



Greetings!

It gives me great pleasure to write a letter of recommendation for Eric Sellers. My husband and I have used Eric for all of our graphic design work for the past 12 years, for all of our restaurants and for the Beaverton Farmers' Market. There is no one that I trust more to give me innovative, creative and interesting designs than Eric. He has his pulse on current design trends and always gives us cutting edge designs that are unique and embody the spirit of the project

that inspired them. Eric has designed logos, ads, merchandise, signs, interior spaces, banners, cards, posters and handbills for us. Somehow he always manages to make every project look exactly the way we wanted. This is important because it has been my experience that many artists have a difficult time hearing you say that you would like to see something different, or that you want changes made to their designs. I find that it makes for a very difficult relationship, particularly if I feel bullied into accepting a design that I am not happy with simply because it is easier than dealing with a temperamental designer.

When I grew tired of the old farmers' market logo I asked Eric for something that reflected the fact that our market was not a little country store but a place where contemporary foodies and concerned consumers did their shopping. I wanted it to look good in color, in black and white, and look good as a small image in a newspaper ad, or a large image on a big banner. The logo you see above is the result of that project. It has aged well and worked in the many diverse situations in which it is seen. When we were constructing our Joe's Burgers restaurants, the entire look of each of the four units, including their interior spaces was the result of Eric's creativity. Joe's branding embodies both the nostalgic feel of classic burger joints as well as the aesthetics of more contemporary dining. Eric is talented, a pleasure to work with and I highly recommend him for any design project you might have.

I would be most happy to discuss Eric's work with you.

Please feel free to contact me at 503.484.7085.

Sincerely,

Ginger Rapport

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