



## X3 Studios creates the identity and communication package for High Class Events

**Timișoara, June 10th 2008 - X3 Studios creates the brand identity and online strategy for High Class Events, a new event planning agency from Romania.**

The design for the logotype and for all the other visual identity materials was conceived to sustain a stylish and powerful presence on a competitive market. The graphical elements and the chromatic palette were chosen to offer a strong basis for the company's values: professionalism, seriousness and refinement.

"Just like planning an event, we have put a great emphasis on each detail related to the visual identity created. For example, the identity package and all the other marketing materials were printed on special cardboards, tracing paper, filigree papers, using special printing techniques and manual binding. This way, all the offline communication materials we created for our client were meant to set the company apart from its competitors", states Ștefan Szakal, Creative Director at X3 Studios.

The communication package is complemented by the presentation site, [www.highclassevents.ro](http://www.highclassevents.ro). With the help of specific graphical elements and the chromatic palette used, the website takes a different approach than your usual corporate website, creating an atmosphere full of style and harmony.

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**About High Class Events:** High Class Events ([www.highclassevents.ro](http://www.highclassevents.ro)) is a full service event planning agency from Timișoara, Romania. Newly launched on the market, High Class Events wants to offer high quality services and thus become one of the most recognized players on the national event planning market.

**About X3 Studios:** X3 Studios ([www.x3studios.com](http://www.x3studios.com)) is a design studio, founded in 2001 in Timișoara, Romania. Among the services that X3 Studios can provide are the following: branding, print design, advertising design and interactive design. The X3 Studios portfolio includes over 400 projects created for international clients and over 100 projects created for national clients. Some of the awards the company received are: Rebrand 100 Awards, Eulda, LogoLounge, and Internetics.