

For Immediate Release
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New Business Consulting Company Selects AOR, Inc for Branding, Identity and Website Design

(Denver, CO.) AOR, Inc. was chosen as the agency to launch the branding campaign and website for a new business consulting company, Trinity Partners. Trinity Partners provides executive workshops and coaching to improve business performance of mid-sized companies of all types.

Trinity Partners' founder and President, Christie Doherty chose AOR, Inc. for their corporate identity and branding expertise in addition to their experience in interactive website development and online marketing strategies. "I worked with AOR when I was with another company and knew immediately that I wanted to work with them when I was launching my own business," said Doherty. "I trust that they will deliver great creative and strategic insights to help me differentiate myself from my competitors."

AOR, Inc. plans to build a fresh, bold and engaging brand for Trinity Partners. "Our goal is to create a recognizable identity for Trinity Partners which will help establish them as a forward thinking business consulting company, matching their innovative and successful approach to leadership and organization," said Beth Wampler, AOR President and Creative Director.

AOR Inc. is an integrated advertising, interactive and design firm led by Derek Newcom, Danyel Newcom and Beth Wampler. AOR's expertise is in B-to-B marketing and advertising across all media disciplines, from traditional to digital. AOR Inc. specializes in the high-tech and financial industries, and new product and company launches. AOR stands for Agency Off Record, reflecting the agency's nimble approach to problem solving in a changing B-to-B landscape. AOR Inc. is located at 1345 South Broadway and online at www.thinkaor.com. For more information, call (303) 871-9700.