

Hollister Creative wins trio of international awards for magazine and brochure designs

Rebranding for Haverford law firm Berman Voss among work honored

BRYN MAWR, Pa. — [Hollister Creative](#), a marketing communications, graphic design and website design firm, has won top honors for the third year in a row in the international [MarCom Awards](#) competition.

This year's Hollister awards include three Gold Awards in the categories of branding, interior magazine design, and general communications, in addition to an Honorable Mention for website design. The four honors represent Hollister Creative's best showing to date in the MarCom Awards.

The awards bring Hollister's total in national and international marketing, design and communications competitions to 18 in the last three years.

This year's MarCom competition drew more than 6,000 entries from all 50 U.S. states and 34 countries, with judging based on a point system for standards of excellence.

Hollister earned its Gold Award for branding for its work with Berman Voss, a Haverford, Pa.-based law firm specializing in worker's compensation. Hollister guided Berman Voss through an entire rebranding process, including the creation of a new logo, redesign of corporate branding materials such as business cards and stationery, a capabilities brochure, and a culminating presentation folder. Gold Awards honor entries that "exceed the high standards of the industry norm."

Hollister was honored with its second Gold Award for interior page design for Drexel University's College of Medicine Alumni Magazine. Working with Drexel University College of Medicine's Marketing & Communications Department, Hollister's designers developed a photo-centric magazine that captured story subjects in their professional and creative workspaces. Each story was uniquely designed to keep the attention of the reader, while unifying elements, such as body type, established cohesiveness throughout the publication.

Hollister's third Gold Award came for its creation of a folder and inserts for the Penn Libraries' Orrery Society. Named for an 18th-century astronomical device housed in the main library at the University of Pennsylvania, the society raises money to support the university library system and recognizes key supporters. Hollister Creative worked with

Penn Libraries' staff to develop a high-end folder with removable inserts for face-to-face fundraising with potential donors.

The Honorable Mention that Hollister Creative received was for website design for a manufacturer, for its work with Precision AirConvey, a manufacturer of trim and matrix removal systems based in Newark, Del.

The MarCom Awards program is an international creative competition that recognizes “outstanding achievement by marketing and communications professionals.” Entries come from corporate marketing and communication departments, advertising agencies, design shops, PR firms, production companies and freelancers. Winners range in size from individual communicators to media conglomerates and Fortune 500 companies.

Judges are industry professionals who look for companies and individuals whose talents “exceed a high standard of excellence and whose work serves as a benchmark for the industry.”

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