



Colorado Firm Goes Online with Help from AMD

Entrada Design Group, a Breckenridge-based firm integrating residential architecture, interior and lighting design, and furniture selection, has launched its website at www.discoverentrada.com. Twelve hundred miles away, Anderson Mraz Design provided conceptual and design development, writing, and programming for the site.

“Working long distance was never a problem,” said Lori Kaczka, partner at Entrada. “In fact, most of our clients have to work with us in much the same way.”

Entrada wanted a design partner who understood their approach. “We’re simply trying to do good work in a beautiful area and reflect upon our clients’ needs, desires, and investment; to appeal to the sensibilities of those who have the same vision and passion,” said Kaczka. “We feel that AMD shares that commitment, and that was important in the design of our site.”

In addition to imagery that not only shows the firm’s projects but also conveys a sense of place, AMD felt it was important to communicate the personality of the firm. “These are real people,” said Aaron Bragg, copywriter at AMD. “They’re focused and committed, but they’re also very down to earth. It’s essential that those traits come through in the copy.”

“Entrada has a wonderful sensitivity toward their clients’ needs, and it resonates throughout their design process,” said CK Anderson, AMD principal and creative director. “We hope visitors to their website have an online experience similar to actually working with Entrada: friendly, competent, accountable to the details.”

Formed in 1988, AMD is a communications design group operating in local, regional, and national markets. The company’s primary areas of expertise include brand strategy, corporate identity, print, collateral, packaging, website development, and environmental graphic design across a diverse and wide-ranging client base. For more information, visit the new www.am-design.com.



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