

— news release —

FOR IMMEDIATE RELEASE

ASYLUM DESIGN CREATES IDENTITY FOR BUSINESS MANAGEMENT FIRM

Los Angeles, March, 2010 - Asylum Design, a full-service strategic design and marketing firm, specializing in brand development and based in Los Angeles, has completed an identity package for a newly created business management firm, CroftonJohnson, LLC.

CroftonJohnson, LLC, based in Sherman Oaks, CA, is a new partnership formed by principles Ruth Crofton and Eleanor M. Johnson, combining over 40 years of experience and their strengths in business management and comprehensive tax services. CroftonJohnson seeks to provide an all-inclusive service to handle their clients' financial endeavors.

It is vital for a new company to create an identity that is not only professional and sophisticated, but lends a feeling of stability. This is important to establish credibility with existing and future clients. Utilizing modern typography and bold colors, the new logo satisfies these goals by creating a look that will still be relevant in years to come.

"The principles had set the bar high with a tight deadline and specific objectives" states Asylum owner and creative director, Jim Shanman. "We were energized by their passion for what they were doing and excited to be part of something unique in the industry. They were open to a variety of options but lent their own insights as well. In the end, it was a truly collaborative solution."

For more than 25 years, Asylum has created award-winning corporate identity programs, advertising, collateral and marketing materials for companies of all sizes, in a variety of industries, including manufacturers, retailers, service providers and non-profit organizations. The opportunity to work with CroftonJohnson is a perfect partnership between a forward-thinking client and a design firm with unlimited creative and strategic abilities.

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

###

FOR MORE INFORMATION CONTACT

Jim Shanman
Asylum
(310) 204-4346
jim@asylumdesign.com

