

FOR IMMEDIATE RELEASE

Street Level Studio Excels in Creative Marketing Competition for Second Year



August 24, 2020, Highwood, IL – In recognition of its outstanding achievements in the concept, writing, and design of traditional and emerging media, Street Level Studio (SLS) received three top 2020 Hermes Creative Awards in an international competition featuring thousands of marketing, communication, advertising, public relations, digital media production, and freelance professionals. This is the second year in a row SLS, a full-service creative agency located in Highwood, has been recognized by the Association of Marketing and Communication Professionals.

Street Level Studio won a Platinum Award for its custom wall mural featured at the 2020 Lake Forest Showhouse. SLS surface designers used a digital hand-painting technique to create an updated version of classic chinoiserie featuring a magpie in flight amid wispy clouds. The mural is part of the agency's Beyond the Surface™ personalized wallcoverings service, which also won a Gold Award for a graphic branded wallcovering in the SLS lobby.

In the design category, SLS received a Gold Award for the Canon Smart Production Platform logos created for client Canon Solutions America. A blend of text and iconography, the logos conveyed the unique characteristics of three individual software solutions while visually relating to the platform as a whole. Additionally, SLS was awarded Honorable Mentions for the Girls Night Out event logo created for the Highwood Chamber of Commerce and the Cool Jobs video—produced by Brian Fuller, the agency's digital creative director—as an inspirational message for at-risk students. The video was created pro bono for Fresh Artists, a nonprofit that promotes access to the transformative process of art making for children, and was presented at the career expo of the same name.

Nearly 6,500 entries were submitted by organizations from across the globe to the 2020 Hermes Creative Awards competition. Winners were selected in 200 categories grouped under advertising, publications, marketing/branding, public relations/communications, electronic media, integrated marketing, and pro

bono work. Award recipients represent companies and individuals whose creative talents and work serve as benchmarks for excellence.

For more information about Street Level Studio's award-winning marketing and design services, visit streetlevelstudio.com or call 847-432-5150.

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ABOUT STREET LEVEL STUDIO

A full-service, woman-owned creative agency, Street Level Studio drives business results for its clients with best-in-class design, branding, marketing, video, and digital experiences. A fixture on Chicago's North Shore for more than 30 years, it's a trusted and valued creative partner for both global brands and smart small businesses that want to get noticed and go further. Our imaginative team of designers, developers, branding experts, and writers knows how to reach the right target audiences, deliver the right messages, and trigger the right response.