

## Wireless at the Mall gets new name, branding

by Bend Weekly News Sources

When Wireless at the Mall owner Tim Bedortha decided to open a new branch and change the name of his business to Captain Wireless and the Wireless Way, he turned to Sublime Design Group of Central Oregon to create a new logo.

Bedortha said he thought he would have to go out of town to find a full-line branding and advertising company, but was pleasantly surprised to meet Sublime owners Kelly and Aileen Walker at a local chamber of commerce function.

“I really believe in the whole branding thing and they did a really good job,” he said. “Sublime is really creative and I’m impressed.”

Bedortha said the new logo Sublime designed is entertaining and fun and will be perfect to use during a marketing campaign.

“It’s great because I didn’t have any experience starting from scratch and it took a lot less time than I thought,” he said. “I love the result and it’s funny how quickly we narrowed it down.”

Captain Wireless, 3188 N. Highway 97, is a U.S. Cellular provider and sells accessories for all types of cellular telephones. It has been open in Bend for two years. A new branch will open in January on Greenwood Avenue.

About Sublime Design Group

Sublime Design Group, LLC is a Bend, Oregon-based creative services firm providing graphic design, marketing, public relations and advertising. The strength of the firm lies in building personal client relationships, creating truly unique designs, and delivering quick, efficient project turn-around.

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