

## Reno Graphics Design Firm Takes Bold, New Step

By Harlan Editorial, Inc.

Dated: Jan 23, 2009

*Down economy is up time for Reno graphics design business, spurring creativity and launch of new brand.*

In a refreshing move that affirms its belief in entrepreneurial possibilities even in a bad market, RoseGraphics launched its new branding - logo and Website – this month. The Reno graphics design company is headed by Theresa Rose, designer and photographer.

RoseGraphics.biz includes an online portfolio of logo, publication and Web design, as well as photography. Developed by RoseGraphics of Reno with Web content optimization provided by Harlan Editorial, Inc., a Reno-based Website content and management firm, the site showcases Rose’s elegant aesthetics and color intuition.

“The economy is moving in slow-motion, no doubt about that,” says Rose, “but that can provide an opportunity for a small business. We put some of our design and Web resources to work for ourselves this month, something we’re usually too rushed to do.” Now the firm is poised for a prosperous 2009.

Theresa Rose also set up a graphics blog site to explore ideas about design, art, and photography: <http://www.rosegraphics.biz/blog>. She provides tips for businesses taking on the task of designing their own websites, and she shares her design training and experience with guidelines and advice.

The completed site expands the northern Nevada design team’s reach to a nationwide audience.

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RoseGraphics (<http://www.rosegraphics.biz>), a Reno firm, specializes in graphic design, web design and photography. Owner Theresa Rose can be reached at 775-425-5422 or email: [tr@rosegraphics.biz](mailto:tr@rosegraphics.biz). In association with Harlan Editorial, <http://www.harlaneditorial.com>.

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