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## *Armstrong Associates Creates 25th Anniversary Celebration for Quattrocchi Kwok Architects*

Santa Rosa, CA – November 16, 2011 – Designing a 25th anniversary theme, logo, interactive invitation and commemorative book, Armstrong Associates helped Quattrocchi Kwok Architects launch a celebration of gratitude for clients, staff and friends.

Unlike most business anniversaries that are often relevant only to owners and staff, QKA wanted to acknowledge all participants of their success story. To achieve this, Armstrong designed a commemorative book with a foldout timeline of the firm’s history. This beautifully designed 20-page book visually communicated the unique philosophy, story, team and projects of Quattrocchi Kwok Architects.

The unique invite to the “Event of the (*quarter*) Century” captured the fun spirit that QKA is known for. A translucent envelope gave a glimpse of the colorful invitation that required the receiver to “play”, by sliding it open to learn more, an interactive activity that immediately included the invitee in the sense of celebration.



Both the book and the invitation are examples of how Armstrong Associates can capture a company’s passion – for their work and clients – to create authentic marketing tools.



Client Mark Quattrocchi agrees, “I knew from the moment we reviewed the invitation and monograph designed by Armstrong Associates that they captured and eloquently articulated QKA as I want to be seen. Their thoughtful process and strong design acumen exceeded my expectations at every step along the way.”

A digital version of the QKA timeline can be seen at: <http://www.qka.com/> “*Highlights of Our 25 Years.*”

Armstrong Associates provides brand development and creative services for clients such as Beam Wine Global Spirits, Voltage Valet Travel Products, Hilmar Ingredients, Redwood Empire Food Bank, SupHerb Farms and Culinary Farms. To learn more about Armstrong Associates please visit [www.armstrongcreates.com](http://www.armstrongcreates.com).

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