaumont, Gitlin & Tashjian located in Woodland Hills, CA.

Beaumont, Gitlin & Tashjian (BGT) has been servicing clients in the Community Association industry for over 30 years. With a change in partners, they concluded it was time for a new identity and marketing program. They turned to Berbay Corp. to develop the marketing and PR strategy, who in turned brought in Asylum for the creative.

BGT specializes in Community Associations and Home Owners Associations. This entails working closely with Boards of Directors, property managers and tenants, often searching for a common ground to produce solutions that work for everyone. They were clear in their creative brief that the new logo not only needed to be fresh, unique and resonate with all of the audiences they are in contact with, but also it was important to reflect their informal and personable style.

“Working with Berbay is always a great experience, and especially so in this case. We sensed right away BGT’s excitement to turn the page on their old identity and develop a new brand,” says Jim Shanman, owner and creative director at Asylum. “The principles were open minded and determined to move forward quickly, enabling us to jump right in. We were inspired by their mission and developed a logo that speaks to their audience, combining graphics and typography unique for a law firm.”

After the first round of concepts was presented, the tagline was unveiled which dovetailed nicely with Asylum’s ideas. The graphic and the tagline both speak to the mission of the firm, which is all about different elements working together to create collaboration and resolution.

For more than 25 years, Asylum has created award-winning corporate identity programs, advertising, collateral and marketing materials for some of the most prestigious companies in the world, as well as regional retailers, manufacturers, service providers and non-profit organizations. The opportunity to work with Berbay and BGT is a perfect partnership between forward-thinking clients and a design firm with unlimited creative and strategic abilities.

For more information on Asylum Design and Marketing, Inc., visit www.asylumdesign.com

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