

Suka Creative wins three Graphic Design USA awards

New York City: Suka — the Soho-based strategy, design and branding firm — has won three American Graphic Design Awards for recent annual report and branding work. Sponsored by Graphic Design USA, the American Graphic Design Awards has been recognizing outstanding new work for nearly 50 years.

“We are honored to receive these awards. It is extremely gratifying to be recognized for the good work we do on behalf of our clients — in this case for three very worthy New York City nonprofits. For us, it is also an honor to help these organizations advance their missions,” said Susan Karlin, founder and president of Suka.

Suka received awards for the following:

A.I.R. Harlem | BRANDING AND DESIGN

Formerly called the Harlem Children’s Zone Asthma Initiative, this organization came to Suka via the Robin Hood Foundation for a holistic branding endeavor. After a period of research, Suka repositioned the organization to build on its strengths and more effectively reach families, the medical community and donors. Suka renamed the organization [A.I.R. Harlem](#) (A.I.R. stands for Asthma, Intervention, Relief), crafted a logo and design system, created the tagline Breathe, Thrive, Succeed, and created two fundraising brochures.

New Visions for Public Schools | ANNUAL REPORT 2011

In year two of its award-winning relationship with [NVPS](#), Suka built on the success of the 2010 accordion-folded, narrative-driven annual report. Suka updated the report with a fresh theme, look and story to share the organization's evolution and achievements. Using subway map motifs and the theme, Moving Forward, the 2011 report features intersecting subway lines as devices to tell stories about students, families, educators and the organization.

The Fresh Air Fund | ANNUAL REPORT 2012

Suka has worked with the [Fresh Air Fund](#) for more than a decade and sought a new way to tell the organization's story through its [2012 annual report](#). Leading with the theme Simple Things, the report opens with evocative design, copy and photography of children experiencing joy – catching a frog, holding hands with a friend, running barefoot in the grass.

In addition to its work with nonprofits, Suka works with Fortune 100 companies, financial firms, healthcare institutions and colleges and universities. Intentionally small, the firm brings together content, brand and design strategists to create work that tells stories in ways that inspire. ///

Suka is an award-winning strategic marketing and design firm based in New York City. A thought leader in corporate branding and design for over 20 years, the Suka team has engaged clients in longtime partnerships to deliver annual reports and interactive solutions for a wide range of industries, including Fortune 100 companies, financial firms, nonprofit organizations, and institutions of higher education. For more information about Suka Creative, please visit www.sukacreative.com or contact Susan Karlin, President, at skarlin@sukacreative.com or 212-219-0082, ext. 123.

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