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Portland Accounting Firm Delap LLP Wins Award for “Best Logo Design” by Association of Accounting Marketing

Lake Oswego, Oregon (June 2009) – The Association of Accounting Marketing (AAM) announced Portland’s Delap LLP as the winner for best logo design. Each year the AAM recognizes accounting firms and marketers for their outstanding contributions to the profession.

A panel of judges, including professionals in advertising, consulting, professional services and marketing, judged 228 entries in 20 different categories. Accounting firms that participated are located in the United States and Canada. Forty awards were distributed to honor the firms and their accomplishments over the past year.

This was the 15th year of the annual awards, which was presented at the AAM Summit 2009 in Austin, Texas on June 4, 2009. The Association for Accounting Marketing is the only association in the country formed specifically to address the growing marketing needs of public accounting firms.

“We worked collaboratively with Kinesis Inc. over the past year defining our brand. We were extremely pleased with the outcome and look forward to expanding our presence throughout the Northwest,” states Dave DeLap, Managing Partner.

“Our goal was to create a logo that perfectly reflects the Delap brand. The resulting mark – an abstraction of two overlapping circles and greater than/less than symbols – symbolizes the firm’s focus on client relationships, attention to detail, and exceptional service,” said Kinesis Principal Shawn Busse.

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