



**FOR IMMEDIATE RELEASE**

# **This is the New Hyperakt**

NYC Design Firm Launch New Brand Mark & Website

**New York City — October 27, 2009**

Hyperakt is pleased to announce the evolution of our brand mark and a completely new studio website, rebuilt from the ground up.

## **The New Brand Mark**

Hyperakt's new brand mark is a reflection of our mission and values. We help our clients deliver clear, bold messages that reach their targets like well-aimed arrows. We strive to create work that informs and inspires, spreading progressive ideas through simplicity and functionality in design. We believe that through our clients we make an impact on the world. In turn, they are bolstered in their endeavors to defend and support civil rights, celebrate cultural diversity, and encourage the pursuit of knowledge.

The new brand mark features an arrow in the form of a letter 'H' that boldly points forward in the direction of the word-mark, reinforcing its role as an active, directional symbol. The new identity brings boldness and clarity to the brand and doubles as a call to action.

## **The New Website**

Hyperakt's website was completely rebuilt to enhance the experience of viewing our work. We've streamlined the site navigation and added richer content to provide more insight into our work process and the culture of our studio. Detailed case studies tell the behind the scenes stories of our most extensive projects. All projects in the new Work section are tagged to allow users to see specific examples of each service we've provided and the types of clients we've worked with. New project descriptions explain our specific involvement in each project.

The new Studio section has been condensed into one page containing a snapshot of the most important things you need to know about Hyperakt. This is where you'll find out how we approach our work, who we've worked with and what we do best. You'll also meet all the Hyperaktivists and get a chance to check out our studio space.

Our newest section, Play, is all fun and games. Play includes our blog, where share inspiration and humor, the Hyperakt Shop, where you can buy the fun things we come up with in our spare time, and our Photostream, a visual log of studio activity.

This is the sixth version of Hyperakt.com in our eight-year history. As we encounter new technologies and evolve as designers, we strive to constantly raise our standard for building an attractive, informative, user-friendly site that embodies who we are as a company.

#### **About Hyperakt**

Hyperakt ([www.hyperakt.com](http://www.hyperakt.com)) is an independent New York City design company founded in 2001. We work with clients who fight for social justice, celebrate cultural diversity, advance the pursuit of knowledge and share our entrepreneurial spirit. Hyperakt has been sought by cultural institutions, like the World Music Institute and the Syracuse International Film Festival, to draw audiences into their diverse worlds of music and film; by civil rights organizations, such as the NAACP, ACLU and the North Star Fund, to help further the cause of democracy; and by ad agencies Young & Rubicam and Lowe Worldwide, to contribute to projects for global brands such as the NHL, the United Nations, Macy's and Colgate. Hyperakt has received prestigious design awards from Graphis, AIGA, The One Club and Adobe for our work in brand identity, print and interactive design. Our work is included in the American Institute of Graphic Artists National Design Archives in Denver, CO. International design publications and websites regularly feature our work.

#### **Media Contacts**

Deroy Peraza, Principal + Creative Director, 718-855-4250, [deroy@hyperakt.com](mailto:deroy@hyperakt.com)  
Julia Vakser, Principal + Creative Director, 718-855-4250, [julia@hyperakt.com](mailto:julia@hyperakt.com)  
Rosemary Hahn, Studio Manager, 718-855-4250, [rosemary@hyperakt.com](mailto:rosemary@hyperakt.com)