

## February Newsletter



CREATIVE  
VISIONS

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### Recipe for Success

"Recipe for success:  
Study while others are  
sleeping; work while others  
are loafing; prepare while  
others are playing; and  
dream while others are  
wishing."

-William A. Ward

### Welcoming Daren Fields



Daren Fields knows how to create and deliver an influential message to the community. As our newest team member at Creative Visions, Daren specializes in discovering the needs of the public and then delivering solutions through his client's products or services as an

account representative.

Daren came from the Better Business Bureau, where his primary role was to work with BBB businesses in the Denver community to help them effectively market themselves as an Accredited Business through effective online, radio, direct mail and sponsorship campaigns. Daren was also instrumental in guiding the BBB's website to it's current success. Traffic has grown 458% since he first arrived. His knowledge of search engines and how they work allowed him to steer the online directory team to success.

At Creative Visions, we are excited to have Daren and see his addition as the next step in our expansion and success as a company.

### Lola's Sugar Rush *The Life of a Brand*



The first branding project we did for Lola Salazar, owner of Lola's Sugar Rush, was for the Family Foundation 10 years ago. We created their logo, which is still very exciting to see in programs, on kid's tee shirts, and in articles. "That logo means something," Lola says. "It means there are people in the community that care about public and private education. My husband and I feel blessed that we have been able to help so many. That logo was perfect."

10 years later, when Lola was ready to build on her long-awaited aspiration of opening a candy shop, she came to us for the design. We worked with her to develop the brand and all supporting marketing materials, including stationary, apparel, food containers and signage, and assisted with store colors and layout. Lola's Sugar Rush, a shop designed to appeal to women, will open this March - a manifestation of her dreams. "I think Lola's Sugar Rush is another perfect creation. The logo and branding is exactly what I wanted!"

Lola's story reminds us of the life of a brand, and what it means for our clients. We're thrilled to have helped craft and create two incredible brand platforms for Lola Salazar - to be reminded

that the work we do here has very real results in the 'outside world' - not to be taken lightly.

Good luck Lola!

## Design With Purpose.

'Good design' is creative, eye-catching and hip to the latest and greatest. But for those that 'get it', good design means good strategy, good thinking and good communication first. In the crowded world of design we find ourselves treading water above those who design for the sake of creativity. There are many who can claim an artist's talent, but fewer who take the time on the back end to produce a visual concept that is not only beautiful, but clear in it's intent - that is, to communicate effectively the client's unique selling proposition and message. At Creative Visions, we understand that good design means good selling, both by delivering the message in words and through the visual counterpart. It's the thinking behind the work that is the value we bring to each project over the next guy. What you get is actually thorough consulting for the future of your business...oh yeah, and some pretty good designs too.

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