



## VISUAL COMMUNICATIONS

### VISUAL COMMUNICATIONS IS NOW PART OF WHITNEY VEIGAS

**[Boston, MA and Minneapolis—St. Paul, MN, February 24, 2022]** — Whitney Veigas, a leading EGD firm based in Boston, announced today its expansion into the Midwestern US market with the acquisition of Visual Communications, Inc. (VCI). Starting in 1991, the team of Cheryl Long O'Donnell, Richard Lang, and Constance Carlson has successfully built VCI into the dominant signage design firm in Minneapolis—St. Paul by offering their clients a full spectrum of wayfinding, master planning, and documentation services.

“We are incredibly excited about growing the business that VCI has created over the last 30 years” says Travis Veigas, President of Whitney Veigas. “The future holds tremendous opportunities for us because both firms share a common set of values that affirm the importance of design excellence. Our entire team is guided by the principle that great signage design is essential to the success of all projects, regardless of prominence or budget.”

The Company will remain in the Minneapolis—St. Paul metro area and will operate under the name: Visual Communications | A Whitney Veigas Studio. “Taking care of our clients has always been priority 1 for us, and it is reassuring to know that our legacy and clients are in good hands with folks who share our core values” observes Cheryl Long O'Donnell, President and co-owner of VCI. The new company's Studio Director, Gretta Fry, adds “Partnering with Whitney Veigas will increase our geographic reach and expand the services we offer our clients. Now we can provide both superbly designed experiential graphics and turnkey signage solutions for a broad range of projects. We see lots of blue sky ahead!”

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