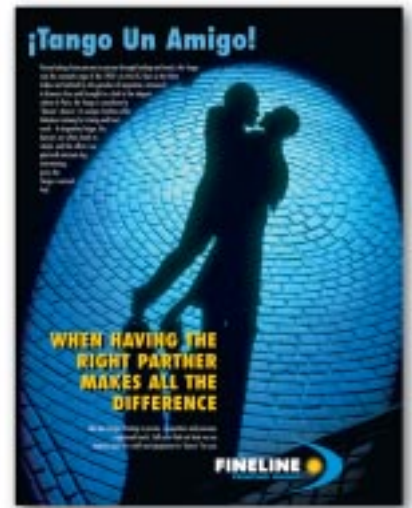




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## Minority Status as a Business Strategy

# FineLine's New Identity Reflects Owner's Latino Heritage

Communicating is an integral part of the printing business, so when owner Richard Miller decided to give his company's identity a fresh look, he wanted to show how proud he was of the company's 20+ years in business. He wanted to also communicate something more personal—his Argentine heritage.



Consulting with local Indianapolis Corporate Identity experts, the SosaGroup—a certified Minority Business Enterprise (MBE)—he particularly wanted his clients to realize that he was a certified MBE as well. "We understood that some of FineLine's customers really could benefit from their MBE status, but we didn't want to overstate the issue," discusses Carlos Sosa, principal of the SosaGroup, "Ricardo needed to clearly communicate that: A) FineLine's proven track record speaks to its high level of service and competency, and B) 'oh, by the way, we are also Latino-owned!'"

"As diversity issues become more important in today's business environments," Ricardo points out, "we are proud to demonstrate our position in the industry as it related to certain customer's needs."

