



**Liska + Associates Inc:**

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

Working with a diverse body of clients keeps us immersed in the needs of multiple industries. And the knowledge we gain from learning different business needs doesn't end with a particular client or project. It permeates all of our client relationships as we apply valuable insights learned from these industries in unexpected ways. This "cross-pollination" of cultural cues brings the clean visual sophistication of the cosmetics world to a real estate project, for example, or the logical structure so important in architecture to a packaging system.

Our 2004 projects embody the range, diversity and depth of what we do. We created meaningful brand materials for consumer products, services, transportation companies, biotech firms, cultural institutions, architects and real estate developments that resonate with their audiences. Our explorations led to new names, identities, taglines, packaging, point of sale materials and other communication devices. Every project exhibits a devotion to a consistent process that always connects a brand with its true attributes. As a result, our clients successfully reach their core audiences and grow to meet their goals.



# AROMAFLOVIA®

wellness in bloom

Nature makes sense... always has, always will.™





The Artist Responds:  
Albert Paley and  
Art Nouveau

R|A|M



BRININSTOOL + LYNCH: PROCESS

## The Verigene™ System

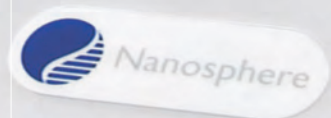
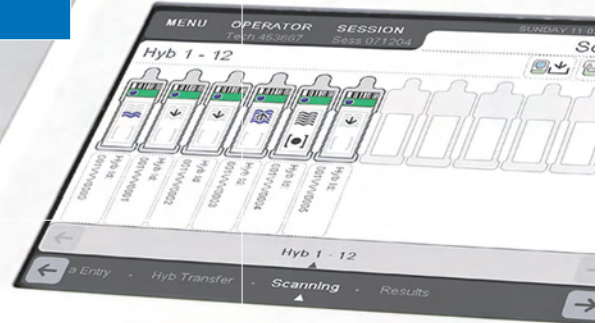
The new standard for molecular testing.

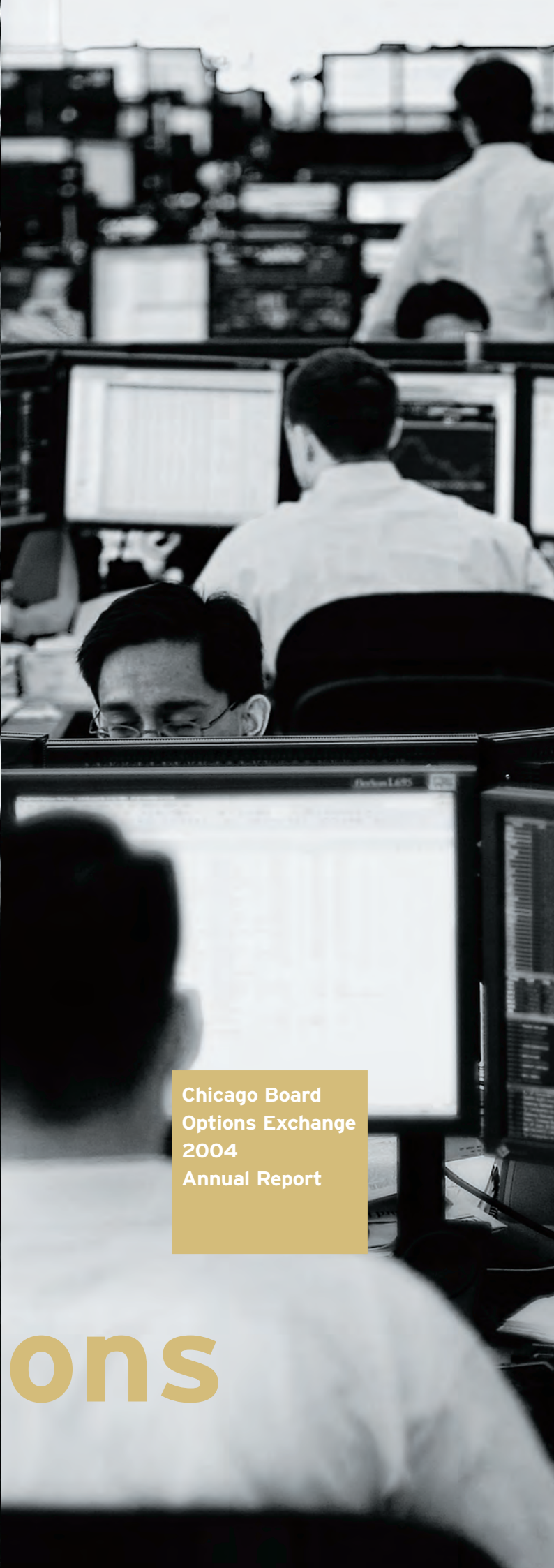
This elegantly simple system for testing DNA, RNA and proteins introduces a revolutionary step forward in molecular testing. Delivering unparalleled accuracy, the Verigene System is remarkably easy to use from start to finish.

Objective results are achievable in less than one hour of processing time without PCR, specialized labor or extensive training of laboratory staff. This is due to the advances of the Verigene System's automated assay process and pat-

ented ClearRead™ nanoparticle probe technology. With the affordable Verigene System, a virtually limitless range of molecular diagnostics assays can be performed wherever and whenever they are needed.

One  
System.  
  
Infinite  
Assays.





# CBOE: Creating new options

Chicago Board  
Options Exchange  
2004  
Annual Report







MARGE CASEY  
+ ASSOCIATES  
212.929.3757

MAIN MENU

▲ BILL DIODATO

▲ FASHION

◀ 010 / 023 ▶

▼ DOWNLOAD IMAGE

▼ MORE

▼ CREATE PORTFOLIO



motorola  
**V3**



**MOTOROLA**

# **ROTOMOTO**

## **V80**

**Slick rotating design trimmed with responsive lights**

**Switch your view on the portrait or landscape screen**

**Download, save and play video clips**

**Hands free Bluetooth® connectivity**



**HUBBARD  
STREET  
DANCE  
CHICAGO**



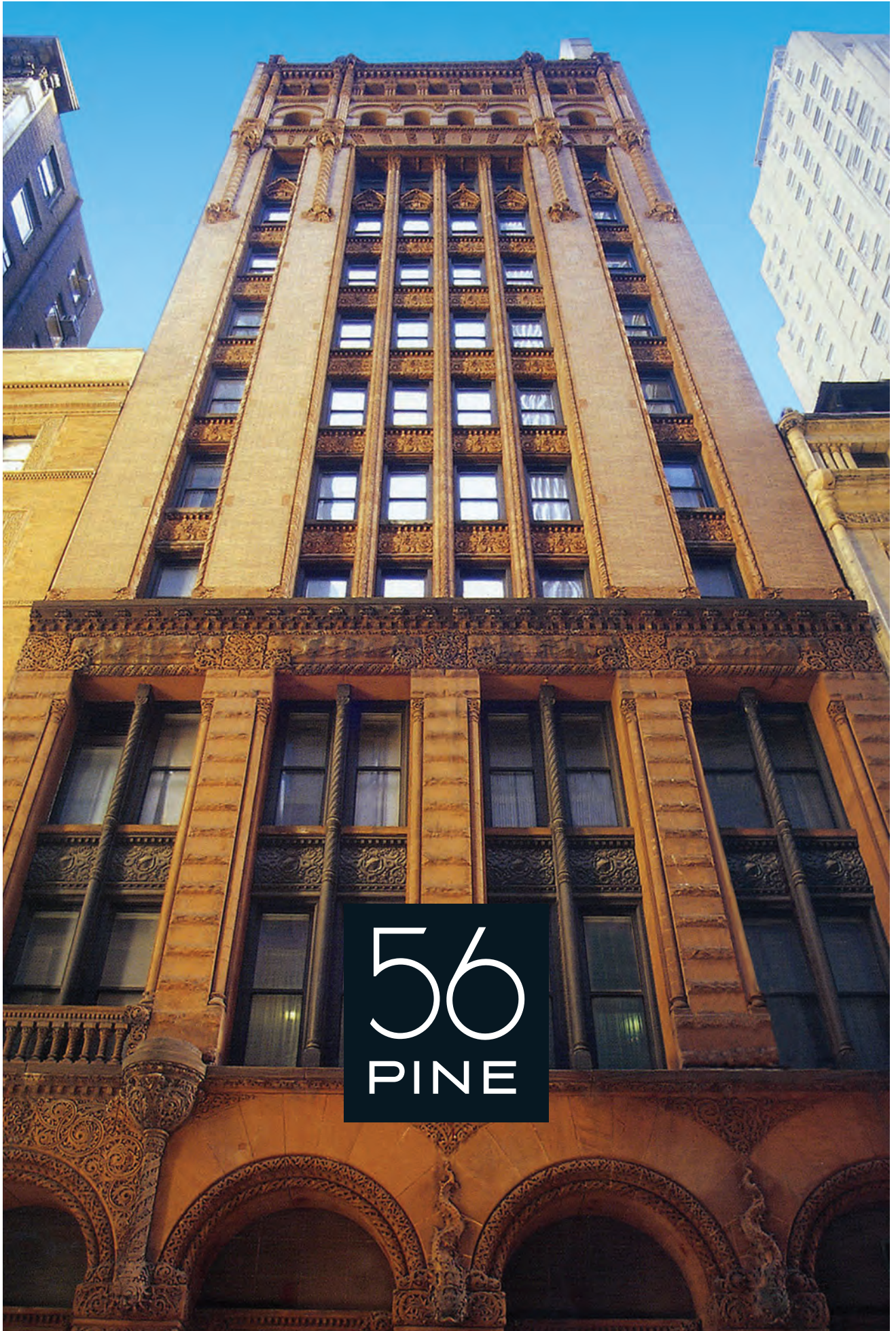
# **HUBBARD STREET THRILLING**



Aromafloria  
The Art Institute of Chicago  
Goose Island Boatyard  
Sensory Fusion

Rosen Partners  
The Heywood  
Chicago Architecture Foundation  
Bitch Music

BNSF Railway  
I Exercise  
HJ Development  
Tricoci University



56  
PINE



#### **Aromafloria**

Launched in 1983, Aromafloria was one of the first collections of aromatherapy based bath and home fragrance products. Liska recently led Aromafloria through a brand evolution that updated its identity, packaging, trade show and marketing materials.



#### **Racine Art Museum (RAM)**

After helping launch this contemporary craft museum, we continue to collaborate on projects such as catalogs of its high profile exhibitions. A recent catalog documents an exhibition of the influence of Art Nouveau on Albert Paley's work.



#### **Brininstool + Lynch**

Architecture firm Brininstool + Lynch was recently honored by an exhibition sponsored by the University of Illinois. Liska designed a catalog of the exhibition, *Brininstool + Lynch: Process*, which featured the firm's drawings, models, photographs and installations of building details.



#### **Nanosphere**

Engineered for use in hospitals, clinics, research and defense settings, Nanosphere's Verigene System helps identify genetic conditions, cancers and biowarfare agents. Liska named the system, then designed materials that explain its value to key audiences including investors, lab technicians and medical specialists.



#### **Chicago Board Options Exchange**

Our relationship with Chicago Board Options Exchange (CBOE) began in 1995. Ten years later, we're still designing the exchange's annual report and providing CBOE with communication materials that position it as an evolving and growing industry leader.



#### **Kiehl's Since 1851**

Cult appeal helped Kiehl's grow from a small pharmacy into a global brand. When updating more than 500 packages for Kiehl's, Liska standardized the labels to make them comply with global regulations, while preserving the brand's spirit for its loyalists.



#### **Marge Casey + Associates**

Since the 1970s, Marge Casey has represented a talented roster of photographers. In cooperation with Web producers Group 94, Liska designed an elegant, user-friendly Web site for Marge Casey with updatable online portfolios.



#### **Motorola**

Motorola faces the challenge of creating multilingual communication materials around the world that support its brand goals. Liska partners with Motorola's Global Customer Marketing division to design consistent mobile phone point of sale materials that are distributed worldwide via an extranet, then translated and printed locally.



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

Each year, we define a visual and editorial approach for Hubbard Street's marketing materials based on its annual repertoire. Promoters worldwide use the materials we design to build interest in the troupe's performances.



#### **Rosen Partners**

Douglas Elliman and New York developer Rosen Partners are reinventing a landmark building in Manhattan's Financial District as chic, urban residences. Liska delivered a branding program to help sell 56 Pine that included the building's name, logo, tagline, brochure, Web site and signage.

