

For Immediate Release April 18, 2010

# Press Release

**Contact:**

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## Local Graphic Design Firm Wins American Graphic Design Awards Third Year In A Row

**Garson Design Services wins for work done for Fit Tech, Santa Cruz Pizza Company and Garson Design Services**

(Fairfield, CA) – Garson Design Services (GDS) a local graphic & web design studio, based in Fairfield, CA since 1992, has won a national design awards for 3 years in a row. GDS recently won three American Graphic Design Awards from Graphic Design USA, a national graphic design trade publication. GDS's designs were among the few pieces honored out of over 10,000 entries.

"In these trying economic times we strive to maintain a high level of quality at a lesser cost to our clients - our hope is that they'll remember our commitment when times get better and come back to us for more work" says Steve Garson, owner of GDS.



The awards were given for **Santa Cruz Pizza Company** that a logo for their new restaurant in Scotts Valley that picked up on the local surfer culture in a surprisingly more sophisticated approach. GDS also maintains the website of the same winning company. **Fit-Tech**, requested a "showcase" presentation folder to promote their new location, showroom in Fairfield, CA and present their hi-end fitness equipment product line. GDS also provided an on-site photoshoot. For the first time **Garson Design Services** entered in a piece of their own. "Each year we spend the time to create a unique holiday greeting card as a thank you for our clients. This one seemed to hit the right tone with the judges" said Steve Garson.

The American Graphic Designs Awards program is sponsored by New Page a manufacturer of hi-end paperstock. It honors new works in print, advertising, packaging, internet, broadcast and motion graphics, among other categories.

GDS received a Certificate of Excellence for each of its winning designs and presented a framed award and the winning piece to their clients. For more information on GDS and to view the award-winning artwork, please visit awards.garsondesign.com or call Steve Garson at 707-428-1743; you may also email him at mail@garsondesign.com.

**NOTE: Please see following pages 2 - 4 for the award winning pieces →**

**NOTE: awards.garsondesign.com is where you can see more details about the winning entries!**



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**GD  
USA**

**AMERICAN GRAPHIC  
DESIGN AWARD**

**2010 WINNER**

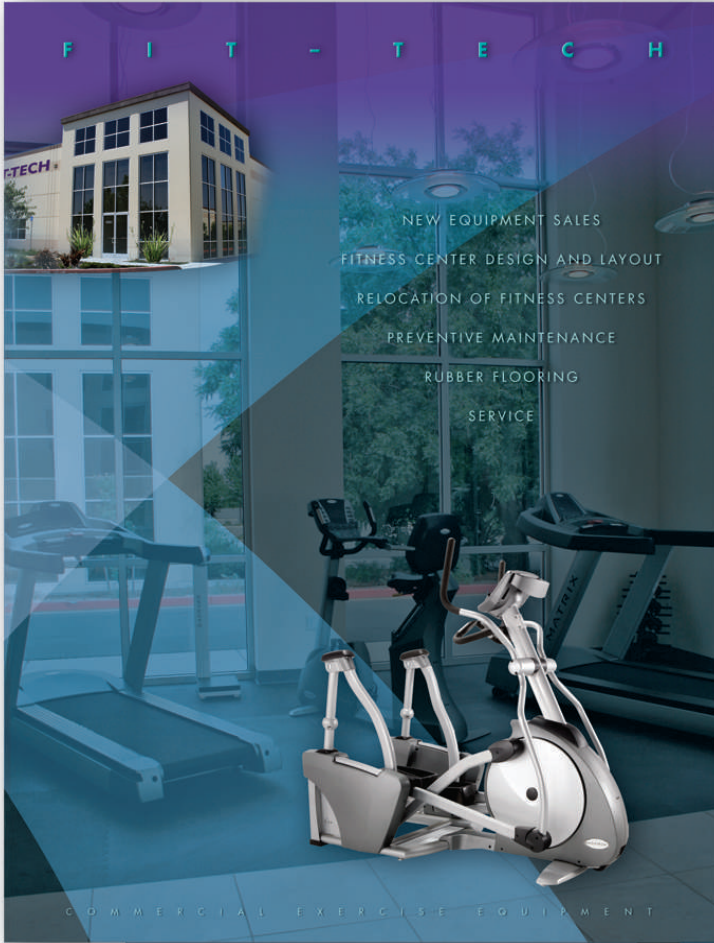
- Advertising
- Brochures
- Buttons
- Bz Cards
- Catalogs
- Direct Mail
- Display Booths
- Flyers
- Illustrations
- Labels
- Logos
- Newsletters
- Postcards
- Posters
- Printing
- Signage
- Slides
- Stationary
- T-Shirts
- Websites



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www.garsondesign.com

**14 Logos, Trademarks &  
Symbols**  
**Title: Santa Cruz Pizza  
Company Logo 1 and  
Business Card**  
Designer: Steve Garson  
Illustrator: Steve Garson

**Client:**  
**Santa Cruz Pizza Company**  
Pizza and more restaurant  
Scotts Valley, CA  
06/09/09



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**Cat. 6 Brochure & Collateral**  
**Title: Fit-Tech Presentation**  
**Folder**  
 Designer: Steve Garson  
 Photographer: Steve Garson  
 Additional Photography: Matrix

**Client:**  
**Fit-Tech**  
 Hi-End Exercise Equipment  
 Fairfield, CA  
 06/09/09



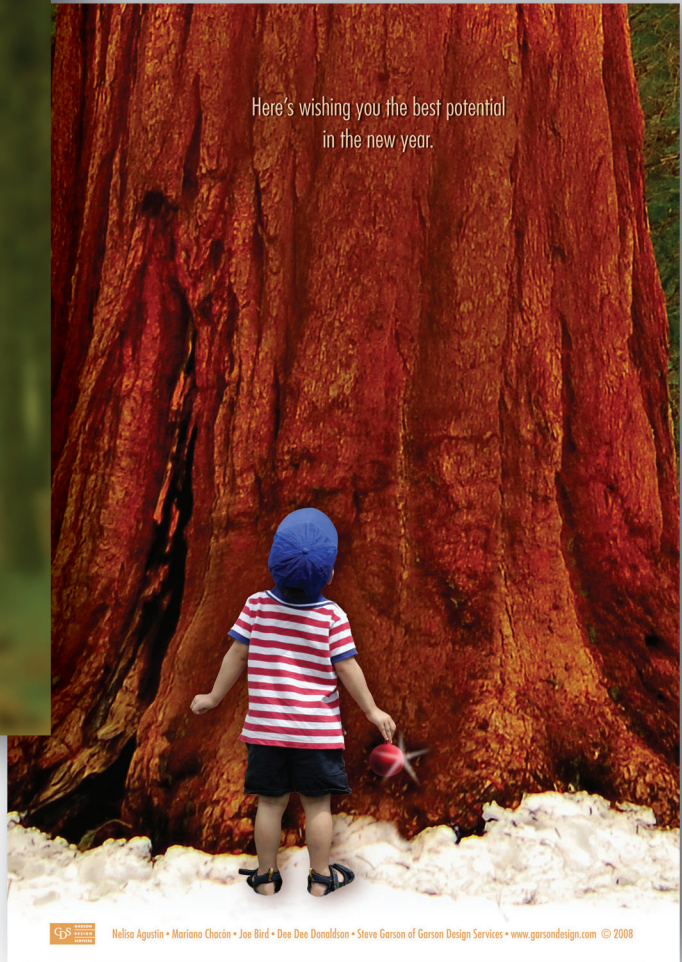
CREATED BY GARSONDESIGN.COM • © 2008

### Future Christmas Tree



If you create your own patch of fertile soil...growth will come.

Here's wishing you the best potential  
in the new year.



 Melico Agustín • Mariano Chacón • Joe Bird • Dee Dee Donaldson • Steve Garson of Garson Design Services • www.garsondesign.com • © 2008



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**22 Self Promotion**  
**Title: 2008 Holiday Card**  
Designer: Steve Garson  
Photo Retoucher: Steve Garson

**Client:**  
**Garson Design Services**  
Graphic Design Studio  
Fairfield, CA

06/09/09