

From: MMRNews (Multicultural Marketing News) [mailto:MMRNews@multicultural.com]
Sent: Thursday, February 18, 2010 6:05 AM
Subject: interTrend Communications, Inc.: New year. New look.

New year. New look.

And as we move ahead at interTrend, we're doing it with a fresh perspective and style.

We have a brand new logo!

The design is packed with meaning and encapsulates everything interTrend is. The square represents a window, our viewpoint and vision. The solid, bold lines equal strength and stability. The textured effect speaks to our experience that has come with age.

The open lines highlight our flexibility, adaptability and overall flow of the agency.

The dot features our clients, the most critical part of our business.

As we welcome in the new, we must usher out the old. But we haven't round-

filed our old stationary, nor have we shredded it for recycling. Because we aren't

done with it yet. We've instead designed a sticker and stamp for our new logo that can be placed over old stationary. This is meant to discourage paper waste and encourage creative freedom. No longer will we be confined to right angles and straight lines.

It's the DIY age, so we're putting our unique imprint on everything we do. Our new logo embodies this spirit.



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