

KIMBO Design Announced as Graphex 2013 Finalist in Two Categories



VANCOUVER, B.C., CANADA – Branding and design firm KIMBO Design has been announced as a finalist for the Graphex 2013 awards, in both the Digital and Self-Promotion Categories.

In the Digital category, KIMBO Design's Work West Kootenay Recruitment Website (www.workwestkootenay.ca) was announced as a finalist for its innovative design that juxtaposes work/life imagery to highlight the unique offerings of the region to career seekers. The website's compelling visual style is also supported by a live Instagram feed that aggregates photos of the region taken by tourists and residents alike, using the #westkootenay hashtag. This project demonstrates KIMBO's growing reputation for creating compelling campaigns that support the economic growth of British Columbia.

In the Self-Promotion category, KIMBO Design's 2012 Christmas gift was also announced as a finalist. This branded mobile phone holder, paired with a card that showed mobile phone usage statistics, helped remind KIMBO Design's clients about the importance of optimizing their website for mobile browsing. More than half the clients who received the gift used the included QR Code to learn more about mobile optimization.

"We're honoured to be listed as finalists for two Graphex awards this year," says Kim Pickett, Principal/Creative Director of KIMBO Design, "We've had great momentum coming into 2014 and this will help us continue to grow our business." KIMBO Design was ranked last year as #53 on Vancouver's Top 100 Fastest Growing Companies.

The award winners will be announced at the Graphex Awards Cocktail Reception that will take place during the Pica 2014 Conference in Edmonton, Alberta on May 9. Additionally, all of the finalists will have their work featured in a travelling exhibit that will be unveiled during the conference.

The Graphex National Design Awards is a prestigious biennial competition that showcases the best of cultural, social and business communications in all mediums. Graphex has a mandate to promote the value of design to the Canadian business community.

ABOUT KIMBO DESIGN INC.

KIMBO Design Inc. is a digital agency that has been in business since 2001. We specialize in graphic design, integrated communications and marketing for web and print. As an award-winning creative agency, KIMBO Design is dedicated to encouraging engagement and enhancing comprehension through visual storytelling. With our clean, modern and minimalist signature style, we produce innovative, effective and sustainable creative.

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