

## Take a bite out of 2009!

Well, the silly season has come and gone and here we all are again – back at the grindstone! I'm sure you, like us here at FAD, have already taken a big bite out of 2009 and are hard at work as we race towards the end of the first quarter.

We're proud to say that our nibble at the New Year has produced significant results, with FAD being involved in a number of new and exciting projects.

So sit back, grab a cuppa (and a bite to eat, if you will!) and take a few minutes to read our latest news.

Enjoy!

Best wishes,  
The FAD team

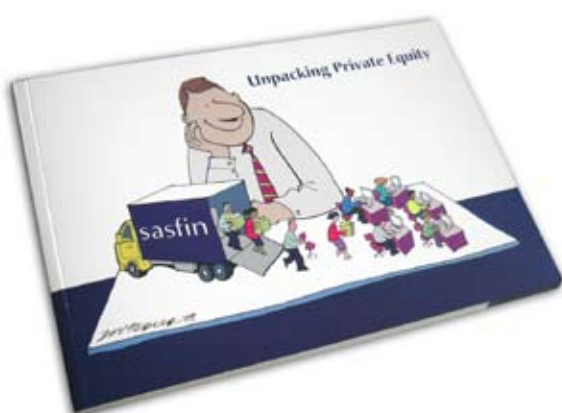
# FAD

## Newsletter



### Our new projects

We have worked on a range of exciting projects recently, including those for:



**Sasfin Bank:** where we designed a booklet titled Unpacking Private Equality, in conjunction with Dov Fedler Cartoon Dynamics. The book is a collaboration of cartoons and text that provides insight into private equity in private banking.

**Media Hub (Agency of the American Embassy in Pretoria):** we designed the logo for Media Hub as well as its corporate identity, both of which will be used to brand all American news that is distributed across the continent via Media Hub.



**Desmond Archibald Interiors**

**Desmond Archibald Interiors:** we conceptualised and designed the logo for this new interior show room in Pretoria. We specifically developed the font for the hand-drawn logo. Desmond Archibald Interiors is part of the Design Collaboration initiative, which plans to launch in April 2009.

**PAPER ST. print company**

**Paper St. Print Company:** we undertook major design work for this print house, and developed its logo and corporate identity.

**Crawford College Pretoria:** we conceptualised and designed a year-book for the college and supplied the final, printed product. The theme was cartoon heroes and we based the book on the look and feel of old-school comics and engravings.



### What we do

We believe that every client and every element of each new project is important. We pay great attention to detail and ensure thorough consultation with our clients to deliver perfect design solutions that meet your specific needs.

We operate a fully-equipped, professional studio capable of offering a complete range of design services.

These include logo design, corporate identity development, brochure and point of sale design, poster design, menu design, annual publications, print adverts and CD cover designs.

Our illustration and fine art services include cartooning, comic book illustration, educational illustration, editorial illustration and fine art illustration.

### Visit us online

For more information about FAD and the design and illustration solutions we can offer you, go to:

[www.fadcommunications.co.za](http://www.fadcommunications.co.za): our official website, showcasing our online portfolio