

**Salsgiver Coveney Associates** is a design consultancy that partners with organizations to develop authentic brand personas and introduce them to their public. The firm was founded in 1983 in New York City and since 1992 has been incorporated in Westport, Connecticut.

Our clients tell us they hire us for our thinking and that they value us as a creative business asset. Strategic thinking, research, probing questions and active listening, combined with deep roots in the discipline of design is our potent formula for envisioning the effect we need to create, exploring the most productive paths to get there, and then generating and implementing high-impact solutions that deliver.

Our work has received numerous awards from distinguished professional organizations and publications. Examples are held in the collections of the Rare Book and Manuscript Library at Columbia University, the Rare Book Room of Sterling Library at Yale University, and the Denver Art Museum. The firm's work has been published in *AIGA Graphic Design USA*, *AR 100* (*top 100 annual reports of the year*), *Communication Arts*, *ID: International Design*, *Graphic Branding USA*, *Graphic Design America II* and *Print Magazine*.



Karen Salsgiver is the principal strategist and designer, leading teams in the creation of design programs and brand communications solutions, video projects and interactive initiatives for a diverse range of clients.

She has served as a lecturer at Syracuse University, a visiting critic at Yale University, and as a judge for design competitions in the United States and Canada. Karen earned a BS in Design and Environmental Analysis from Cornell University, and an MFA in Graphic Design from Yale University.

Karen lives in Connecticut with her husband Peter and two children.

#### Clients

Abbeville Press  
AgriCapital Corporation  
Altaris Health Partners  
American Seed Trade Association  
AmeriCares  
Amway (Japan) Limited  
Aspen Art Museum  
The Brooklyn Museum  
CapitalRe  
The Carnegie Museum of Art  
Castleton Partners  
CBS Publishing  
Charta Books  
Champion International Corporation  
Citibank, N.A.  
Clariden Asset Management  
Cooper-Hewitt National Design Museum  
Cornell University  
Crane Co.

Ethan Allen, Inc.  
Futures International  
Hampshire Group, Limited  
HarperCollins Publishers  
Harvard Business School Press  
Sam Hedaya Corporation  
International Center of Photography  
Institute of Contemporary Art, Tokyo  
JP Morgan Chase  
The Juilliard School  
Lenox Hill Hospital  
Lincoln Center for the Performing Arts  
Lindenmeyr Paper Company  
Los Angeles County Museum of Art  
Marshall Street Management  
MasterCard International  
M.E. Sharpe Publishing Company  
Microsoft Corporation  
MIT Press  
The New York Botanical Garden

The New York Public Library  
W.W. Norton & Company  
Oxford University Press  
Pantheon Books  
Random House  
Reinoso and Company  
The Rockefeller University  
Roundabout Theater  
The Rouse Company  
Seaman Schepps  
Setagaya Art Museum, Tokyo  
Shearson Lehman  
Stamford Center for the Arts  
Ticknor & Fields  
The Tuna Club of Santa Catalina Island  
Vendome Press  
Viking Penguin Inc.  
Westport Arts Center  
Whitney Museum of American Art  
Yale University Art Gallery