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**For Immediate Release  
September 27, 2007**

**Local Ad Agency's "Orange" Brand Recognized by Internationally Renowned Color Expert**

APPLETON, Wis. – A Coalesce Marketing and Design, Inc. capabilities brochure, a self-marketing piece outlining the agency's areas of expertise, overall business practices and supporting case studies, has been featured in Leatrice Eiseman's new Pantone® color resource book, *Color: Messages and Meanings*, for the agency's prominent use of color in its branding scheme. Eiseman, an internationally known color expert and trend forecaster, is executive director of the Pantone Color Institute. Coalesce is a strategic marketing and communications agency based in Appleton.

Published in 2006, *Color: Messages and Meanings* offers Eiseman's insights on color and emotion, and addresses how best to integrate these qualities into advertising or design, insuring that the proper message is communicated through color, and that the message is cohesive with desired brand meaning.

"Above all, colors evoke emotions and these emotions must somehow connect with the essence of the product in [an] advertisement," writes Eiseman. "Color can be, and often is, more effective than words."

The Coalesce capabilities brochure is pictured on the first, introductory page within the orange color section – a color, which Eiseman says, communicates a positive, energetic and self-assured message.

"When we opened Coalesce three years ago, we choose to brand ourselves 'orange' in order to make a memorable impact – a fresh, energetic, and above all, happy statement," says Lisa Piikkila, co-owner and creative director for the agency, "So it's an honor for the agency to be recognized by one of the world's leading color experts as successfully using color to market our business."

In 2006 Piikkila completed an Eiseman invitation-only design course – the only graphic designer to participate. Most of the professionals enrolled in the course had backgrounds in industrial, interior or fashion design.

Author of six books on color, Eiseman is founder of the Eiseman Center for Color Information and Training. She was named as a top style maker by *Home Furnishings Now*, a leading home-furnishings trade publication, and featured as an influential decision maker by *Fortune* magazine.

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Press Release

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### **About Coalesce Marketing & Design**

Founded in 2004 by owners Michelle Richard and Lisa Piikkila, Coalesce provides a full range of strategic marketing and communications services to client businesses and organizations.

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### **For More Information, Contact:**

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