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SALT Slips into Levi's

SALT Branding expands into new offices in Levi's Plaza, San Francisco

SAN FRANCISCO, California, July 16, 2007 – After five successful years in the shadow of the Transamerica Pyramid, SALT[®] Branding has outgrown its previous offices and moved into a newly refurbished location in Levi's Plaza. Built in 1906 and home to Levi Strauss & Co. as well as many other established businesses, Levi's Plaza is located in the heart of San Francisco and an opportunity for the company to both continue its growth and better service its roster of emerging and established clients.

"We needed an environment that works better for us," said Rick Herrick, Founding Partner at SALT Branding. "With our growing national and international clients we need to work in a space that is more tailored to our processes – better conference rooms, faster networks and open spaces for easier project collaboration. At Levi's Plaza we have found it; being so close to competitors like Landor and Interbrand will be very interesting, but convenient for new hires!"

The new address for SALT Branding is 1265 Battery, Levi's Plaza, San Francisco, CA 94111. All current telephone numbers and e-mail addresses will remain the same.

For more information on SALT, please visit: www.saltbranding.com or contact

Paul Parkin
SALT Branding
415.616.1506
paul@saltbranding.com

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About SALT Branding

SALT is a full-service branding, design and communications company that builds leading brands. SALT combines new thinking, an integrated strategic approach and breakthrough creative to provide a full range of branding services including strategy, naming and design delivered through communications, advertising and corporate culture programs integrated across all mediums. SALT has developed leading brands and programs for a diverse set of companies ranging from Fortune 500s including Coca-Cola, Disney, EMBARQ, eBay and Microsoft to VC-funded start-ups including GLU, Mobile 365, SmugMug and Vinfolio.

SALT — *The essential ingredient for Branding Leaders™*

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