



News Release

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[Nancy Livingston](#)
Public Relations
651-779-3222
Fax 651-779-3470

[Century College](#)
3300 Century Avenue North
White Bear Lake, MN 55110

Century Hosts Talk on Branding November 5

Two leaders from Go East, a leading Twin Cities design and branding firm, will [discuss the importance of strong brand identities](#) at a Century College event on Friday, Nov. 5, from 1 to 2 p.m. on the East Campus Lincoln Mall. The lecture sponsored by the Visual Communication Technology Program is free and open to the public.

Tim Deis, founder of Go East and an alum of Century College, and Terry Harmening, a senior art director at the firm, will discuss how Go East recently helped Century rebrand its logo and graphic identity. Deis also will talk about his experience of building a design firm up from nothing. And Harmening will relate how she has grown her career from designer to strategist in the development of at least 15 brand platforms for major companies, including 3M and GE.

Refreshments will be served.