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Tactical Magic receives international honor

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Tactical Magic has been selected for inclusion in "LogoLounge 5", a bound compilation of outstanding logos from around the world.

This year's LogoLounge edition will feature a trademarked logo designed for Memphis accounting firm Frazee Ivy Davis, alongside other logos from around the world.

Over the last few years, LogoLounge books have featured Tactical Magic logos for The Eyewear Gallery, Fulmer Helmets, Nuance AV and Guardian Angel Pet Rescue.

LogoLounge editor Bill Gardner said the selections for this year's edition were selected from 33,000 entries.

Frazee Ivy Davis lead member John Ivy said the company's logo has gotten a great local response and he's glad to see international recognition as well.

"To have our logo honored on an international level simply reinforces the high value we assign to this corporate asset," Ivy said in a statement.

"I'm delighted that our client will get a little extra exposure," Tactical Magic creative director Trace Hallowell, said in a statement. "And it's really nice to receive a significant outside endorsement that our collaborative brand identity process yields outstanding results."

Tactical Magic is a Memphis-based branding and marketing firm.

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