

The Kineo Group
343 West Erie
Suite 410
Chicago Illinois 60654
T 312.280.8700
www.thekineogroup.com



FOR IMMEDIATE RELEASE

Contact: Joan Beaubaire
847.344.3038
joan@thekineogroup.com

KINEO WINS GRAPHIC DESIGN AWARDS FOR ANNUAL REPORT WORK

CHICAGO—The Kineo Group, a Chicago based marketing communications firm, was recognized by Graphic Design USA for its outstanding creative annual report work done for the Brain Research Foundation (BRF) and the Jewish Vocational Service of Chicago (JVS). The competition, which is nearly five decades old, attracted over 8,000 entries.

“We are delighted to be recognized by an organization that establishes industry standards for the creative design community,” said Deborah Schneider, Kineo principal and creative director. “Frequently work for nonprofits flies under the radar of these competitions so we were especially pleased to win for work we did with these two clients,” she added.

The Brain Research Foundation wanted the 2008-2009 report to renew focus on seed grants they award to enable innovative scientists to collect the data required for future funding from larger institutions. In creating the report, Schneider focused on several scientists whose achievements had generated significant additional funding. The subjects were chosen for the impact their work will have on the lives of those afflicted with neurological diseases and disorders. Kineo also does marketing and media relations for BRF.

The JVS annual report was designed to help the organization rebrand its image with a new look and format that would support its fundraising and awareness efforts. The report focused on the vital lifeline the organization provides for people at all levels of their careers, giving clients assistance and training for those who lack skills or are faced with disabilities. Photography for both reports was done by Tom Maday of Chicago.

About The Kineo Group

The Kineo Group is an integrated marketing and communications firm providing strategic counsel and execution that builds and grows brands. The Kineo Group brings experience and success to clients spanning industries from financial services to agriculture, hospitality to life sciences, sports to not-for-profits.

Kineo

Kineo