



## Firm Proves First Impressions Matter

*Entrepreneur says  
powerful design can  
impact your bottom line*

By Harold Davis  
Special Correspondent

Harnessing the selling points of a company's products or services and presenting them in creative ways can be a hefty challenge.

For Daniel Taylor and his colleagues, that's part of a typical day's routine. Having recently celebrated its 10th anniversary, Taylor Design LLC helps businesses garner more exposure and sales through its designs of promotional brochures, branding programs and Web sites.

"Coffee is coffee—there are a lot of brands that are functionally similar—but having a strong design will have an impact on a company's bottom line. Think Starbucks," said Taylor, president, founder, and creative director of the firm at 51 Bank Street in Stamford.

Taylor showed his creative side early on, and was known as the "art guy" in high school. After graduating from Rochester Institute of Technology in Rochester, N.Y., Taylor worked at Pushpin Studios, Burnett Design, and William Synder Design in New York City for eight years.

Beginning at Snyder as a designer and leaving as a senior art director, Taylor worked on projects for MTV, A&E and Merrill Lynch.

The grind of his daily commute from

### AN EYE ON BUSINESS

Stamford to New York prompted Taylor to start his own business.

"I was up for the challenge to do something on my own," said the 42 year-old Stamford resident.

Though it was very hard working solo at first, Taylor says he's glad he stuck with it. He employs a staff of nine, which include Internet programmers and designers.

Along with brochures, logos, and annual reports, his company also creates Web sites, electronic presentations and "e-cards" with customized music.

Taylor says that Web sites and interactive designs account for about 50 percent of his business, while the remaining 50 percent is split between branding and print communication.

The firm's clients have included MasterCard, IBM, Olin Corp., Drake Beam Morin and MMC Capital. Taylor Design has done work for U.S. Sen. Hillary Rodham Clinton, D-N.Y., designing a logo used in her Senate campaign promotion.

"We also have a specialty in sports marketing and in the education area. We've done work

for the Arena at Harbor Yard in Bridgeport, the NFL and the PGA. We're also working on undergraduate viewbooks and alumni magazines for universities and colleges, such as Sarah Lawrence College, University of New Haven, and Iona College," he said.

Designers need to stay on top of all the trends, and these days that means working in both electronic and traditional media. Renee Frengut, president of Equalitative Research.com of Boca Raton, Fla., believes there has been a push for more electronic communications through "e-cards" and "e-grams"; but print is still a necessary means to do business.

"The reality is that many prospective clients are still easier to reach in print. With e-mail there's the problem of unviewed messages being selected for deletion," she said.

Frengut feels that designers and clients alike should know the audience that they are trying to reach.

"Clearly among the younger generation, electronic communication is more appropriate, but for the older-than-30 audience it may not be. The adoption curve for corporate America is pretty slow. I'm in the throes of this, too. People would rather have a print brochure than stick in a CD-ROM. Old habits die hard," Frengut said.

Like most business segments, design has had its economic troubles over the past few years. The design industry is very budget-driven and companies are spending less, Taylor said, though his business has remained consistent.

"The budgets aren't as fat so people are trying to squeeze out more for less, but we've been really busy," he said.