

— news release —

**FOR IMMEDIATE RELEASE**

**ASYLUM DESIGN CREATES NEW IDENTITY FOR NON-PROFIT**

**Los Angeles, February, 2011** – Asylum Design, a full-service strategic design firm, based in Los Angeles, CA, has created a new identity package for a local non-profit organization focused on providing relief to underprivileged children in extremely distressed communities.

HEARTbeats Foundation, based in Los Angeles, strives to help children in need harness the power of music to better cope with, and recover from, the extreme challenges of poverty and conflict, in hope of creating a more peaceful, sustainable world for generations to come.

Founder Helen Nightengale contacted Asylum for their assistance in developing an identity that would establish them as a respectable organization and leave a lasting impression with those they are trying to reach. Initial artwork of a "flowing heart" was created by artist Lee Waisler which provided the inspiration for the final design.

"Collaborating with Jim on this project was, and continues to be, one of the most fulfilling working relationships I've ever had," explains Nightengale. "Every thing was seamless from beginning to end. He understood us and what we were about and then easily translated that into a visual that represents everything we are. He is a tireless creator and isn't afraid to push the envelope a little further to get the desired end result. It's an enormous pleasure to work with someone who just gets it from the get go."

"The intention was to create a logo that captured the feeling of their mission," explains Asylum owner Jim Shanman. "We felt it needed to not only be creative and memorable, but also have a lyrical sense without being too literal. Using Lee's heart paintings as inspiration provided a beautiful platform from which to begin." The stationery and corresponding Web site tie together nicely to create an elegant foundation upon which all future marketing materials will be based.

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 HEARTbeats Foundation 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](http://www.asylumdesign.com)

###

**FOR MORE INFORMATION CONTACT**

Jim Shanman  
Asylum  
(310) 204-4346  
[jim@asylumdesign.com](mailto:jim@asylumdesign.com)

