

Trends Affecting Business Now

Brown ousts blue, digital is in demand and proof prevails

Understanding trends is key in shaping strategy. In its commitment to delivering clients a return on their investment, PBDH regularly studies trends—from improving Web site accessibility and revitalizing materials for enhanced perception, to providing clients with proof that their marketing efforts work.

Implementing what we know about trends can make the difference in presenting a progressive, energized business versus one that looks dated and nondescript. Here's what's in and out at our Design House when it comes to brand development, interactive and print design.

With built-in features like pop-up blockers and tabbed browsing, Mozilla's Firefox has become one of the most-used open-source, free software programs. The number of downloads since its release will soon top 50 million.

Check out our new PBDH weblog at www.pbdh.com/openhouse

BRAND TRENDS

IN	Strategy Driven by Return on Investment (ROI) Clients seek a return on their marketing investment with proof that it works.	Full Annual Reports Competition for investment dollars requires more of a selling approach to the AR.	Getting to YES The pressure is on for companies to produce quickly and less expensively. Getting all parties agreed and heading the same direction is critical to success.	Custom Craft Made just for me.
OUT	Design Driven by Subjective Taste	10k Wraps	Getting Stalled in Committee Multiple parties and split decisions waste time and money.	Mass Produced Made for everyone kind-of like me.

How many CDs have you bought for a single catchy tune only to discover the rest of the songs are duds? Now you can choose your music buffet-style with iTunes. Advancing technology and increasing wealth has enabled companies to meet consumer demand for customization. Check out these other businesses tuned-in to their customers' individuality:

Custom handbags — www.timbuk2.com
Create your own teddy bear — www.buildabear.com

PRINT TRENDS

IN	Brown is Back Brown is the new corporate color. Bold, secondary colors like yellow-green and red-orange arrive.	Photoshoots Conveying your unique brand image with custom photography sets you apart from the crowd.	Digital and Direct-to-Plate Printing Technology allows printers to skip the film stage, streamlining the production process.	Sending Layouts by PDF When it absolutely, positively, has to be there today.	InDesign Adobe's new layout software raises the bar. Designers everywhere jump for joy.
OUT	Blue is Bland "Tech" blues, black grays burst with the tech bubble.	Stock Photography Finding your brochure photo on a competitor's billboard.	Film	Sending Layouts by FedEx	Pagemaker, Quark

Smaller printers who specialize in stationery and other two- or three-color work will continue to use film for a while. But we expect film to go the way of the ditto machine in the next five to ten years.

WEB TRENDS

IN	Big Type in HTML Readability and searchability triumph.	Search Engine Optimization (SEO) Elegant structural markup gets your site on Google. (Included with every PBDH-designed Web site!)	Blog-based Dialogs Employees and customers engage in the corporate conversation.	Designed to Work on your Cellphone	Firefox Upstart browser technology that cracks the IE monopoly.
OUT	Tiny Type in Ureditable Graphics Difficult to read, even harder to change.	Search Engine Submissions Hiring shady search engine optimizers to boost ranking.	Mission Statement Monologues Professional expression is limited.	Designed to Work in Netscape 4	Internet Explorer

Other Timely Observations

IN	IM Spam blockers	African Vacations	Buying Gas	Wi-Fi Hot-spots	Marimbas
OUT	Email Spam blockers	European Vacations	Buying Gadgets	Singles Hot-spots	Kazoos

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EVEN MORE NEWS

PBDH-designed magazine receives PRSA award Children's Hospital and Regional Medical Center's *Connection* magazine received recognition at the Totem Awards from the Public Relations Society of America. Congratulations to the team at Children's Hospital!

Dean Hart judges CASE awards Creative Director Dean Hart participated in judging the Council for Advancement and Support of Education juried awards competition, hosted by the University of Washington, Tacoma on January 28.

PBDH at SXSW Information Architect D. Keith Robinson was part of a panel featuring leaders in Web design at this year's SXSW Interactive Festival. A 2004 Web award nominee, he joined leading developers and designers sharing their inspirations about the future of the Web.

PBDH and Preston Gates & Ellis honored in national publications The Preston Gates & Ellis LLP ad campaign "Law looking forward" was featured in the March publications of *Communication Arts* and *Graphic Design:usa* for its superior strategic direction and brand design.

PBDH and Symetra receive national recognition The logo we developed for Symetra Financial, formerly Safeco Life Insurance Co., was recognized by American Corporate Identity in a national brand design competition. It will be published in *American Corporate Identity 21*, an annual featuring leading design from across the country.

Baby in the house (sort of) On March 7 our own Shannon Hofmeister and husband Todd welcomed Colin Joseph Hofmeister, 7lbs 6oz, into the world. Congratulations!

New clients World Inspection Network, Bellacure, American Diabetes Association, Stark Legal Education, Denver Design Center, Washington Biotechnology/Biomedical Association, Shurgard and EvergreenBank.



Your Home for Strategic Brand,
Print and Interactive Design

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A Somewhat Timely
Newsletter from
Phinney/Bischoff
Design House

Spring 2005



Keeping Up with the Trends

Find out what's coming and going
in our feature story

NEW WORK

AAA Washington/Inland



Project—New brand positioning program and Web site for AAA Washington/Inland, serving Washington and northern Idaho.

Objective—To meet members' need for easy access to valuable information, while strengthening brand image.

Result—Incorporating market research and a strategic positioning assessment, we developed a design system to reinforce AAA's legacy of serving members through local clubs. A new site structure at www.aaawin.com improves content flow and access to tools, making it an indispensable resource. Beyond roadside assistance, AAA insurance products and travel assistance offer an umbrella promise we've dubbed "confidence for the road ahead."



Emerald City Arts

New Logo

FLYING HOUSE
PRODUCTIONS

Web Site



Project—Name and brand development for former Emerald City Arts (ECA), producers of concerts by the acclaimed Seattle Men's Chorus, Seattle Women's Chorus and other artists.

Objective—To create an umbrella brand to unify all of ECA's performance brands.

Results—Following an extensive image research and strategy program, the name is derived from the organization's association with the 1939 cinematic classic, *The Wizard of Oz*. We also developed the brand position "Creativity, through community, changing hearts and minds."