



For Immediate Release  
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Lisa A. Shenkle  
410.439.4695  
[lisa@crewscontrol.com](mailto:lisa@crewscontrol.com)

## Crews Control: New Look, Time-tested Brand

*Familiar face gets new identity*

Silver Spring, MD – Crews Control, the video industry’s go-to company for outsourced camera crews is sporting a new logo these days – along with a new website, company newsletter format and, in a few months, a new address.

CEO Andrea Keating is celebrating twenty successful years since she founded Crews Control and determined that now was the right time for the company to unveil a new look that would be true to the company’s brand, while keeping an eye on the future.

“We’ve kept our strong colors as part of our look,” she says. “Crews Control has grown, is moving into a new home, and I felt it was time to make a change to reflect the fresher Crews Control of 2008 vs.1988.”

Keating founded Crews Control at a time when the industry was dominated by a big studio, big production mentality. Her concept, providing qualified camera crews to producers for corporate video shoots, was new and definitely *different*. While no one knew, including Keating herself, how producers would feel about hiring local crews in lieu of taking their own camera people on-location, she knew one thing: companies were downsizing and there was a need for solid, talent camera talent.

With her first crew in Kansas City, Andrea Keating became an industry innovator by launching the first camera crewing agency in the world. From ideas sketched out on a napkin, the rest, as they say, is history. Keating is as exacting in her management of the company’s brand as she is about hiring camera people.

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To that end, she hired Vitamin, Inc. headquartered in Baltimore, Maryland. Vitamin is a boutique design and marketing firm focused on enhancing brand perception.

“For Crews Control, we wanted to create something contemporary, yet classic, with a unique edge,” says Vitamin president, Michael Karfakis.

“The mark [logo] was conceived as a metaphor representing the three facets of Crews Control: the client (the lighter half), the crews (the darker half) and Crews Control’s excellence in customer service -the unified mark, dashing to save the day.”



Along with this new mark comes a new Crews Control website ([www.crewscontrol.com](http://www.crewscontrol.com)), also designed by Vitamin which will be launched in early May. New tools such as the downloadable user-friendly O’Snap button has been added for clients who need to reach Crews Control production managers immediately, along with more easily navigable web pages, forms and a new feature series on Crews Control’s travelling mascot, Ben, a favorite “staff member” with the spirit of wanderlust!

The newly formatted newsletter will be available to clients, communicators and crews in both hard copy and e-formats. Those who wish to receive a copy in either form may register on line at the new website.

In August, Andrea Keating and her team will be working out of their new office space – a move that signifies both growth and consistency of service through every change. From one crew in Kansas in 1988 to the 2,000 they have today, Crews Control continues to leave its mark on the world of video communications.

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Logo for reprinting as it pertains to this press release is available.

Please contact [lisa@crewscontrol.com](mailto:lisa@crewscontrol.com) or at 410.439.4695 to request an e-file.