Sheer Brick Studio

[big work from a small place]

hello

About Sheer

Sheer Brick Studio

Sheer Brick Studio was established in 1993 by Donna Mugavero. Located in the historic district of downtown Bethlehem, Sheer stands as a small but mighty force.

Donna began the business after several years as an art director and senior designer for ad agencies, a newspaper, and a Lehigh Valley-based corporation.

Since Sheer's beginning, Donna has been intent on two things: working with a diverse groups of clients, and providing a clear means for the message. In these ten years in business, Sheer's filing cabinets are now full of successful advertising campaigns and branding development, print projects and publishing ventures. The Studio has carved itself a meaningful niche and continues to evolve, always looking forward to the next challenge.

That's the short story.

We're turning ten this year!

What we do

Sheer Brick Studio has great clients!

The best Sheer results have been a collaborative effort with our clients, some of whom have been with Sheer since the early years.

Sheer Brick Studio provides design services for clients of all sizes and concerns — national, regional and local.

Sheer Brick Studio is currently working on projects for USA Basketball, Binney & Smith, Inc., DeSales University, Microscopy and Microanalysis magazine, Fresh Tofu, Inc., Health-Chem, East Stroudsburg University, Authority Entertainment, Pilgrim's Promise Farms, Young 'n Adorable, and East Village Chiropractic. Recently Sheer Brick Studio has worked with The Ivy League, GE Conmec, Dartmouth College, The Wescoe School of Muhlenberg College, Bethlehem Musikfest Association, Kessler Chemical and Piercing Pagoda.

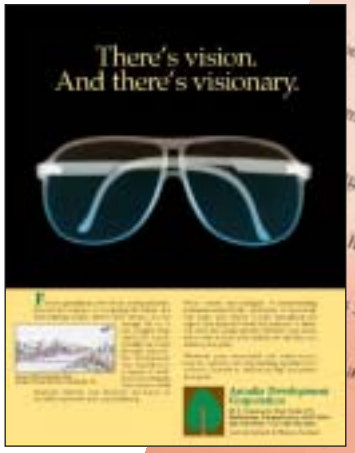
Sheer Brick Studio has handled accounts in education, athletics, business-to-business, retail, institutional, non-profit, healthcare and manufacturing. The Studio has produced media guides for USA Basketball's Olympic teams; a capital campaign for an assisted living community; an identity for a Scottish Highland cattle farm; an extensive line of dairy packaging; branding for a French paper company's new line of goods; development of retail store environments. In the process, Sheer Brick has implemented all types of media from print ads to billboards, posters to direct mail, and really cool swag.

You name it— chances are we've worked on it.

Advertising

THE POWER OF PERSUASION —

We believe in our clients, their services, and their products. That makes our job very easy.



Branding

NO IDENTITY CRISIS HERE

Whether it's music or medicine, milk or marketing, we understand who our clients are and who they want to be. We help them get where they want to go.

BANANA FACTORY®

Lehigh Valley Dairies™
More Than Just Great Taste.™

One from the Heart

Pictured are characters and collateral for a campaign targeting "tweenies" for a jewelry chain; stationery system and identity for a line of clothing; and various logos.

East Village CHIROPRACTIC

PILGRIM'S PROMISE FARMS

PHILADELPHIA FUNK AUTHORITY

Madigan Consulting

Beste Marketing Services, Inc.

SOMEWHERE IN THE WORLD

Carolina BARBECUE CO.

Pictured are covers of Olympic media guides; a poster for an airport installation; an annual report cover and a hardcover book for the silver anniversary of The Ivy League women in sports.

Print

PEOPLE WILL WANT TO READ YOUR DATA

And we think that's the whole point. Watch us wrassle pages of stats to the ground and emerge the winner.

PH 610-866-5190 FX 610-866-8432

More print

WE TRY TO KEEP THINGS SHEER AND CLEAR.

It's important that your message is understandable and a pleasure to read, no matter what the subject.

Upper left and right are brochures for healthcare services and a capabilities brochure for not-your-usual doctor. At right, a spread from a national festival's brochure. Above, a little light reading. At left, the annual report that won a silver for Musikfest in an international competition.

Pictured are products for a tofu company, a national jewelry chain and music CDs.

Packaging

PLEASE, TRY TO
CONTAIN YOURSELF

Okay. We have way too much fun with these projects.

Pictured are invitations, at left, from a wedding of cattle barons, using a branded leather "envelope" and above, a suite for a dinner dance.

Boutique

RSVP

...or how we get invited to the swankiest parties.

It's all about you

We'd love to talk with you about your latest project and how we could help make it a reality.

Give us a call and let's get together.

We make darn good coffee.

Don't be a stranger.

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