

outstanding

Jeff Fisher Has Style

Jeff Fisher, engineer of Creative Identities, is not afraid to toot his own horn; he knows that a little shameless self-promotion goes a long way.

With more than 25 years of experience and approximately 450 regional, national and international graphic design awards, Fisher's promotional tactics are generating international recognition, catapulting his career into high gear. Featured in innumerable publications from *Just Out* to *Fortune*, his design firm LogoMotives is a local resource on graphic communications and corporate identity.

According to his Web site, Fisher takes pride in "helping businesses and organizations stay on track through creative, innovative, affordable and award-winning identity design." His tactics are detailed in his widely circulated book *The Savvy Designer's Guide to Success*, which actually came about from Fisher's self-promotion.

"It's all about tooting," says Fisher. "If I don't toot my own horn, no one else will."

Although 80 percent of Fisher's work comes from outside Oregon,



Jeff Fisher has racked up 450 awards for his design work.


this sixth-generation Oregonian loves working from his international headquarters, located in the Arbor Lodge home that he shares with his partner of 16 years. "People are so into neighborhoods, and that's why I love Portland," said Fisher, whose neighbors refer to him and his partner as "the boys." Much of their cooperative partnership is demonstrated in their garden, where Fisher says his partner "does things practical" and Fisher "makes things pretty."

More than 80 publications feature Fisher's logos, graphic designs and small-business marketing. His larger clients include local companies and organizations such as the Governor Hotel, state of Oregon, Portland Trail Blazers and Seattle Seahawks.

Fisher has donated a considerable amount of his time to local organizations such as the late Triangle Productions and Our House of Portland. He is also volunteering his creative mind to North Portland United Methodist Church for its second annual Pride celebration.

Fisher enjoys being involved in the community. As for his work, he loves graphic communications because it's "good to have something tangible to create for people."

For more information visit www.jfisherlogomotives.com.

—Chelsia Rice 

just asking

What issues close to your heart will you consider when making decisions in the upcoming election?



MASON MUNSON
Drag star

"Civil rights, the war and environmental concerns, especially concerning global warming and oil dependence."



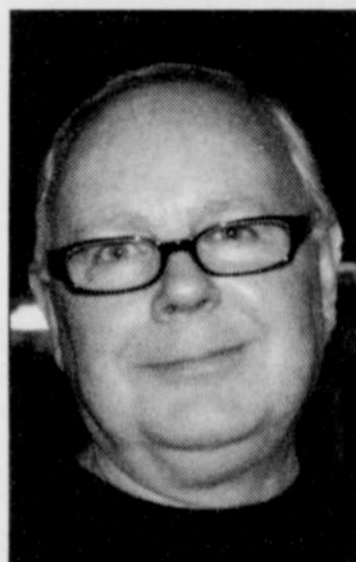
GEORGETTE ECK
Outdoor femme

"Funding for education. Education is so important for kids to be able to succeed, feel confident and feel like they have a connection to the community."



ALI COTTERILL
Student and filmmaker

"Anything about health care or any attack against abortion rights. I feel like Oregon could be the first state to pass universal health care because we've been the first to pass other fringy things."



DAVE DISHMAN
Stevens Mortgage vice president and Metropolitan Community Church of Portland board member

"Taxes and schools. Taxes are money out of my pocket, and schools because I have no children so I watch from afar."

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