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## For Immediate Release

### **Styles & Scribbles Announces Release of New Center for Higher Education Support Services Web Site**

**June 25, 2003—SEATTLE, WA**—Styles & Scribbles, a writing and design services firm specializing in creating audience-centric information, today announced the release of the newly redesigned Center for Higher Education Support Services, Inc., Web site.

“The new design is exactly what we needed,” said Mark Williams, president and founder of CHESS, Inc. “It strengthens our brand and places information about our services as well as our periodical newsletter, *Endgame*, at the fingertips of our existing and potential clients. The team at Styles & Scribbles exceeded our expectations.”

The site, [www.chessconsulting.org](http://www.chessconsulting.org), has undergone a complete redesign, including a new layout and updated content, which caters to colleges, universities, and financial aid industry participants. The new site plays on the company’s logo and brand elements, presenting both a unified brand presence and an intuitive navigational presence.

“We were very pleased to have this opportunity to create a new online presence for CHESS,” said Tiffany Adamowski, business director of Styles & Scribbles. “In addition to the Web design, we repurposed approximately 30 pages of content, wrote case studies, and provided custom-branded Microsoft® Word and PowerPoint templates to the firm.”

**Note to editors:**

**More Information About Center for Higher Education Support Services**

The Center for Higher Education Support Services, Inc. (CHESS, Inc.) provides high-quality financial aid management consulting services to colleges, universities, and student financial aid industry participants. CHESS’s areas of expertise include financial aid management, policy, law, systems, training and support, and people services. For additional information, visit [www.chessconsulting.org](http://www.chessconsulting.org).

**More Information About Styles & Scribbles**

Located in the Pacific Northwest, Styles & Scribbles creates audience-centric information that hits the spot. Areas of expertise include writing, editing, information architecture, and design. Styles & Scribbles works with companies in the biotechnology, medical, telecommunications, and software industries. For additional information, visit [www.stylesandscribbles.com](http://www.stylesandscribbles.com).

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