



For Immediate Release:

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Barrett Creates Identity, Conference Mailer, and Web Site for Pappas Patristic Institute

CAMBRIDGE, MASS—Barrett Communications designed and developed a logo, conference mailer, and Web site for the Pappas Patristic Institute. Located in Brookline, Massachusetts, at the Holy Cross Greek Orthodox School of Theology and founded in 2003 by a generous grant from the late Stephen Pappas and his wife Catherine, the goal of the institute is the advancement and promotion of primarily Greek (and other eastern) patristic studies in the service of the academy and of the Church.

Barrett Communications created a memorable logo using a halo and characters from four different eastern alphabets and applied it to conference materials and a new Web site. The conference materials were comprised of a personalized letter, a conference program and brochure, and a mailing envelope. The Web site was designed to provide information about the institute and its ongoing conferences and events and weighs heavily on the use of artifacts and images to communicate the personalized institute's living tradition dynamics.

To view images of this project, please visit the portfolio section of our Web site at <http://www.barrettcommunications.com/work/>.

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, we engage clients in collaborative and honest interactions resulting in design solutions that speak, solve, and sell.

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