



**Liska + Associates Inc:**

**many brands + one process: exceptional results**

Valuable partnerships don't end when a project does—they just get started as a logo, brochure, ad or Web site reaches its audiences. Their combination of vision, flexibility, chemistry and trust sets the foundation for great things. What makes us a valuable partner is our ability to remain focused on a project's logistics while envisioning how it will contribute to the brand's long term goals. We help our clients adapt as marketing rules change. There is no start or end to the branding process, which is why we have cultivated relationships with some clients for as long as we have been in business. They rely on us for advice and counsel based on more than 25 years of experience in building strong brands.

This year, we've helped develop brands within the fashion, transportation, hospitality, real estate, cultural and technology worlds. We have brought new ideas to everything from names and visual identities, to taglines, packaging and tools for global communication. Ultimately, the brands that keep pace with the needs of their market will be the brands that stay relevant. Our commitment as a partner and brand steward, paired with our steady emphasis on audience-centered communication, helps ensure that our clients' brands are among those that matter.



# American City

**Detroit Architecture  
1845–2005**

Text by Robert Sharoff  
Photographs by William Zbaren





FOUR SEASONS HOTEL  
*Signature*









**550**  
ST. CLAIR





rebecca taylor





159  
BLEECKER





**HUBBARD STREET  
DANCE CHICAGO**

Jim Vincent, Artistic Director



**HUBBARD STREET**





**MOTOROLA**

motorola  
**PEBL**











JOHN MICHAEL KOHLER ARTS CENTER

September/October 2005





THE GOLD COAST OFFICE  
*Coldwell Banker Residential Brokerage*

**28SAINTTHOMAS**



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JOHN MICHAEL **KOHLER ARTS CENTER**  
expect the unexpected



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#### **American City**

Author Robert Sharoff and photographer Bill Zbaren were inspired to produce *American City* after an impromptu visit to Detroit revealed a city full of architectural masterpieces. Liska designed the book and will be collaborating with Sharoff on another architectural monograph in 2006.



#### **Four Seasons Hotel Chicago**

Rated one of the country's best hotels, Four Seasons Hotel Chicago decided to evaluate how its marketing materials enhance the guest experience. In response, Liska has helped develop new materials for the hotel ranging from event planning kits, to ads, brochures, newsletters and promotions.



#### **BNSF Railway**

Ten years after forming from a merger, BNSF asked Liska to design a new visual brand that would reflect its current presence as a unified company. Based on our audience research, we created a complete branding program including fleet graphics, stationery, uniforms and signage.



#### **550 St. Clair**

Developed by Sutherland Pearsall and designed by David Brininstool, 550 St. Clair is a new residential building with a serene, modern aesthetic. Liska developed a complete marketing program that helped sell more than half of the building's units during its opening weekend of sales.



#### **Rebecca Taylor**

Designer Rebecca Taylor is known worldwide for her playful and ethereal fashions. Currently, we are helping market her lines to consumers and buyers at major department stores worldwide through materials like this ad campaign for the Spring '06 collection.



#### **159 Bleecker Street**

Coldwell Banker Hunt Kennedy has transitioned the site of a famous off-Broadway theatre in Manhattan into a new residential development. We created materials like this brochure to help sell the residences by targeting an audience of younger urban buyers.



#### **Hubbard Street Dance Chicago**

For more than 20 years, we have watched Hubbard Street Dance Chicago grow and artistically evolve. Prior to each season, we help the company promote its performances by developing posters, ads, postcards, banners, transit signs and more.



#### **Motorola**

As Motorola invents more iconic mobile phones, we continue to create materials to market them. The posters, brochures and other items we design provide sales support for Motorola dealers around the globe while keeping brand messages consistent.



#### **Figge Art Museum**

Located in Davenport, Iowa, Figge Art Museum is housed in a dramatic structure designed by London architect David Chipperfield. In preparation for its opening, Liska helped brand the museum through its identity and a comprehensive signage system.



#### **John Michael Kohler Arts Center**

The John Michael Kohler Arts Center hosts unconventional art exhibitions and an endless variety of arts events and performances. Liska has partnered with the Arts Center to help position it as a national arts destination through a more focused visual brand.



#### **Crane's**

Liska has designed several product promotions for Crane & Co., a manufacturer of fine papers. Recently we helped launch a line of 32 pound executive stationery through a hand-stitched book featuring samples illustrating the power of communication.



