



For Immediate Release:

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

Barrett Creates Print Materials for MIT Technology Licensing Office

CAMBRIDGE, MASS—Barrett Communications recently completed the creation a new logo and brochure for the MIT Technology Licensing Office (TLO), a matchmaker between MIT's innovative inventor community and global investors willing to fund the gap between innovation and application.

Barrett was asked to design a new logo and brochure that could speak to the experience and professionalism the TLO team brings to the technology-to-market process as well as the symbiotic connection between MIT, inventors, and the all-important investors. What was provided was a show case piece that fulfills these needs and goes much further.

"University technology licensing offices are becoming increasingly important as funding for R & D is scarce," said Sam Pitino, design director. "The stakes are high with university innovation because the technology is embryonic. It takes special people to see the potential in these inventions and special people to get these technologies licensed. That's where the MIT TLO comes in. The materials we created had to reach out to a special audience of investors in a professional and non-threatening way, telling the story of the people and processes behind the TLO. Though the technology is cutting edge, it was important that the logo and brochure not appear trendy or gratuitous. People want to know how the TLO does what it does and who they've done it for; the design language supports this as well as the relationship between MIT, TLO, and ultimately the public at large."

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.

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