

Studio 22 and Naukabout Making Memories

By Studio 22

Dated: Nov 24, 2008

Studio 22 is helping Naukabout ask their customers, "Where do you Naukabout?" Naukabout retained the graphic design firm to create the marketing piece introducing the new company's clothing line.

Studio 22 is helping Naukabout ask their customers, "Where do you Naukabout?" Naukabout retained the graphic design firm to create the marketing piece introducing the new company's clothing line.

Naukabout's tops, made from 100% organic cotton, along with hats, beanies and other accessory items, are meant to be worn while balancing life between work and play. The folded brochure embodies the tagline with strong visuals that represent one's most memorable moments, places and life adventures.

"We could not have been more pleased with the piece that Studio 22 compiled for us," stated Adam Conley, Naukabout's Director of Operations. "Our biggest obstacle was finding a design firm who could embrace and understand our message, and convey that in graphic form. Eryn and her team nailed it on the first try."

In keeping with both companies' commitments to conservation and preservation, Studio 22 sourced a sustainable printing solution for the brochure. This included using a Green Certified printing company, FSC-certified 100% recycled (100% post consumer waste) paper, and vegetable-based inks. Taking the process one step further, the carbon emissions for the printing shipment were also offset.

"We're not only excited to help Naukabout announce the launch of their clothing line, but that we have been able to uphold our common values in the production of the piece," said Eryn Willard, Studio 22's founder. "We are proud to be affiliated with Naukabout and are looking forward to their continued success."

About Studio 22, LLC – Studio 22 is a group of outdoor devotees creating award-winning visual branding, print collateral and web design for clients in the outdoor, environmental and consumer goods industries. Practicing what we preach helps us deliver the best creative solutions to our clients. The firm has been producing sustainable graphic design since 2005. www.studio20two.com

About Naukabout, LLC – Naukabout is a lifestyle apparel company that offers active, casual and outdoor clothing for men, women and children. The company incorporates an ideal that embodies one's most memorable moments, places and life adventures. The Naukabout brand is committed to creating a community founded on Naukabout moments, encouraging people to answer the question: "Where and how do you Naukabout?" Founded in 2007, Naukabout is a private company headquartered in Ponte Vedra Beach, Florida and Cape Cod, Massachusetts, with its corporate office in Rhode Island. For more information, please visit www.naukabout.com.

###

Studio 22 is a Maryland-based graphic design firm specializing in visual branding, marketing collateral, and sustainability communications for clients in the bike/outdoor, consumer goods and environmental sectors.

Category Apparel, Fashion, Lifestyle
Tags Outdoor, clothing, organic cotton, Marketing
Email [Click to contact author](#)
Phone 240-288-8116
City/Town Frederick
State/Province Maryland
Zip 21701
Country United States
Link <http://prlog.org/10145744>



Scan this QR Code with your SmartPhone to-

- * Read this news online
- * Contact author
- * Bookmark or share online