

An Excellent Addition To Our Family Of Clients

A big welcome to our newest client, The Registry for Excellence. Since 1985, The Registry has helped businesses and schools recognize and reward excellence. They work with companies to create employee recognition programs and with schools, colleges and universities to recognize achievement. The Registry's selection of custom gifts and awards is used to acknowledge years of service, outstanding achievements and special milestones. They provide a simple system for ordering and fulfillment backed by superior customer service. The centerpiece of their collection is a custom-designed aluminum alloy plate cast with the company or school name and logo.



Our first assignment was to create a new logo and develop trade show pull-ups and brochures. Suzette M. Cover, National Sales Director at The Registry, had this to say about our work:

“In a word AWESOME! Love the new look!”

Thanks Suzette! We look forward to doing lots more awesome work with The Registry.

Part Of The Community

The town we call home is East Petersburg, Pa., in the heart of Lancaster County. On September 13, East Pete (as we like to call it), celebrated East Pete Day with lots going on: a kid's fun run, a 5K Walk/Run, all kinds of food—even a Chili Cook-Off—rides, dancing, games and fireworks! What's not to love! As part

of this wonderful community, we were pleased to donate our expertise and design the logo and all event materials. We're proud to say that we helped to triple the number of registered runners over last year's event.

TCG staffers Kim Smith, Margie Seagers and Julie Rehman are all smiles at the East Pete 5K finish line.



ReadySetGo

We always say the best way to get to know us is to give us a project to do. Maybe it's a design project you need—a logo, an annual report, a brochure or a newsletter. Perhaps it's advertising—a print ad, a TV commercial, a billboard or a direct mail campaign. Whatever you need in advertising or design, we will do an outstanding job.

So come on...what are you waiting for? Give us a try.

Just call or email Margie Seagers at 717-569-7705 or mseagers@tcgad.com.

Back To School

We're proud to mark our sophomore year of developing advertising materials for Lancaster County Career & Technology Center (LCCTC)! This year's campaign includes poster and digital billboards, bus posters, cinema advertising, a course catalog and training brochure. We also planned a new TV campaign featuring the commercial we produced for LCCTC last year.

Last year's award-winning and results-generating campaign earned us an A+, with honors from Higher Education Marketing Report's 29th Annual Educational Advertising Awards and a Gold for Total Advertising Campaign. Plus, the LCCTC TV spot earned a Bronze Telly Award. But more importantly, their 2013/2014 full-time student enrollment increased more than 100 percent and short-term student enrollment increased by 30 percent.

We're going for extra credit with this year's campaign!

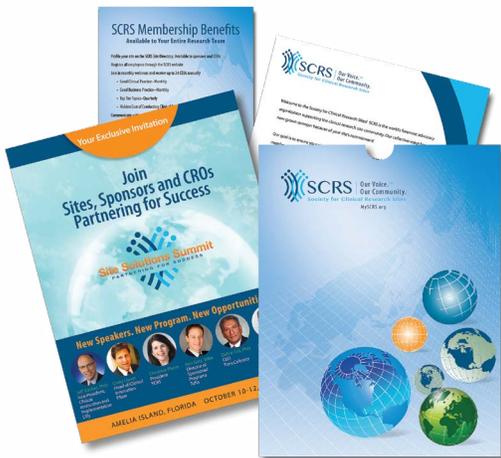
PORTFOLIO

These Are A Few Of Our Favorite Things!



For more than eight years, we've been researching, writing, designing and producing Holy Spirit Health System's quarterly community newsletter, *For Your Life*. This award-winning publication has received many accolades, including 14 awards from competitions such as Healthcare Advertising Report, MarCom, SIAA, Hermes, Communicator and Asters.

Thumbs Up For This Package Design



Collaborating with one of our clients, the Society for Clinical Research Sites (SCRS), we recently developed a topnotch new member package for them. New members now receive their welcome letter and membership materials in a unique and smartly designed package. The materials are enclosed in an envelope-style

folder with a cutout at the top for easy removal of what's inside. We dubbed it a "thumb folder." For extra special presentation, the filled folder is placed in a box with a framed membership certificate. SCRS was so pleased with the design that they are planning to use thumb folders in lieu of traditional pocket folders to mail or present other organizational materials.



Since 2005, we have been the creative design force behind the season brochure for the H. Ric Luhrs Performing Arts Center at Shippensburg University. The current season, featuring performances from August 2014 through May 2015, is highlighted in this 20-page booklet, distributed throughout the region.