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LABOR ARBITRATION STEPS OUT WITH NEW IDENTITY PRODUCED BY IMAGE SPIGOT

Capsule: Labor Arbitration Institute, a prominent labor law education organization, has stepped out with new trade dress courtesy of Image Spigot Graphic Design. Visit Image Spigot online at www.imagespigot.com.

Minneapolis/St. Paul, Minnesota September 12, 2005 – Labor Arbitration Institute, a prominent labor law education organization, has stepped out with new trade dress courtesy of Image Spigot Graphic Design.

The rebranding consultation for Labor Arbitration Institute consisted of competitive audit, positioning, and a comprehensive visual identity for business system, signage, and promotional literature.

“The new look is really a flexible graphic treatment, so that, whether it's used on the web, in promotional literature or directional signs on site, it reminds the viewer that they're involved with an exciting educational event, not just another stuffy continuing legal education session,” says Image Spigot principal, Sharon Sudman.

Labor Arbitration Institute has been receiving lots of positive comments on their rebrand, unusual for a continuing legal education institute. Says Labor Arbitration Institute president Peter Dahlen, “Our new look is sending the right message for us - that we are on the cutting edge and deliver a quality product with flair. (Image Spigot's) research and creativity are paying off!”

Working in all areas of organizational imagery, graphics and branding, Image Spigot has experience in identity systems, corporate and sales collateral, direct mail, packaging, web sites and trade show graphics. Rather than apply their own style to client projects, they have a special aptitude for discovering an organization's brand and expressing it visually. They are also committed to giving back to our community, and therefore ten percent of net revenues are contributed to charitable causes. Reach them at 651-698-5552 or info@imagespigot.com, or visit online at www.imagespigot.com.

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For the text of this article, as well as photos and background, reference <http://www.imagespigot.com/news.html>