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FOR IMMEDIATE RELEASE

Oct. 7, 2008

Willoughby Design Featured in Global Book of Design

“Masters of Design: Logos & Identity” identifies best-in-class design firms

Kansas City, Mo. – Willoughby Design secures a place of honor among international design firms as the company is celebrated in the newly released book *Masters of Design: Logos & Identity*.

The who’s who guide of the design industry features just 26 design firms, 17 within the United States, handpicked for a collection of the most inspiring logo and brand designers in the world. For companies and organizations seeking a collaborative partner to build brand awareness, the inaugural volume of the Masters series showcases everything from simple marks to full-scale identity programs from the industry’s most creative design firms.

“Willoughby’s work, reputation, and point of view have given them the status of one of the design world’s stars,” said Sean Adams, author of *Masters of Design: Logos & Identity*. “The firm works in all media, from print, interactive, environmental, packaging and motion. It is the overall clear vision that unifies the client’s message with truly big-picture thinking that sets them apart.”

The 12-page profile devoted to Willoughby Design delves into the company’s process, passions and techniques for creating successful logos and brand identities. Also recognized in the book are the firm’s identity designs for Wonder

Bread, Sheridan's Lattés and Frozen Custard, Tivol, Spin! Neapolitan Pizza, Feng, Mary Carol Artisan Paints and The Katalyst Consultancy.

"Being associated with this select group of designers is the highest compliment to us and our work," said Ann Willoughby, president and chief creative officer. "We are honored to be among design firms of this caliber."

Willoughby Design regularly collaborates with industry leaders to create brand identities bringing specialized expertise to retail projects of all types. The firm recently worked with Kevin Carroll on book design, illustration and hand-lettering for his 2008-published book, *What's Your Red Rubber Ball?! Carroll*, a former Nike executive, needed a partner to bring his story to life visually and capture the attention of consumers.

"Our approach to identity helps people fall in love with the brand through a kaleidoscope of well-designed experiences," Willoughby said. "We facilitate creativity and innovation that translates to a variety of consumer touch points, including retail environments, packaging design and product innovation."

Masters of Design: Logos & Identity is published by Rockport Publications. *What's Your Red Rubber Ball?!* is published by ESPN Books, a division of ESPN Publishing, and Disney Press, an imprint of Disney Book Group. Both books can be purchased at Borders and Amazon.com.

Willoughby Design is a strategic brand design and innovation firm. Founded in 1978, the company lists among its clients Hallmark, Peruvian Connection, Lee Jeans, Wonder Bread, United Nations and the Kauffman Foundation. The Kansas City-based firm is a member of AIGA, the professional association for design. More info: www.willoughbydesign.com

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