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Press Release

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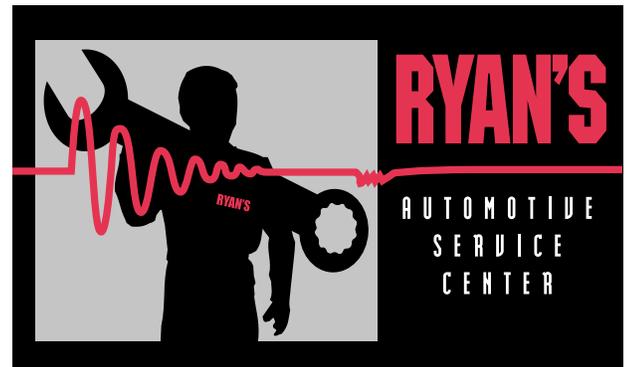
Garson Design Produces Logo for Ryan's Automotive Service Center

People driving down North Texas will soon be greeted by a friendly car mechanic carrying a big wrench...it should be easy to give directions to.

The client, Ryan Pain, had grown out of his former shop on Taylor Street, where he had been for 21 years and figured it was time to expand. So he built a \$700,000 facility at 1203 North Texas Street which will allow him to go from a capacity of 5 to 21 cars and increase turnaround for customers. A new start with a new building was an ideal time to update their logo identity.

The request was: "I want something hi-tech with a electronic scope pattern that we use in testing autos, but simple that will work on a 10' x 6' illuminated sign down to a 3 1/2" x 2" business card. Use the colors black, red, grey and white and make it look striking, unique and show that we are of service to our customers."

Garson Design had been dying to work on a logo design for the auto industry, the special challenges that it presents and the chance to flex some creative muscles. Steve



Garson, Owner/Designer, said "The look we presented combined a striking combination of modern hi-tech with an old time quality feel that reflected a personal care you could trust. Also inspiring was the fact that this design was going to be a very visible identity on North Texas Street so we wanted it to be our best work. It becomes like an outdoor portfolio piece that a lot of people will get a chance to see"

To see more of work from Garson Design Services, visit their website at

www.garsondesign.com

Note: http://www.garsondesign.com/GDS/profile/_press/news02_0524ryan.html is where you can download a PDF of this press release and JPGs or EPS of this logo (for display purposes).

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