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DISTINGUISHED ALUMNI  
LEADERSHIP AWARDS

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SATURDAY, JUNE 5, 2010

# BARBARA KERESTES MARTIN

*Class of 1980*

**T**hirty years ago, I was much like any other college senior ready to go off on her own and conquer the world, not giving much thought to the foundation and structure that Seton Hill University provided," said Barbara Kerestes Martin. "It was not until much later that I realized how instrumental Seton Hill University was in my career."

Barbara is the founder and CEO of Kerestes-Martin Associates, Inc., dba. KMA Design, located in Canonsburg, Pa. KMA Design specializes in environmental graphic design and is considered one of the nation's leaders in this unique area of expertise.



Some of the notable environmental design projects that Barbara and her firm have been responsible for include PNC Park, home of the Pittsburgh Pirates, Consol Energy Park, new home to the Pittsburgh Penguins, Saint Pete Times Forum, Petersen Events Center, Universal Studios, Walt Disney World and Johns Hopkins University.

Seton Hill University retained Barbara's firm to create the exterior site signage on the University's campus as well as the interior and exterior signage for the Katherine Mabis McKenna Center. Barbara also created the interior signage and donor recognition walls

for the Administration Building and newly constructed Performing Arts Center in downtown Greensburg.

One of Barbara's latest endeavors was with the David L. Lawrence Convention Center.

Barbara created an identity, wayfinding and sustainable signage program in conjunction with the G-20 World Summit held in Pittsburgh at the Convention Center in September 2009.

Barbara, whose work is globally recognized, is the author of numerous articles for national publications on the subject of environmental graphic design.

Barbara remains involved in the life of Seton Hill. She serves as a member of the Farrell Advisory Board, which assists with strategic planning, program and curriculum review and resource development for Seton Hill's undergraduate and graduate business programs.

"Though my present design specialty was not offered at the University in the 1980s, the basis for 'good design' was something that was hammered into my head," said Barbara. "As a designer, I am grateful for the tough-love that Josefa Filkosky provided as my mentor and professor."