

# BAJ Design

PRESS RELEASE

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## **GRAPHIC DESIGN FIRM LAUNCHES REFRESHED WEBSITE BAJ Design offers a smart web experience to present its work**

PHILADELPHIA—(February 16, 2010) BAJ Design announces their new company website, <http://www.bajdesign.com>, presenting graphic design —print and digital —business solutions. The website serves as a destination for those seeking full-service design, marketing strategies and web-based services.

“This new website presents a diverse portfolio and a resource center for graphic design ideas. We help you leverage the potential that blogs and social media applications can offer. Many businesses are still communicating with old and frustrating websites to navigate. Uncovered opportunities are available through smart and simple websites at marginal investments. Our custom Content Management System allows any size business to control the management of their online content,” said Brian Jacobson, Principal at BAJ Design. “We are offering our clients the same tools that we use as web designers to manage their websites.”

BAJ Design opened in 2006 with Principals Alan Jacobson and Brian Jacobson. BAJ clients include Starr Restaurant Group, Brandywine Realty Trust, Neumann University, Cooper University Tower Investments, two.one.five Magazine, Philadelphia’s City Paper, Gershman Y and The Village of Arts and Humanities.

BAJ Design collaborates with its sister company, ex;it, a firm that delivers a holistic approach to environmental graphic design, “touchpointing,” new thinking about how people engage and communicate in their surroundings.

### About BAJ Design

BAJ Design is a full service graphic design studio located in center city Philadelphia, Pennsylvania. They specialize in branding and identity for new and seasoned companies as well as nonprofits based in the greater Philadelphia and New Jersey area. BAJ’s services include marketing strategy and research, brand identity, marketing materials, websites, publication design, exhibit design, online marketing, public relations and advertisements.

For additional information about BAJ Design, please visit <http://www.bajdesign.com>.

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