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**FOR IMMEDIATE RELEASE**

**Orange Bike Design Brands  
2009 Taste of Santa Monica**

**Los Angeles, CA – September 2009 – Orange Bike Design**, a California graphic design studio, is pleased to announce its part in the 8<sup>th</sup> annual Taste of Santa Monica. The event is presented by the Santa Monica Chamber of Commerce and will take place Sunday September 13<sup>th</sup> on the Santa Monica Pier.

**Orange Bike Design** was commissioned to refresh the visual branding of the 2009 event by designing a new look and feel that reflects this year's bold Taste. With a much wider range of activities, nearly twice as many participating restaurants, and a partnership with *Cirque du Soliel's "KOOZA"*, the new branding by **Orange Bike Design** has helped to raise awareness of the new and improved event.

**Orange Bike Design** started by designing a new event logo. Combining inspiration from the event's sunny Southern California beach location with iconic culinary themes, the firm created a unified design that builds on what people recognize most about the Santa Monica community. Further incorporating the design elements of *KOOZA's* logo into the larger 2009 Taste of Santa Monica event brand, **Orange Bike Design** has created a strong and vibrant look that will be used for many years to come.

**Orange Bike Design** also created the event tag line "*Bigger, Better, Tastier!*" to help emphasize the exciting new experience of the cherished local event. Additionally, they designed the multiple supporting collateral pieces, including posters, postcards, newspaper advertising, event signage, and banners that market the event throughout the city of Santa Monica.

**Orange Bike Design** is a graphic design studio bringing a combined 15 years of design experience and expertise. Committed to providing smart, stylish and effective design with an emphasis on sustainability, the graphic design and marketing firm is also a part of the Santa Monica Chamber's Environmental Committee. Additional support for the local community comes in the form of Orange Bike Design's *Do Good Campaign*, providing pro-bono graphic design and marketing work to needy non-profits.

For more information, visit [www.orangebikedesign.com](http://www.orangebikedesign.com), [www.smchamber.com](http://www.smchamber.com), or [www.tasteofsantamonica.com](http://www.tasteofsantamonica.com)

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