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For Immediate Release

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Arlington County Library Launches New Catalog Web Site

The Channel Team created the visual identity and designed the new web site

WASHINGTON, DC/BALTIMORE, MD, July 1, 2005 — The Channel Team, a design, branding and integrated communications firm, announced today that the new web site for Arlington County, Virginia Department of Libraries was launched.

The new web site integrates different search engine functions into one easy-to-use interactive library catalog. “We had about six weeks to update the visual identity for ACORN (Arlington County Online Resource Network) and to redesign the web site interface,” says Cory Farrugia, president of Channel Communications.

The goal of the assignment was to incorporate new features that provide users with a new viewing experience and new search capabilities. They wanted the visual identity and user experience to foster a sense of innovation reflecting the cutting-edge technology of the new catalog search features. Susan McCarthy, Director of Communications at Arlington County Department of Libraries had this to say: “Channel Communications has given our catalog web site a refreshed look and done a great job in updating the ACORN branding.”

Channel Communications and The Design Channel, with offices in Washington DC and Baltimore, MD, provides a full range of integrated services, which include branding, marketing and advertising, direct marketing, corporate communications, broadcast and interactive media.

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