



**For Immediate Release:**

John Reiss  
Barrett Communications, Inc.  
617-577-9500  
info@barrettcommunications.com

## Barrett Communications Completes Three Editions of Harvard University's *Spotlight*

CAMBRIDGE, MASS—Harvard University's Alumni Affairs and Development Communications office recently called upon the design and print management services of Barrett Communications for three editions of *Spotlight*.

Distributed bi-annually as part of a special series of alumni editions of the *Harvard Gazette*, *Spotlight* is a tabloid-style periodical designed using four colors and printed on a web press (150,000 copies were printed for each edition). Each of the typical eight pages that made up the *Spotlight* editions was designed and flowed by Barrett Communications while copywriting services were provided by Harvard University's Alumni Affairs and Development Communications staff writers. To ensure accuracy of color and design intent, Barrett Communications was responsible for color proof reviews and approval of press sheets during all press runs.

Founded in 1987, Barrett Communications is a big-picture integrated media design firm that believes successful communications involve an audience in a clear and motivating dialogue across a rich mix of print and interactive media. To achieve this goal, they engage clients in collaborative and honest interactions resulting in design solutions that speak, solve, and sell.

# # #