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The Write Publicist & Co

Graphic Mechanic –Overhauling Brands & Tuning-Up Images

[ATLANTA] - When the hands-on Joey Johnson looks under the hood of a business she gets to the nuts and bolts of branding needs. Taking an in-depth look at the evolving realm of a company's identity rust, dents and all and jump-starting its message with compelling graphic expression revs up marketing, and positioning according to Joey.

"From an interactive website to a business card, a brand must be recognizable, differentiated and help build customer loyalty," says the 33-year old proprietor of Graphic Mechanic. As an engineer of innovative concepts, Joey's graphic design solutions are supercharging businesses ranging from high-brow corporations to high-tech startups.

"Many businesses are as intimidated by seeking out brand repairs as they are when they take their car in to a mechanic," she began. "Clients oftentimes express that they are not creative or technical, and understandably, some may fear being taken for a ride."

As a fine –artist and former GED and Word Perfect instructor, Joey's ability to convey ideas in concise language and visuals that don't intimidate or confuse fueled her new career. In 1996, she enrolled in the Art Institute of Atlanta, and while still a student she developed a huge audience for her no-fuss "fix and repair approach" to design. "Many clients can't visualize a new identity, until it metamorphoses before their eyes. I analyze how they'd like to be seen, and who their target market is," she explains. Construction and reconstruction of designs are intrinsic functions of her work, as she uses color, imagery, stylization, and then a crystallization phase to fuel the image of a business or personality.

As a graphic intern-turned-contractor for Electronic Data Systems, a firm that does work for the Centers for Disease Control and Prevention, Joey honed her skills. With an impressive portfolio gained from the globally-recognized agency, diverse projects included design of a folic acid resource guide for physicians and public health agencies to disburse to women of childbearing age about importance of folic acid in the diet. Other challenging and inspiring projects included creation of promotional materials for the CDC's Sentinel for Health Award for Daytime Drama – commemorating outstanding daytime television shows portraying health issues. Ability to take complex subject matter and to convey a well-crafted solution was also demonstrated in her design for the merger of the National Center for Environmental Health and the Agency for Toxic Substances and Diseases Registry. Consequently, in 2005 Joey was the selected designer of the CDC's 2005 Annual Report.

WEDA (Women's Economic Development Agency) an organization that assists women in achieving economic independence, sought out Graphic Mechanic to realign their web site. Steering WEDA's businesses toward new horizons, Joey took what was once "text on a white page" and created a gleaming web site with a plethora of online resources for its clients.

Similarly, when The Atlanta Chapter of Women in Cable & Telecommunications (WICT) needed an overhaul of their program and conference materials, posters and print mailing Graphic Mechanic dashed to the rescue. By the end of the first year that Graphic Mechanic added bells and whistles to WICT's marketing collateral –the Atlanta chapter won "Best Chapter Award".

Graphic Mechanic put The City of College Park on cruise control — with redesign of their magazine advertising to boost tourism. Today, The City of College Park is one of Graphic Mechanic's longest running clients.

As her portfolio began to fill, it didn't take long for Joey to start noticing a common collective "businesses aren't aware of how much bigger they can appear, or how much faster they can accelerate than with a brand tune-up."

Joey sees one of Graphic Mechanic's hallmarks as its ability to analyze and to improve. "If an automotive dealership asked us to design their branding, we wouldn't merely shine headlights on their makes and models. We'd reinterpret the very core of the company, polishing it to a contemporary new form — yielding a concept that's a distinctive expression of its drivers."