Letterhead & Logo Design

CREATING THE CORPORATE IMAGE

Letterhead & Logo Design 4

CREATING THE CORPORATE IMAGE

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First published in the United States of America by:
Rockport Publishers, Inc.
33 Commercial Street
Gloucester, Massachusetts 01930-5089
Telephone: (978) 282-9590
Fax: (978) 283-2742
www.rockpub.com

ISBN 1-56496-398-5

10 9 8 7 6 5 4

Art Director: Lynne Havighurst
Design Firm: Carol Buchanan Design
Front Cover Images: From top left to right, credits appear on pages 136, 98, 68, 13, 57, 172, 101, 14, 136, 53, and 59.
Back Cover Images: From top left to right, credits appear on pages121, 142, 48, 121, 80, 17, and 72.
Additional Photography by: Doug Cannon

Printed in Hong Kong.

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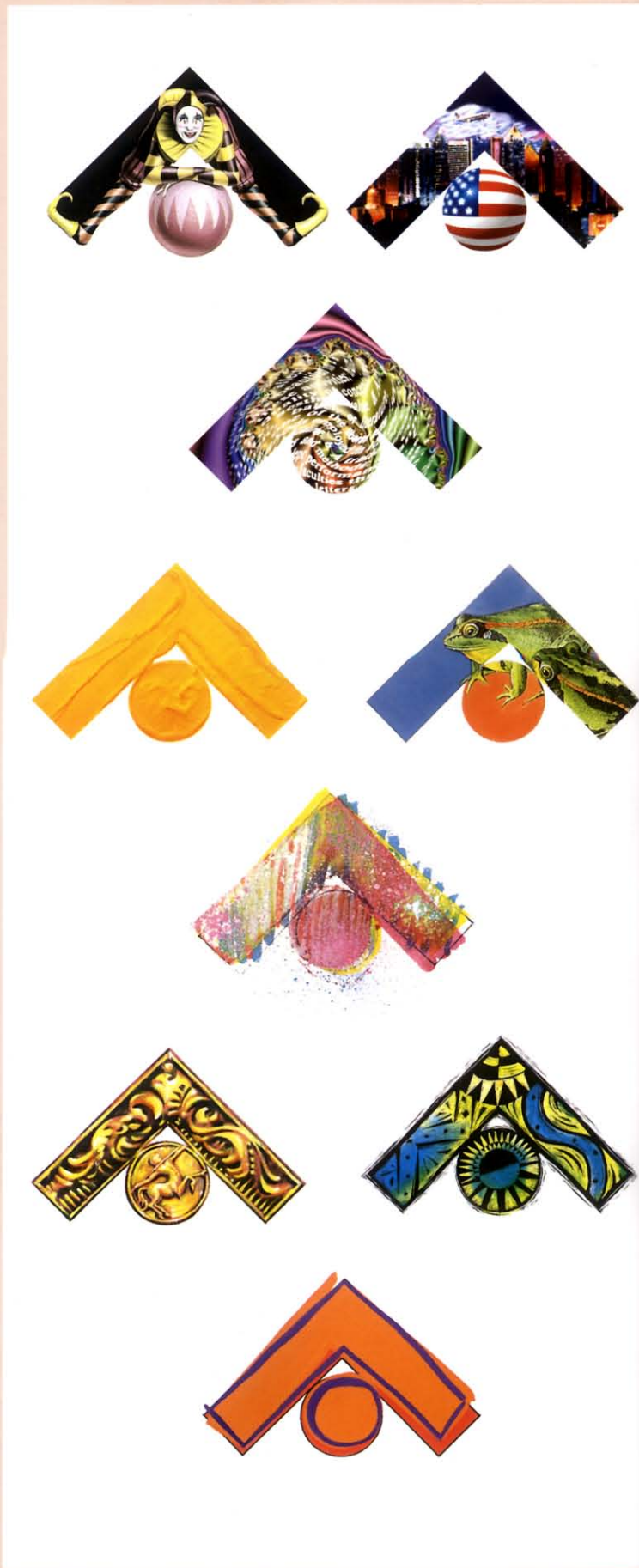
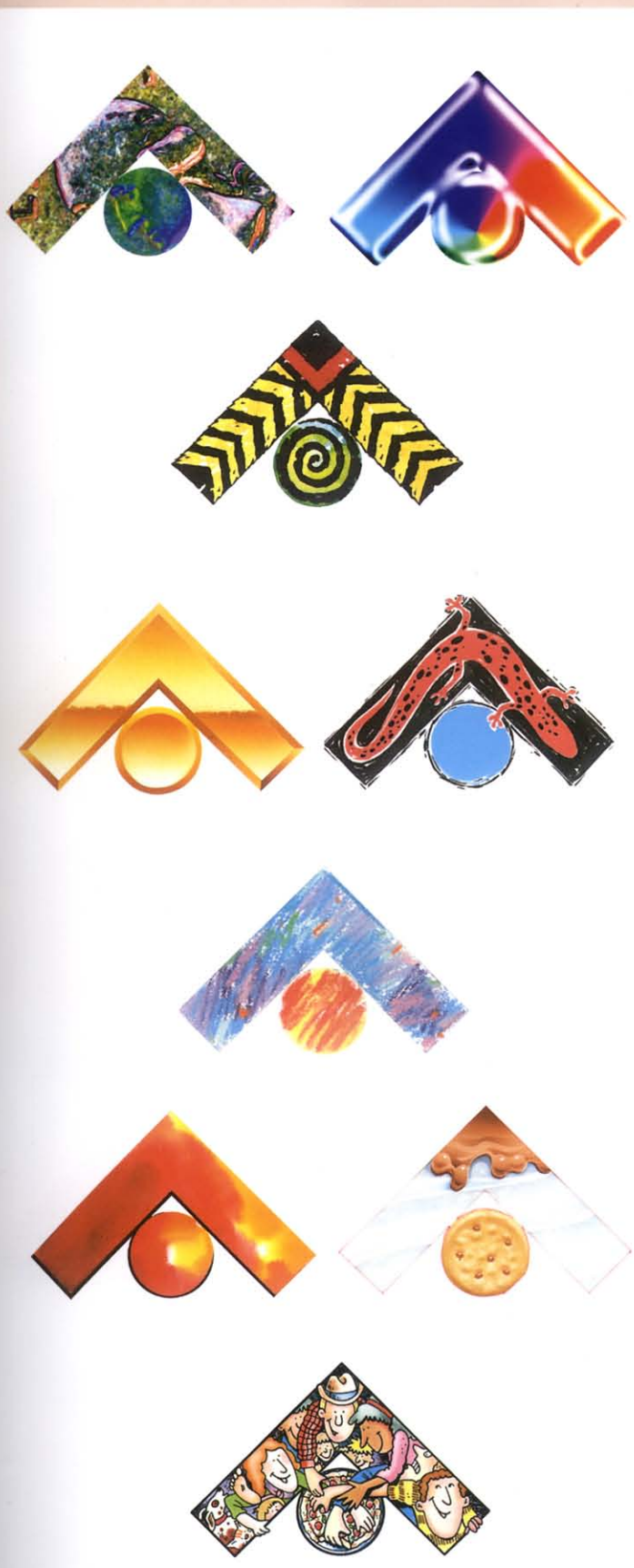
No matter how attractive, elaborate, or expensively produced, the letterhead/logo can never be considered a success if it doesn't instantly and unavoidably convey the nature of the business. Every business is selling something, and business people usually come to the table wanting large, bright type; dark and sophisticated colors; or legibility above all else. Today's designer, on the other hand, often wants to work with broken or overlapping type, dark and sophisticated colors, or perhaps a 4-point body copy.

The designer's responsibility is to explain the artistic point of view, yet to make sure to understand the client's goals for pinpoint target marketing. The designer succeeds by creating a graphic "scream" that is ineluctable, *ineradicable, and irresistible. For example,* take the illustrations that go with this essay, a series of variations on Finished Art Inc.'s logo.

In conceiving the project, Donna Johnston, owner of the Atlanta, Georgia illustration and design studio, wanted to represent the diversity among the backgrounds and talents of her entire staff. Finished Art's studio personnel—designers, illustrators, cartoonists, paper sculptors, and three-dimensional graphic artists used both computer technology and traditional media to create their versions of the logo. The resulting forty-eight logo illustrations came rendered in watercolor, pastels, pencils, and ink, as well as digital files created in Adobe Photoshop and Illustrator, and Macromedia FreeHand.

Designer Kannex Fung took on the challenge to create a cohesive design base that would convey the studio's forward-looking and experimental image. The graphical representation of the studio's initials became the blank canvas for the illustrators and designers. Each artist was encouraged to work in any media





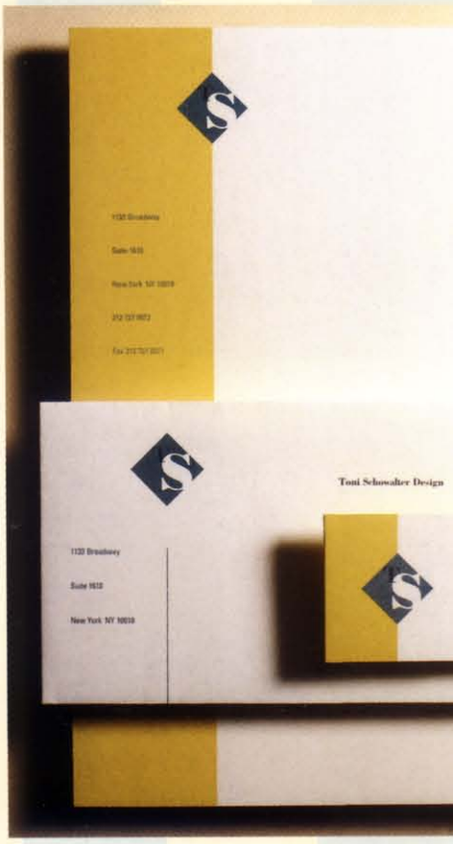
and to create his or her own variation of the logo. Thus came the iguana, a crunchy butter cookie, explosions of color, and the other individual expressions. A book such as *Letterhead & Logo Design 4* is of great value to both designers and their clients because it exposes the range of possibilities: Like any good resource, it inspires, but those ideas that are actually out there are the most convincing way of leading a client in a positive, contemporary direction.

The designer's favorite playground is the business card—there is almost no limitation as to what can be done, other than budget. The envelope and letterhead, however, have to work with the real message that is going out to clients. The body copy must be considered as an integral design element. It must balance within the letterhead, and the address on the envelope must merge with the design. Sometimes a simple design can become fabulous when it is completed with the body copy.

Rather than holding us back, though, this restrictive format merely creates a canvas for exploring creative vision. The pieces on the pages to follow—be they stark and conservative, wildly cutting edge, rich and sophisticated, or merely doing their job well—prove that the format allows enough freedom for excellent design work that satisfies both client and artist.

Illustration (left, facing page): *To produce these elements in full color for maximum impact and to stay within a budget that would make the entire program possible, designer Kannex Fung chose to use one color for the basic letterhead and logo. Since their original creation, the various logo illustrations have been used on stickers that are placed on company communications, T-shirts, and business cards for each employee. The graphic logo has recently been printed in stamped foil for labels that celebrate the 10th anniversary of the studio.*

Graphic Design and Advertising

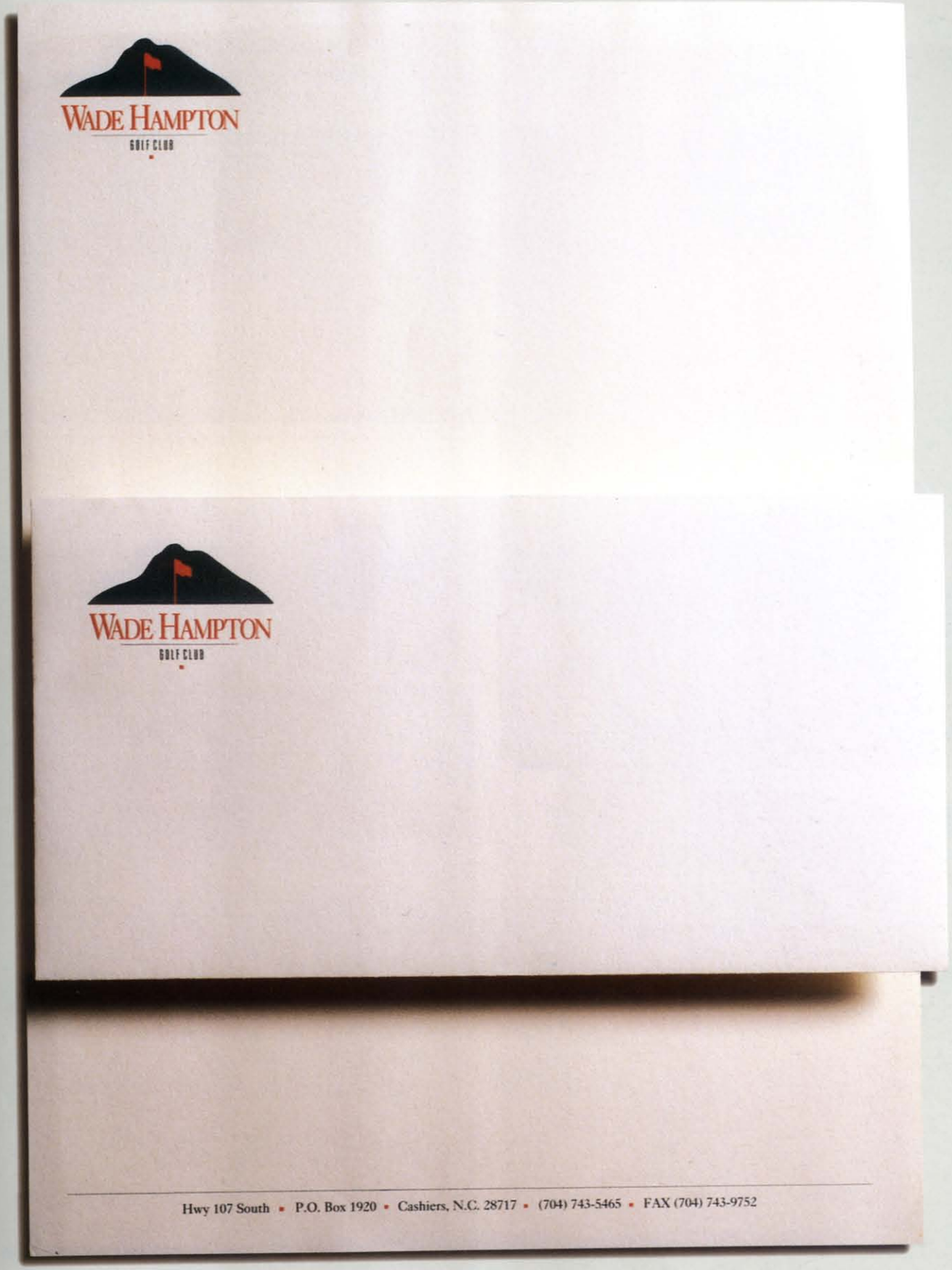


Design Firm Martiny and Company
All Design Rick Conner
Client Step By Step Packaging, Inc.
Tool Adobe Illustrator

Initial thoughts were worked out on paper. After the concept was conceived, mechanics were worked out on the computer. Color tests were run on a 3M Rainbow proofing system.

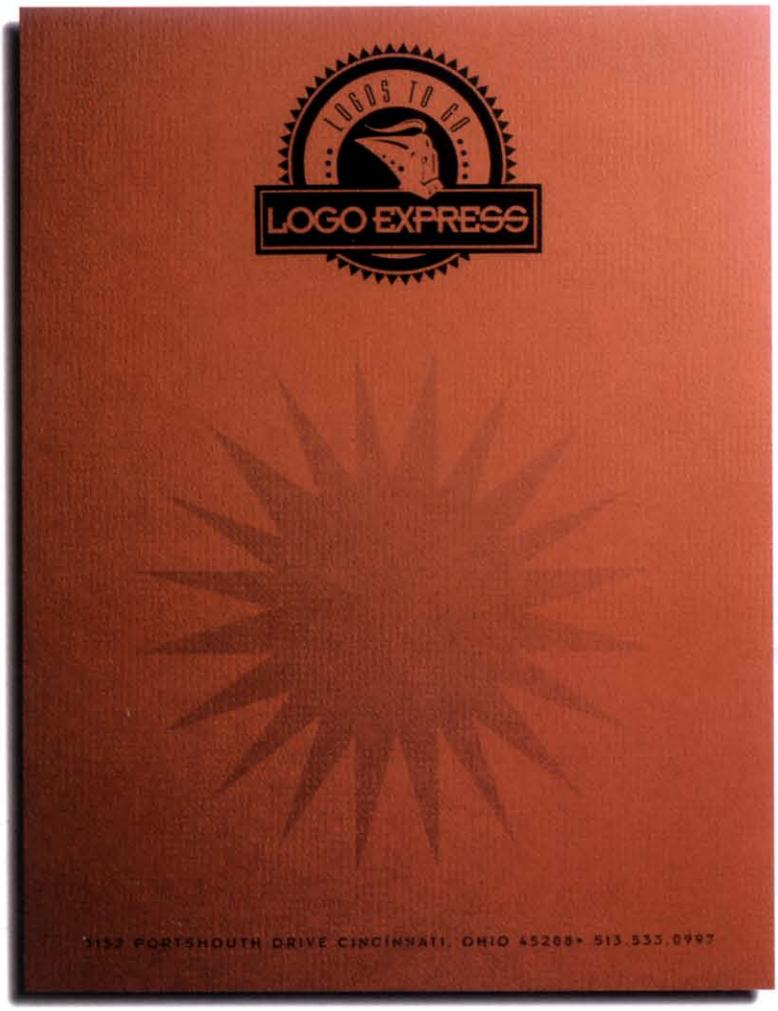
Design Firm Martiny and Company
Art Director/Designer Nancy Andrew
Client Motif Home Accessories
Tools Adobe Illustrator, QuarkXPress

A description was added to the name for clarification. The funky illustrations reflect products sold in store.



Design Firm Logo Express
All Design Allison Edwards Cottrill
Client Austin Marketing, Wade Hampton G.C.

The mountain in the logo is indicative of the mountain on the golf course, which is a well-known sight.



Design Firm Logo Express
All Design Allison Edwards Cottrill
Client Logo Express

This freelance company needed something bold and full of energy.

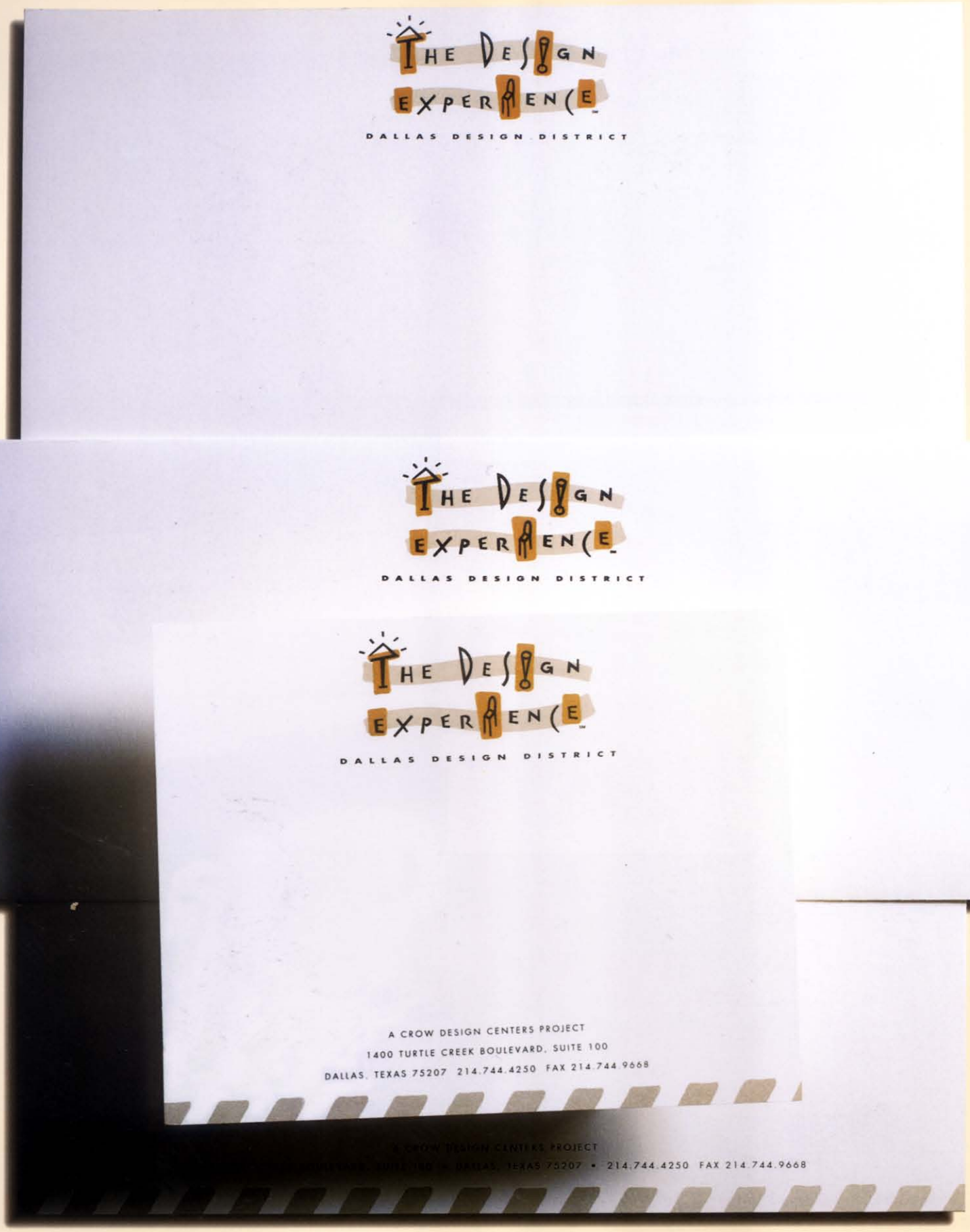
Design Firm Martiny and Company
Art Director/Designer Allison Edwards Cottrill
Illustrator Air Studios
Client Free store / Food bank

The typefaces, Variator and Journal, were created in Illustrator and Quark. The illustration was done by hand by a local illustrator at Air Studios. Note Cincinnati skyline in the sunglasses.

Design Firm [Metal]

Art Director Peat Jariya

Paper/Printing Champion Benefit for letterhead, UV Ultra for business cards, printing in black and a metallic ink.



Design Firm Jon Flaming Design
All Design Jon Flaming
Client The Design Experience
Paper/Printing Simpson Starwhite Vicksburg

Design Firm Jon Flaming Design
All Design Jon Flaming
Client Eyemasters
Tool Adobe Illustrator

This logo for no-glare eyewear was created using Illustrator's Brush tool and a Wacom graphics tablet and pen.

Design Firm Jon Flaming Design
All Design Jon Flaming
Client Computer City
Tool Adobe Illustrator

This logo was used in a computer store's zero percent interest ad.

Design Firm Jon Flaming Design
All Design Jon Flaming
Client Eyemasters
Tool Adobe Illustrator

This logo for Eyemasters's two-for-one sale was created using Illustrator's Brush tool and a Wacom graphics tablet and pen.

Design Firm Jon Flaming Design
All Design Jon Flaming
Client Blockbuster Video
Tool Adobe Illustrator

Many logos and icons were produced for an elaborate and extensive new business pitch that was made to Blockbuster Video.

Design Firm Jon Flaming Design
All Design Jon Flaming
Client Objex Inc.
Tool Adobe Illustrator

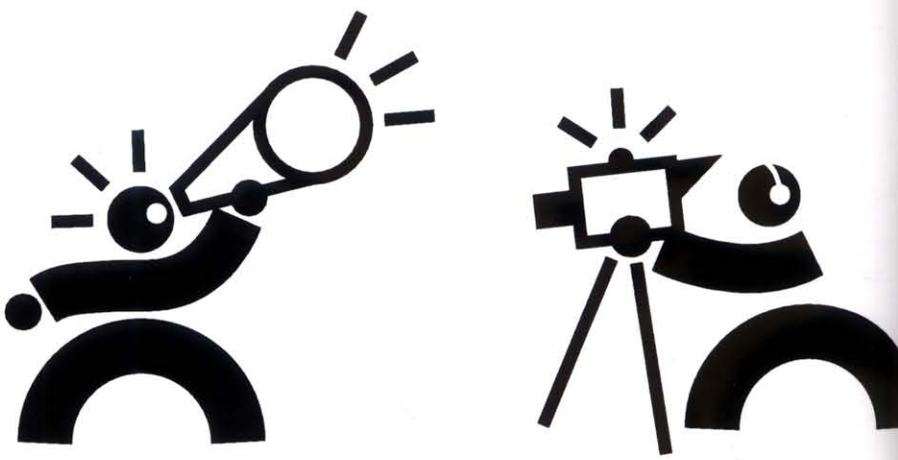
This logo was created for private-label coffees from Objex Inc.

Design Firm Jon Flaming Design
All Design Jon Flaming
Tool Adobe Illustrator

This logo was created for a design and illustration studio located in the industrial sector of downtown Dallas, next to a huge power plant with tan smokestacks.

Design Firm Jon Flaming Design
All Design Jon Flaming
Client Target Music Research
Tool Adobe Illustrator

This logo was created for a company that does target market research for the music industry.



Design Firm Jon Flaming Design
All Design Jon Flaming
Client Blockbuster Video
Tool Adobe Illustrator

Many logos and icons were produced for an elaborate and extensive new business pitch that was made to Blockbuster Video.

Design Firm Toni Schowalter Design
Art Director/Designer Toni Schowalter
Paper/Printing Strathmore Natural White, Wove Finish, offset

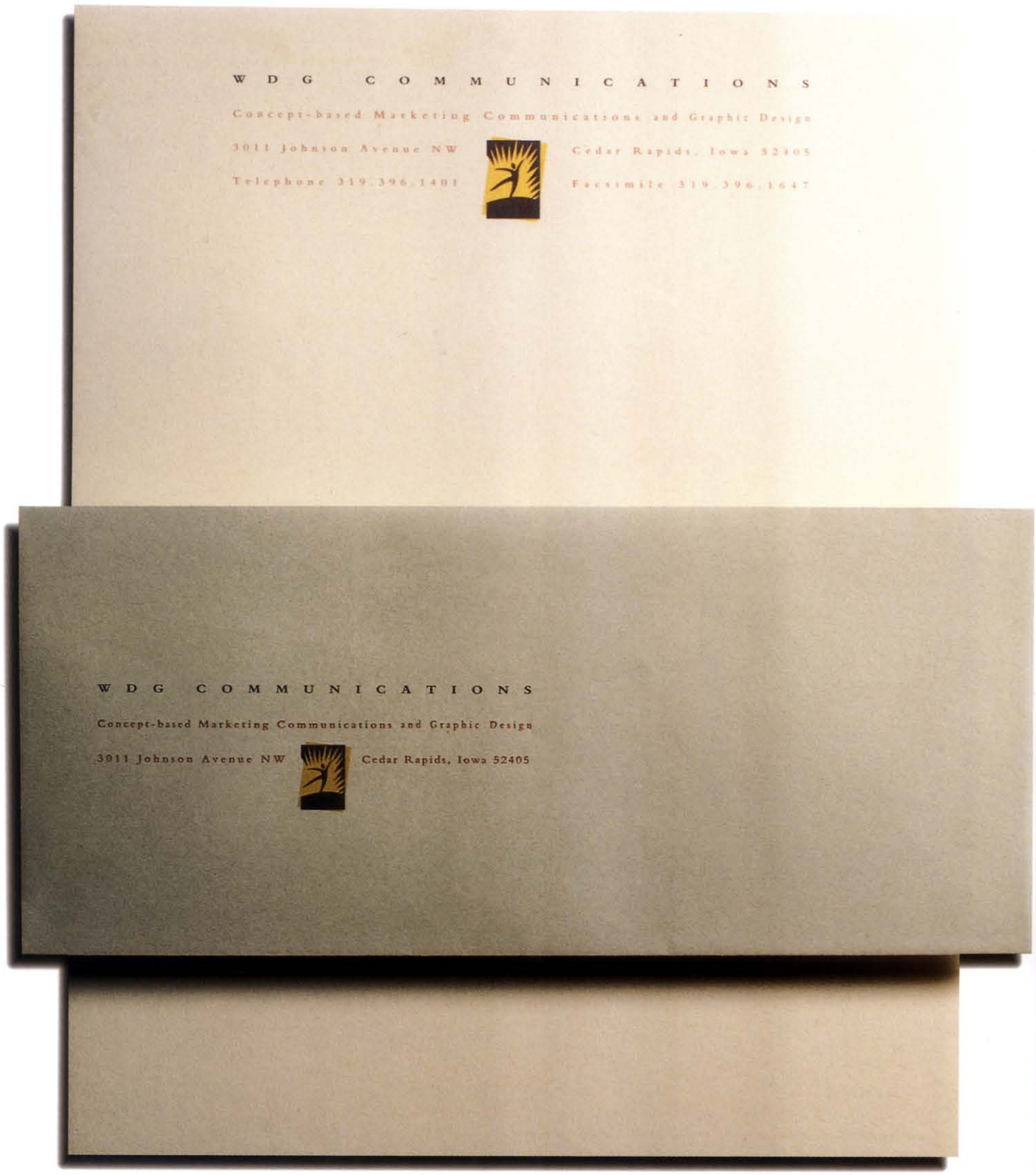
The mark was created in QuarkXPress on the Macintosh. Combining a unique color palette with unique layouts effectively portrays this graphic design firm.

Design Firm Toni Schowalter Design
Art Director/Designer Toni Schowalter
Client Marshall Watson Interiors
Paper/Printing Strathmore Natural White, Wove Finish, offset
Tool Adobe Illustrator

The logo was created to look both clean and decorated to reflect the client's interior design styles. The background on the stationery matches the client's most common style of design.

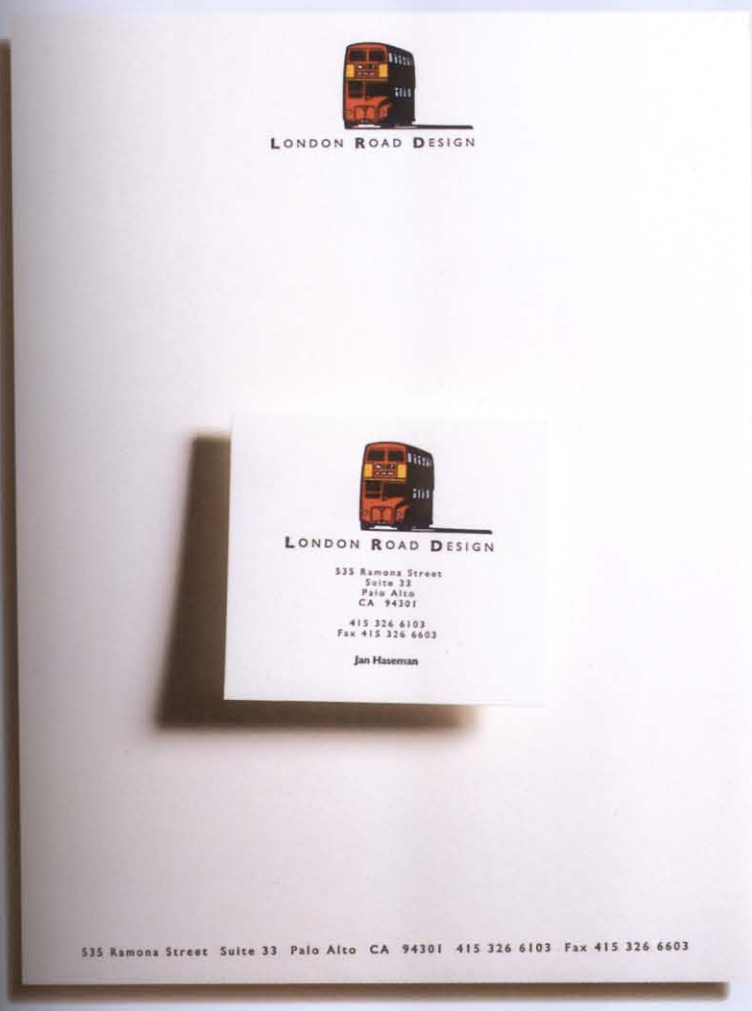
Design Firm Belyea Design Alliance
Art Director Patricia Belyea
Designers Samantha Hunt, Adrianna Jumping Eagle
Illustrators Jani Drewfs, Brian O'Neill
Paper/Printing Simpson Protocol, Ruby Press, 4-color
Tools Adobe Photoshop, Aldus FreeHand, Fractal Design Painter

The mark was rendered in FreeHand, colored in Painter and filtered through Photoshop. The set is 4-color printed; a custom match yellow replaces process yellow.



Design Firm WDG Communications
Art Director/Designer Duane Wood
Illustrator Mark Jacobson
Client WDG Communications
Paper/Printing Neenah Classic Crest Sawgrass, 2-color
Tools Adobe Illustrator, QuarkXPress

The identity presents the firm's professionalism and the dynamic synergy. The logo was scanned into and executed in Illustrator and the identity was assembled in QuarkXPress.

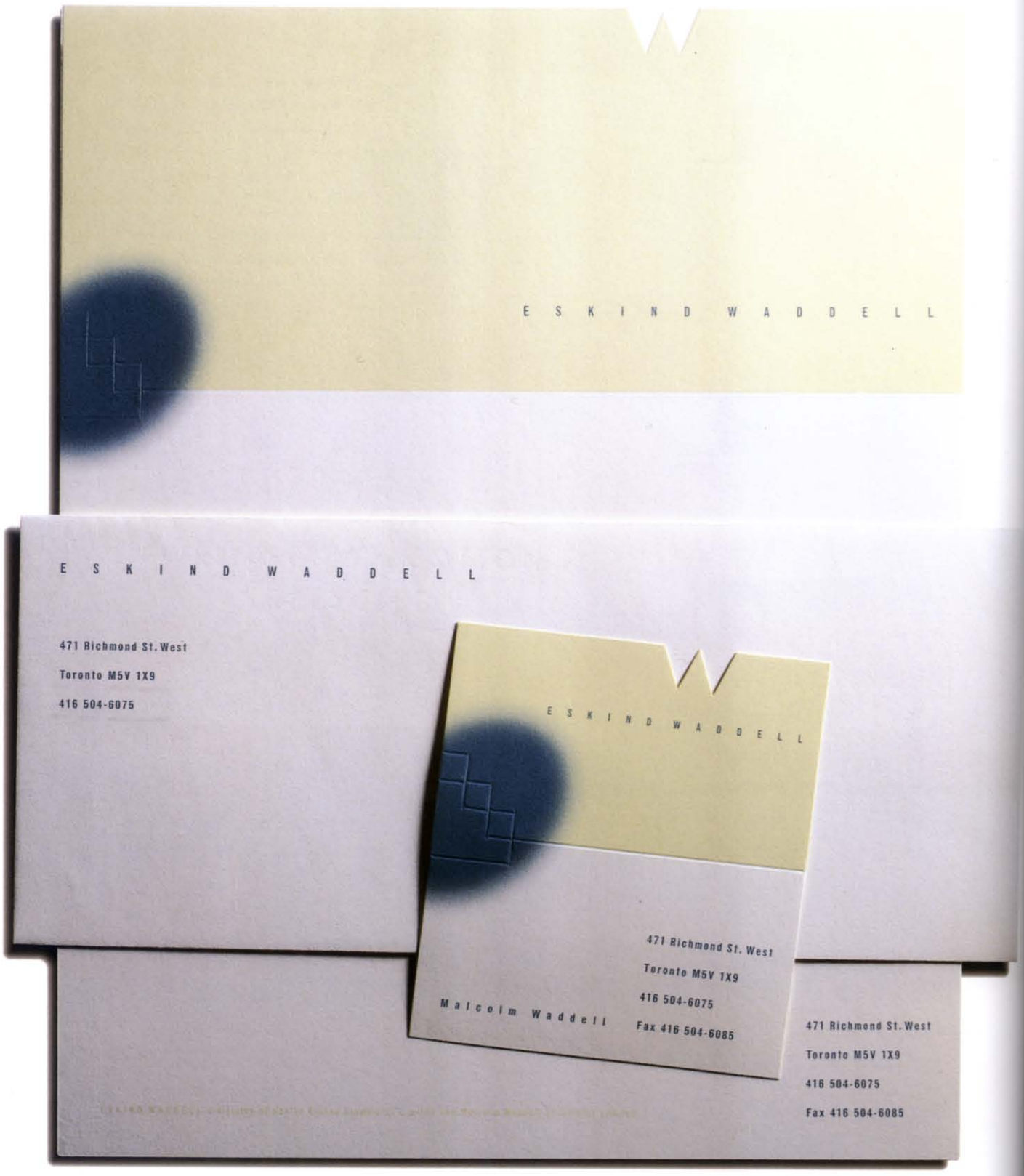


Design Firm London Road Design
Art Director/Designer Martin Haseman
Illustrator Michael Schwab
Paper/Printing Strathmore Bright White Wove, letterpress printing
Tools Adobe Illustrator and Streamline

Michael Schwab supplied the flat art, which was scanned, vectorized with Streamline, and colored in Illustrator. Julie Holcomb, a letterpress printer in San Francisco, printed the work.

Design Firm Knut Hartmann Design
Designer Angela Spindler
Paper/Printing Croxley Heritage, 4-color

Letterhead and Logo of Knut Hartmann Design of Frankfurt. The lighthouse image leading the way confidently and reassuringly to success.

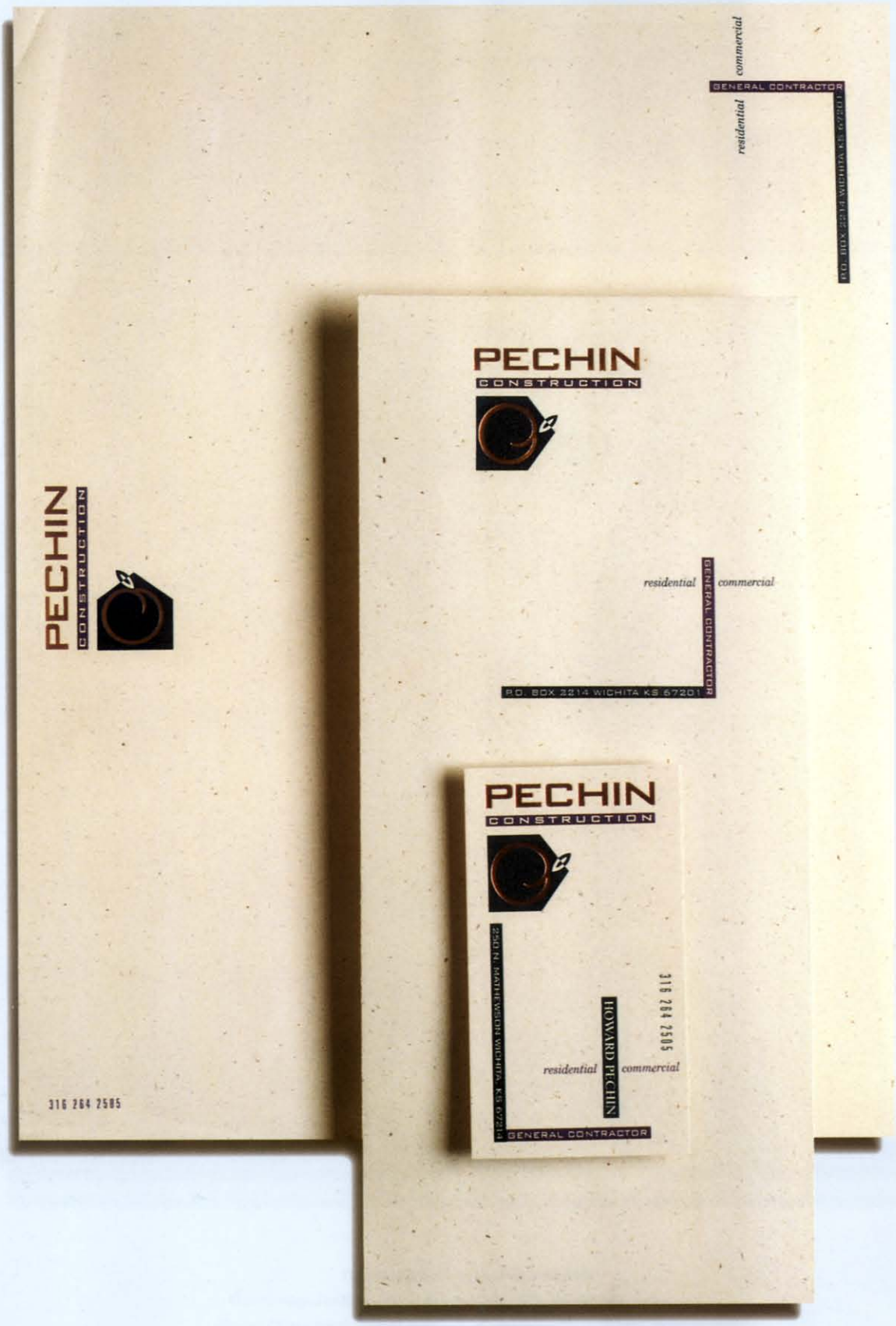


Design Firm Eskind Waddell
Designers Roslyn Eskind, Malcolm Waddell, Nicola Lyon
Paper/Printing Strathmore Writing Recycled White Wove, 2-color and die cut

Eskind Waddell's distinctive die cut from the previous stationery, was incorporated into a more contemporary layout. Revising typography and color also gave the firm a fresh logo without breaking entirely with the past.

Design Firm Greteman Group
Art Directors Sonia Greteman, James Strange
Designer James Strange
Client American Advertising
Paper/Printing Simpson Quest
Tool Aldus FreeHand

This logo unifies the "A" and star of "American" with stripes that turn into postage cancellation marks. The larger postage stamp shape unites the entire concept.



Design Firm Greteman Group
Art Director Sonia Greteman
Designers Sonia Greteman, Karen Hogan
Client Pechin Construction
Paper/Printing Benefit Flax, foil stamp

Since the client's name is often mispronounced, this mark helps reinforce the correct pronunciation.

Design Firm Greteman Group
Art Director Sonia Greteman
Designers Sonia Greteman, Bill Gardner
Client Colorations
Paper/Printing Classic Crest, 4-color process
Tool Aldus FreeHand

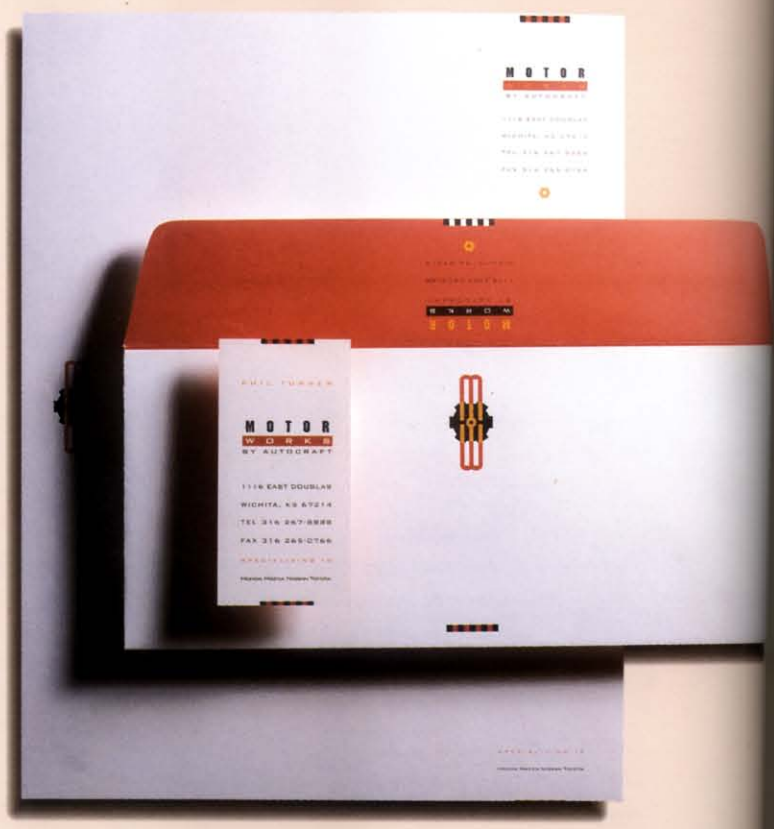
This service bureau jumps through hoops for its clients. The big "C" changes color from black-and-white to magical color creating a circus-like atmosphere.

Design Firm Greteman Group
Art Director Sonia Greteman
Designers Sonia Greteman, Karen Hogan
Illustrator Sonia Greteman
Client Jakes Attic Science Show
Paper/Printing Benefit, 4-color process
Tool Aldus FreeHand

This design displays a fun level of playfulness, curiosity, and excitement while developing a "character" with an attic hat, question-mark smoke, and a sparkle in his eye.

Design Firm Carol Lasky Studio
Art Director Carol Lasky
Designer Erin Donnellan
Illustrator Mark Allen
Client Carol Lasky Studio
Paper/Printing Curtis Brightwater, Strathmore Elements, United Lithograph
Tools Aldus FreeHand, QuarkXPress

The system is a study in juxtapositions: calligraphy with a serif font; color against color. It juxtaposes bright white paper with diagonal ribs, polka dots, lush texture, and vertical grooves.



Design Firm Greteman Group
Art Directors Sonia Greteman, James Strange
Designer James Strange
Client Motorworks
Paper/Printing Classic Crest, 3-color
Tool Aldus FreeHand

The client wanted an image that appeared fast, racy and mechanical. Since the "M" and "W" mirror each other, a gear was added in the center.

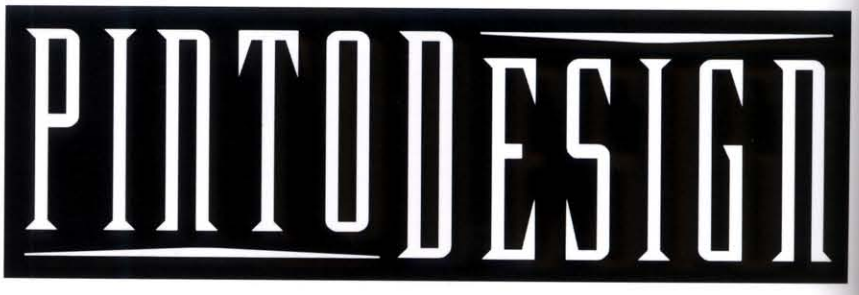
Design Firm Greteman Group
Art Director Sonia Greteman
Designers Sonia Greteman, Karen Hogan
Illustrator Sonia Greteman
Client Green Acres
Paper/Printing Peppered Bronze, 2-color
Tool Aldus FreeHand

This earthy identity combines the simple pure image of a farm girl with lush green fields and a warm sunny sky, to communicate health and wellness.

Design Firm Greteman Group
Art Director/Designer Sonia Greteman
Client Winning Visions

In this logo for an advertising firm, the torch forms a "V," and the flame forms an eye.

Design Firm Pinto Design
Designer John Pinto
Tool Adobe Illustrator



IVIE & ASSOCIATES, INC.
MARKETING COMMUNICATIONS

Design Firm Ivie & Associates Inc.
All Design Jeff Taylor
Client Ivie & Associates, Inc.
Tool QuarkXPress

The ivy leaf was hand-illustrated, then scanned and imported into a QuarkXPress document, where type was added.

Design Firm Jeff Fisher Design
All Design Jeff Fisher
Client Denny Shleifer Marketing Communications

The FreeHand illustrations of a television, radio mike and newspaper breaking through the surface convey enthusiasm and excitement.

Design Firm Greteman Group
Designers Sonia Greteman, Karen Hogan
Illustrator Sonia Greteman
Client Planet Hair
Paper/Printing French Rayon
Tools Adobe Photoshop, Aldus FreeHand

This unisex logo designed for a hip hair salon is androgynous, suggesting a cubist feel.

Design Firm Mark Duebner Design
Art Director/Designer Mark Duebner
Paper/Printing Strathmore Elements (Lines, Squares and Dots), 2-color
Tools Adobe Illustrator, QuarkXPress

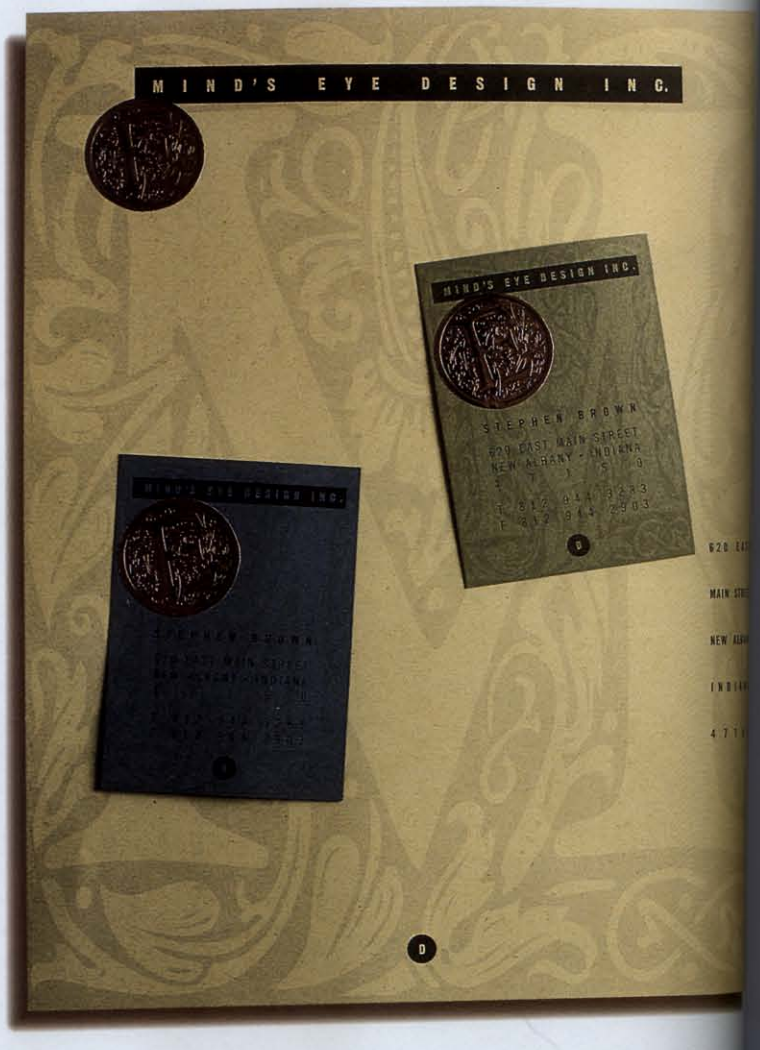
The designer used his initials, which almost mimic the initials of the company as the main visual element because it demands a second look. The paper stock is engaging.

Design Firm Georgopoulos Design Associates
Art Director John Georgopoulos
Designer/Illustrator Joe Doucet
Client Poliquin Kellogg Design Group
Paper/Printing Strathmore Elements Squares, Login Printing
Tools Adobe Illustrator, QuarkXPress

The logo reflects the architectural firm's focus on defining space. The logo was created in Illustrator, saved as an EPS file, then placed into QuarkXPress, where the layout was developed.

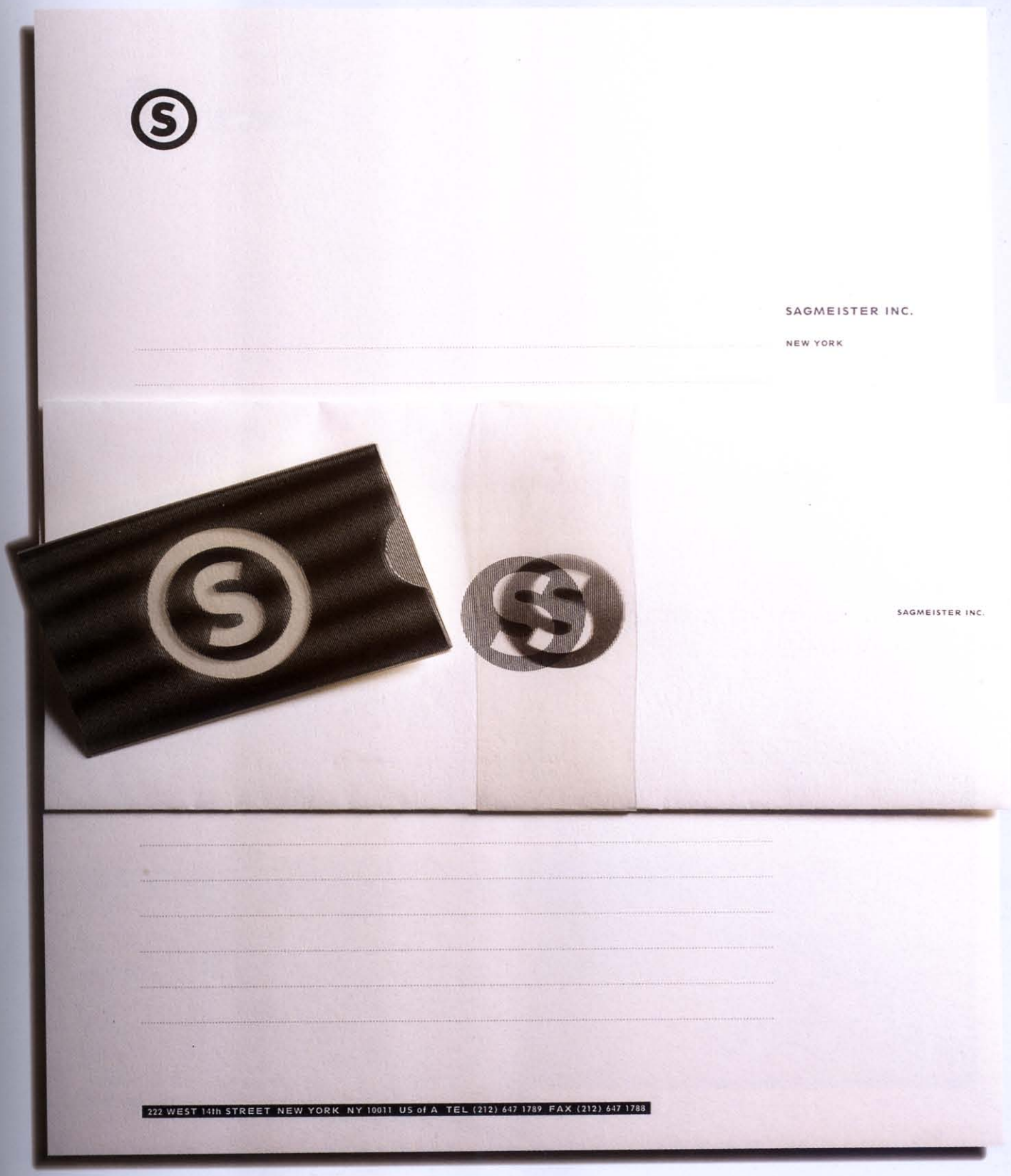
Design Firm California State Polytechnic University, Pomona/Powerhouse Designs
Designers Nancy Terasawa, Ellie Choi, Matt Shumate
Paper/Printing Concept Natural Surf Wove 24 lb. Writing, Cyclone color output
Tool Adobe Illustrator

Powerhouse Designs is a fictitious design firm created through a group project for a class. This letterhead incorporates, into a single corporate I.D. system, framing and building furniture.



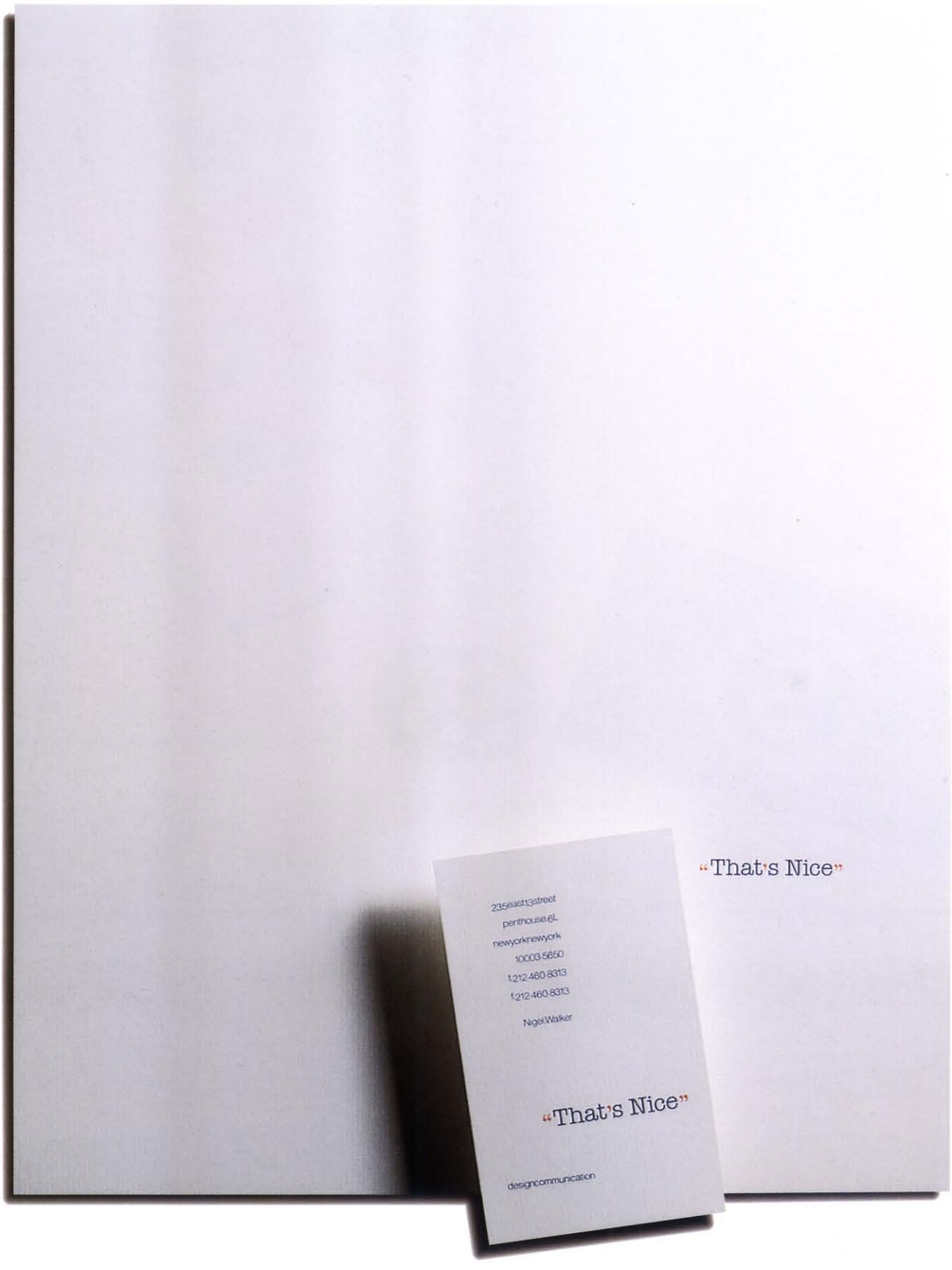
Design Firm Mind's Eye Design
Art Director/Designer Stephen Brown
Paper/Printing Hopper Proterra
Tools Adobe Photoshop and Streamline, Macromedia FreeHand

Copper-metallic foil seals were designed to achieve the foil-emboss look on a tight budget.



Design Firm Sagmeister Inc.
Art Director/Designer Stefan Sagmeister
Paper/Printing Strathmore Bond

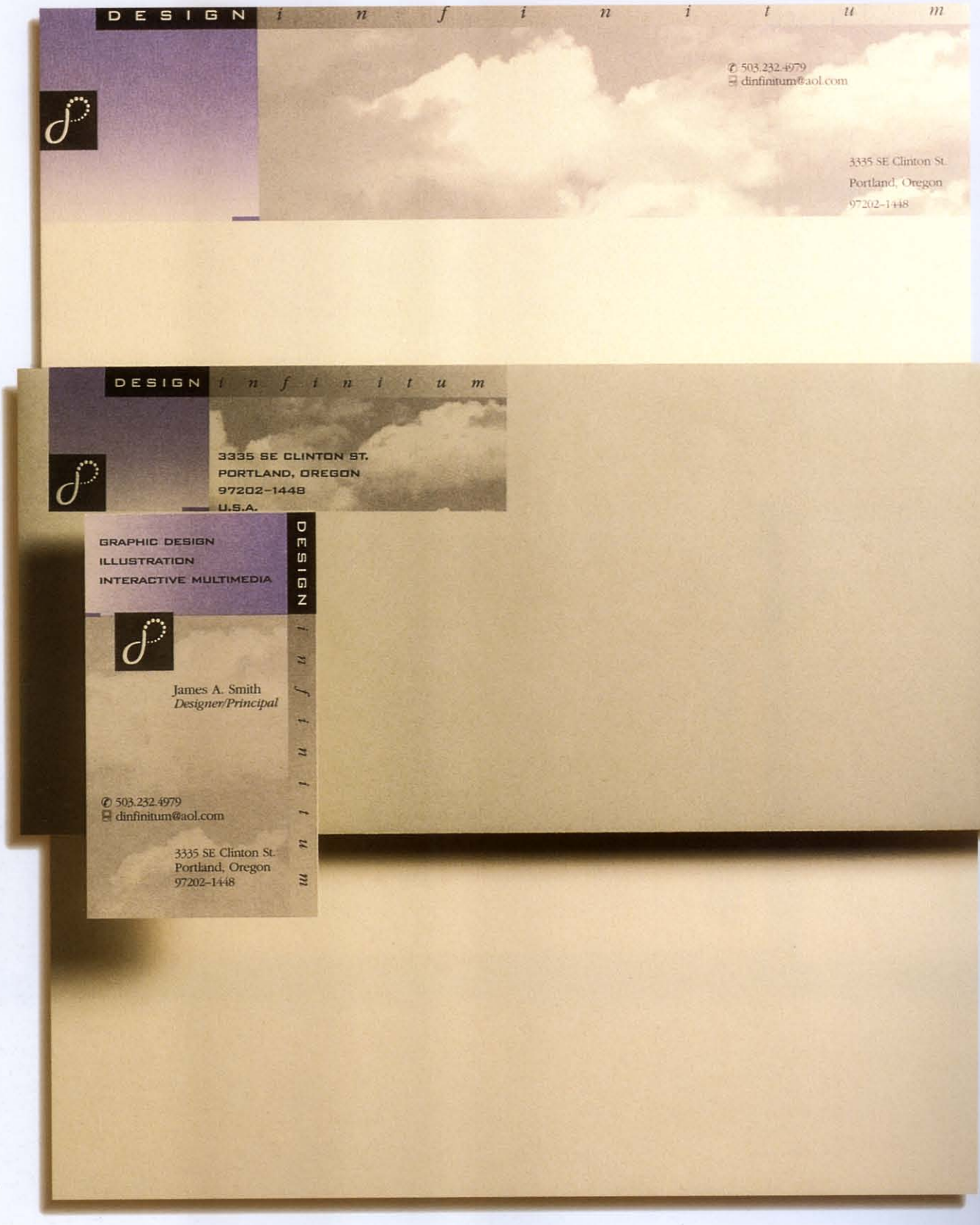
The logo is as simple as possible. Since a New York restaurant/laundry service uses the same "S" in a circle, there are now napkins with the same logo.



Design Firm "That's Nice"
Art Director/Designer Nigel Walker
Paper/Printing Strathmore Elements, Anchor Engraving
Tools Adobe Illustrator, Aldus FreeHand, QuarkXPress

This logo uses old, roman-style numerals with a sans serif face, no word spacing, and a rigid grid engraved on Strathmore's Elements paper, double-warm red and reflex blue.

Design Firm Marise Mizrahi Design
Art Director/Designer Marise Mizrahi
Paper/Printing Hammermill, 3-color, Sterling Bianco

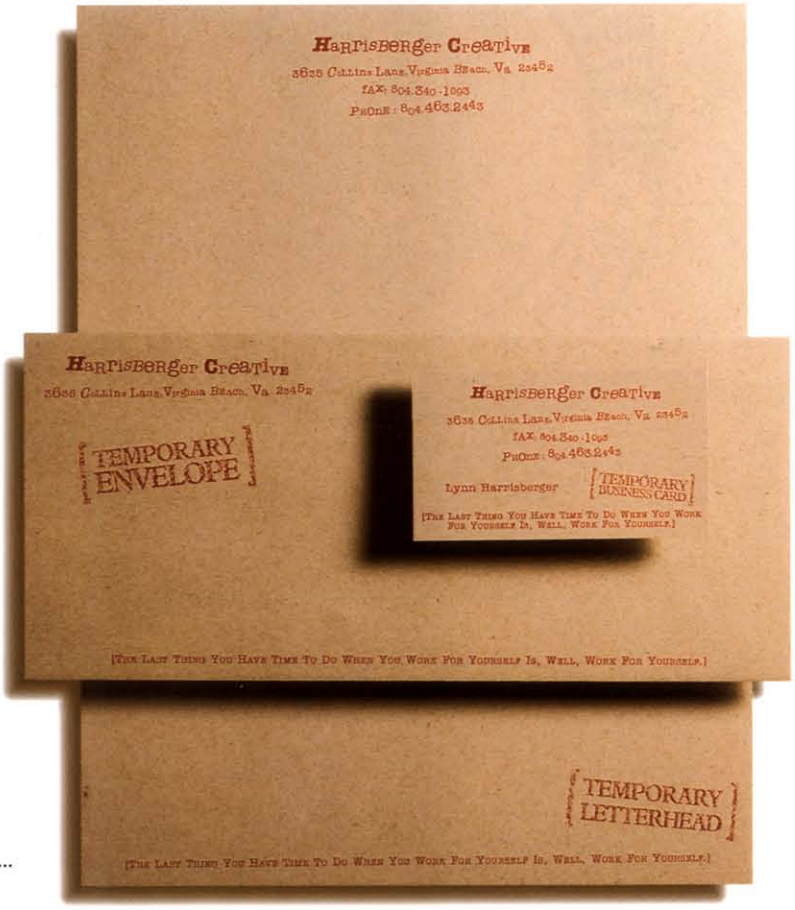


Design Firm Design Infinitum
All Design James A. Smith
Paper/Printing Neenah Classic Crest, Chromagraphics
Tools Adobe Photoshop, Aldus FreeHand, QuarkXPress

The logo was created in FreeHand; the cloud image was manipulated in Photoshop; and the letterhead, envelope, and card were designed in QuarkXPress. This package won a Neenah Paper Silver Medal.

Design Firm S.A. Design Group
Art Director/Designer Daniel Rogall
Paper/Printing Mohawk Superfine, 3-color (black, 2 PMS), envelopes—custom manufactured, Mohawk Superfine
Tools Adobe Illustrator, QuarkXPress

The pre-printed envelopes were custom manufactured after printing. Illustrator was used to create the logo, which was imported as an EPS into QuarkXPress.



Design Firm Harrisberger Creative
Art Director/Designer Lynn Harrisberger
Paper/Printing Environment Desert Storm, 1-color
Tool QuarkXPress

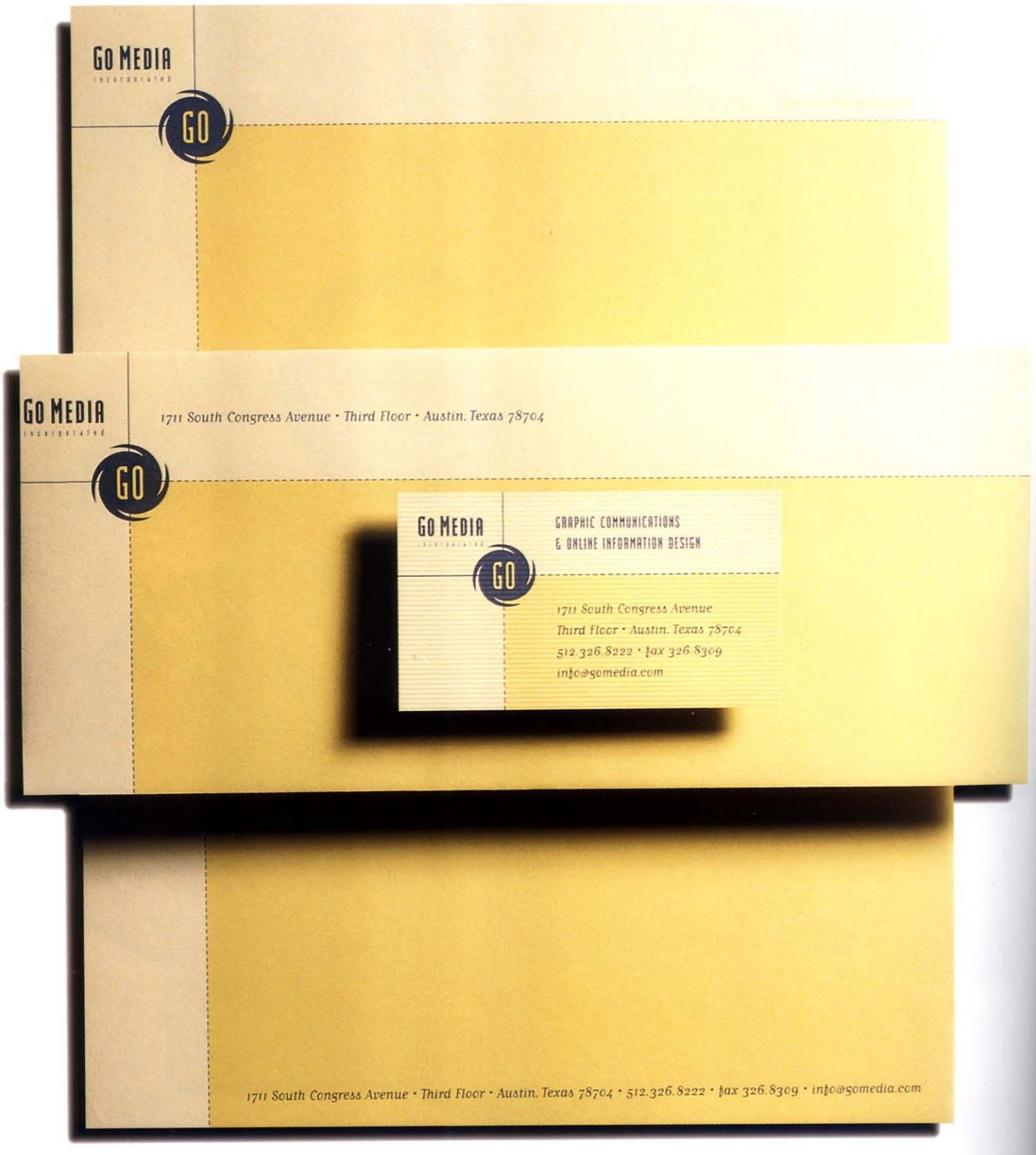
This temporary letterhead, envelope, and business card was created with little time and a low budget.

Design Firm Amar's Design
All Design Amar Aziz
Clients Spar Klipp, Indian Tandoori Restaurant & Bar, and Kismat Indisk Restaurant
Tool QuarkXPress

All the logos were drawn by hand, and all the letters and headings were created in QuarkXPress.

Design Firm FORDESIGN
Art Director/Designer Frank Ford
Paper/Printing Masking sheets, vellum

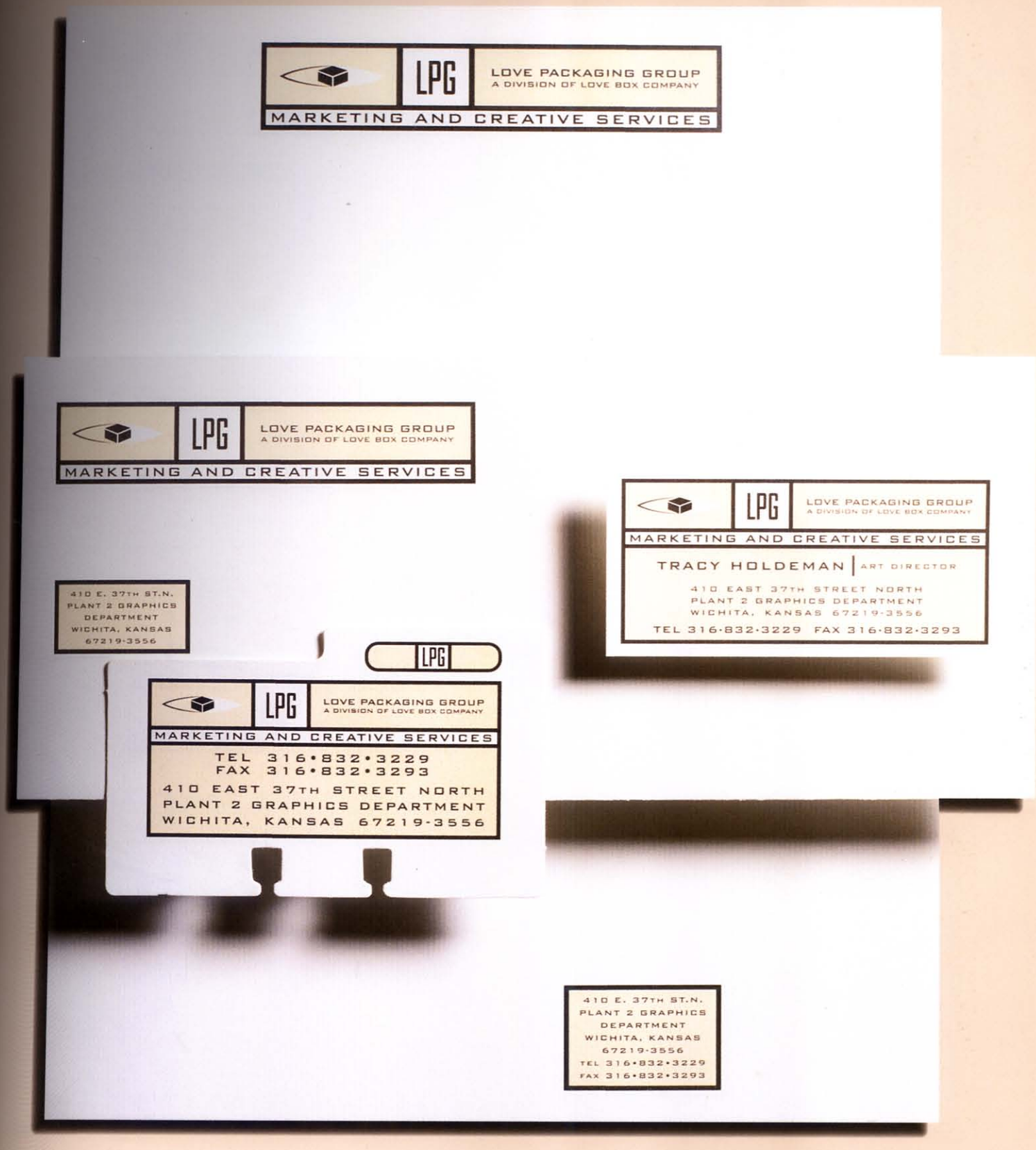
The I.D. system, accomplished on the desktop on low budget indicates specialization with print media. The masking sheets indicate that the client follows the job from start to finish.



GO MEDIA
incorporated

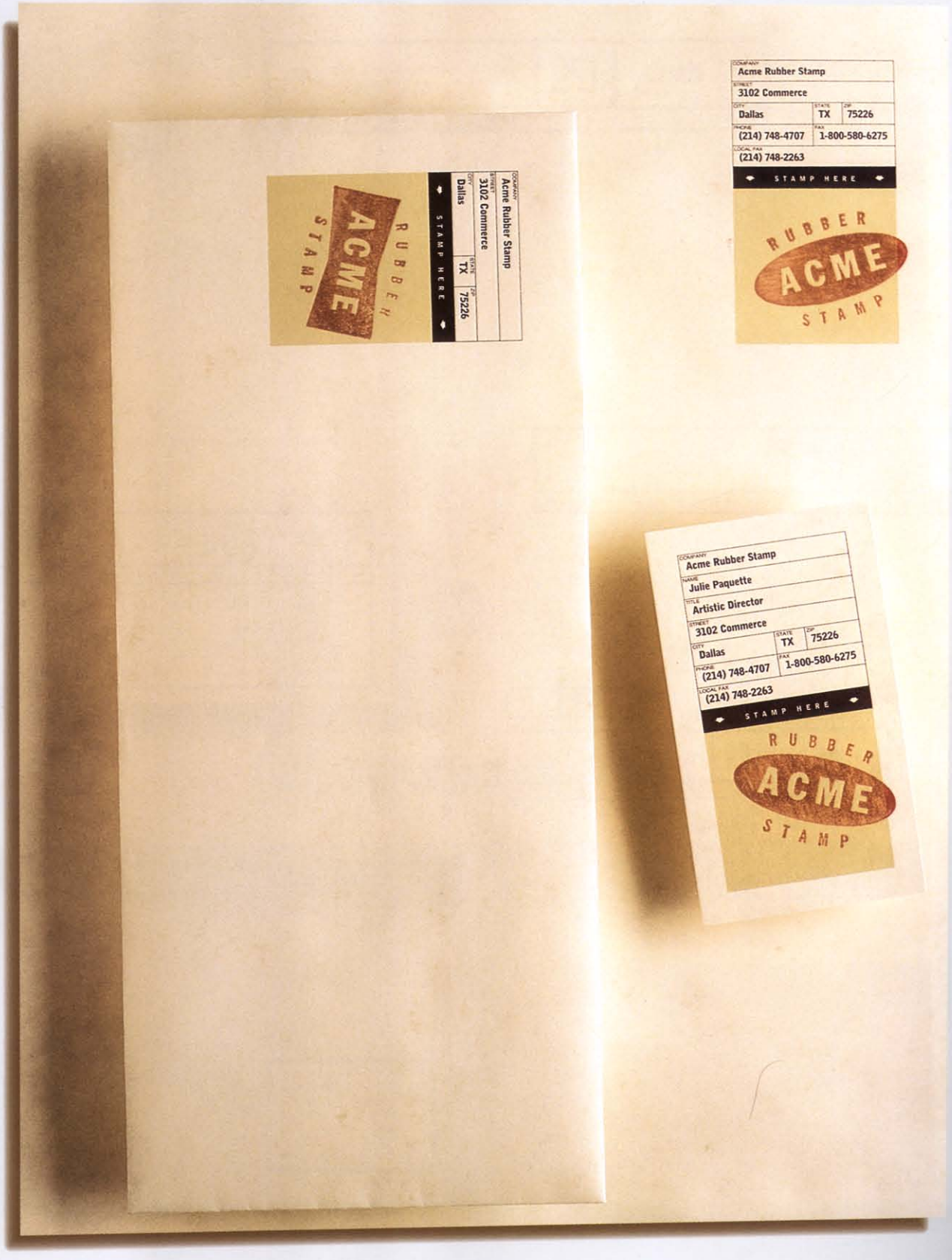
Design Firm Go Media Inc.
All Design Sonya Cohen
Paper/Printing Champion Benefit, Lithoprint
Tools Adobe Illustrator, QuarkXPress

The logo captures that sense of motion and the energy of "Go," while the layout, paper and color palette enjoy the more formal and tactile qualities of traditional printed "Media."



Design Firm Love Packaging Group
Art Director/Illustrator Tracy Holdeman
Designers Tracy Holdeman, Brian Miller
Paper/Printing Strathmore Elements
Tool Macromedia FreeHand

Love Packaging Group identity was created entirely in FreeHand. The iris and pupil represent creative vision in packaging.

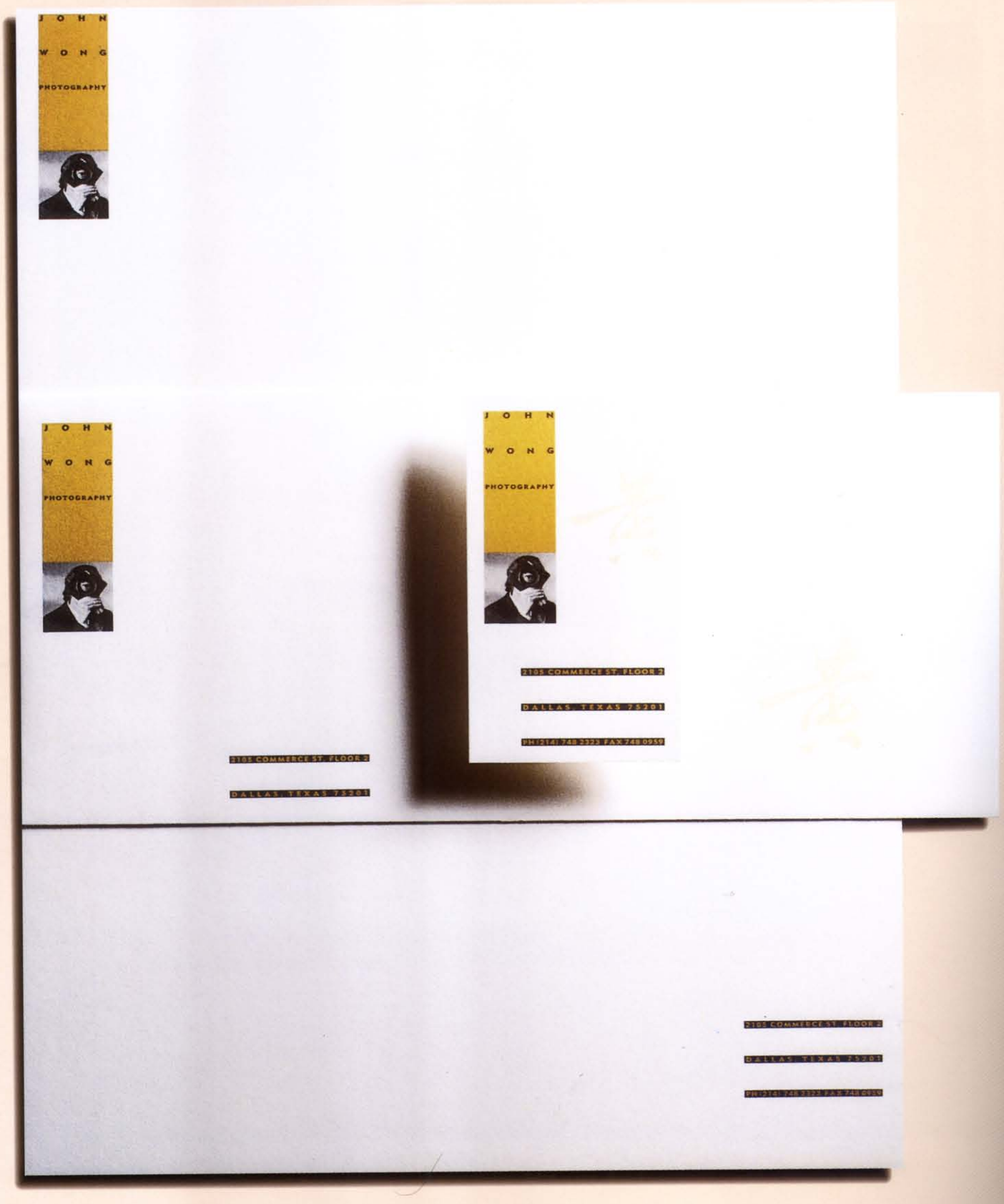


Design Firm Peterson & Company
Art Director/Designer Dave Eliason
Client ACME Rubber Stamp Co.
Paper/Printing French Duratone Butcher, Monarch Press
Tools Adobe Illustrator, QuarkXPress

This piece was printed offset, 2-color, on a mottled, industrial-looking paper. The logo was then rubber-stamped in red ink.

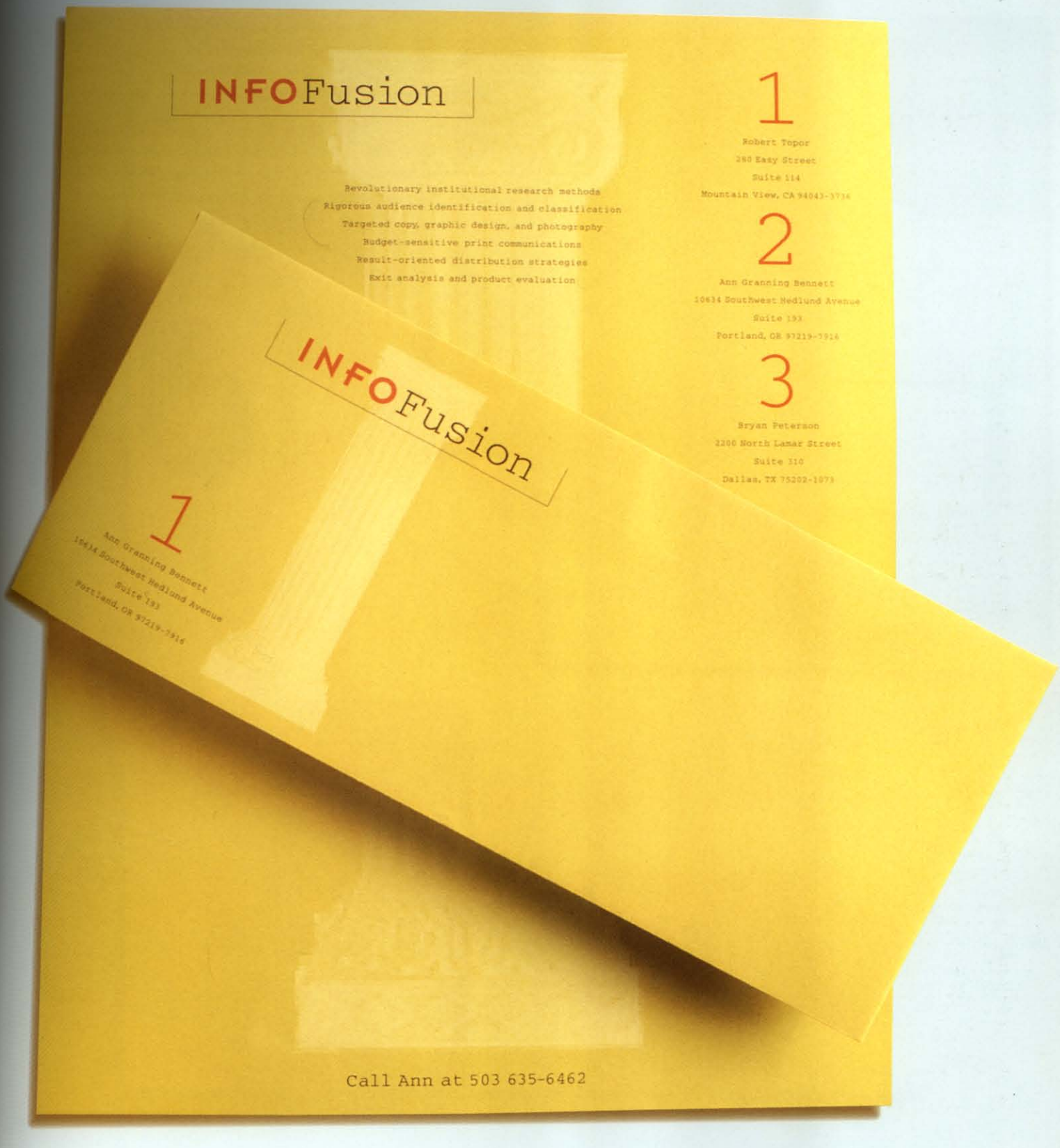
Design Firm Michelle·Farinella·Graphic·Design
Designer Michelle Farinella
Client Randy Verougstraete Illustration
Paper/Printing Canyon Terracotta, Cactus Green, Windswept Ivory, Desert Beige, Kraft Paper Combos, 1-color
Tool Adobe Illustrator

The logo was reproduced as a rubber stamp for other components and envelopes. The 1-color package was coupled with recycled papers that are interchangeable and appropriate for the versatile styles.



Design Firm Peterson & Company
Art Director/Designer Bryan L. Peterson
Client John Wong Photography
Paper/Printing Neenah Classic Crest, South Press
Tool QuarkXPress

The photo was a halftone stripped in at the press. This package was printed inexpensively on a small letterpress.

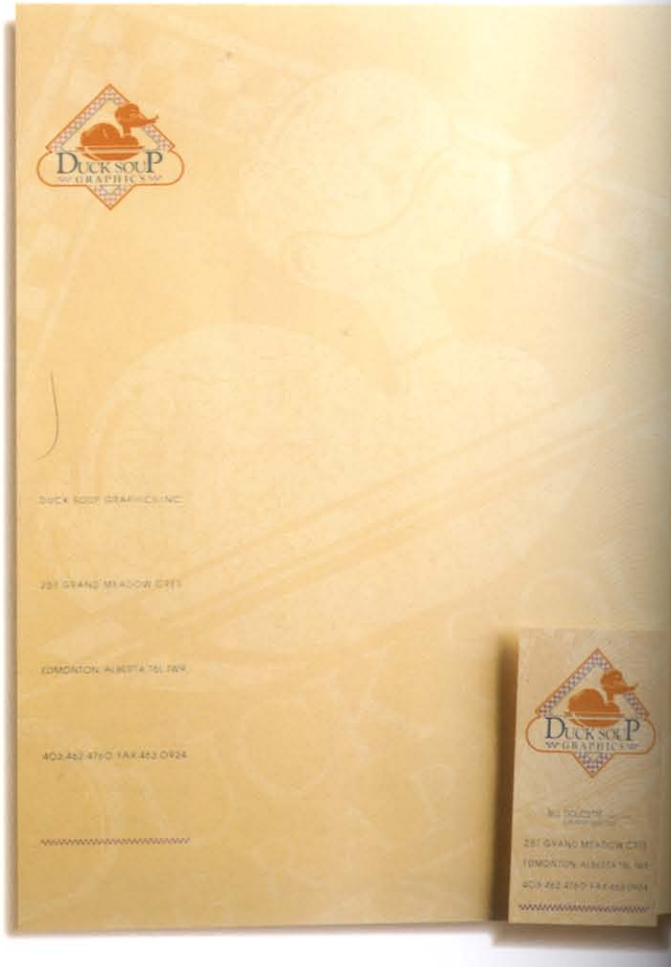


Design Firm Peterson & Company
Art Director/Designer Bryan L. Peterson
Client Infofusion
Paper/Printing Champion Benefit, South Press
Tool Adobe Photoshop, QuarkXPress

The Polaroid photograph was shot in the design studio and bitmapped using Photoshop. The columns were printed in an opaque white on a small letterpress.

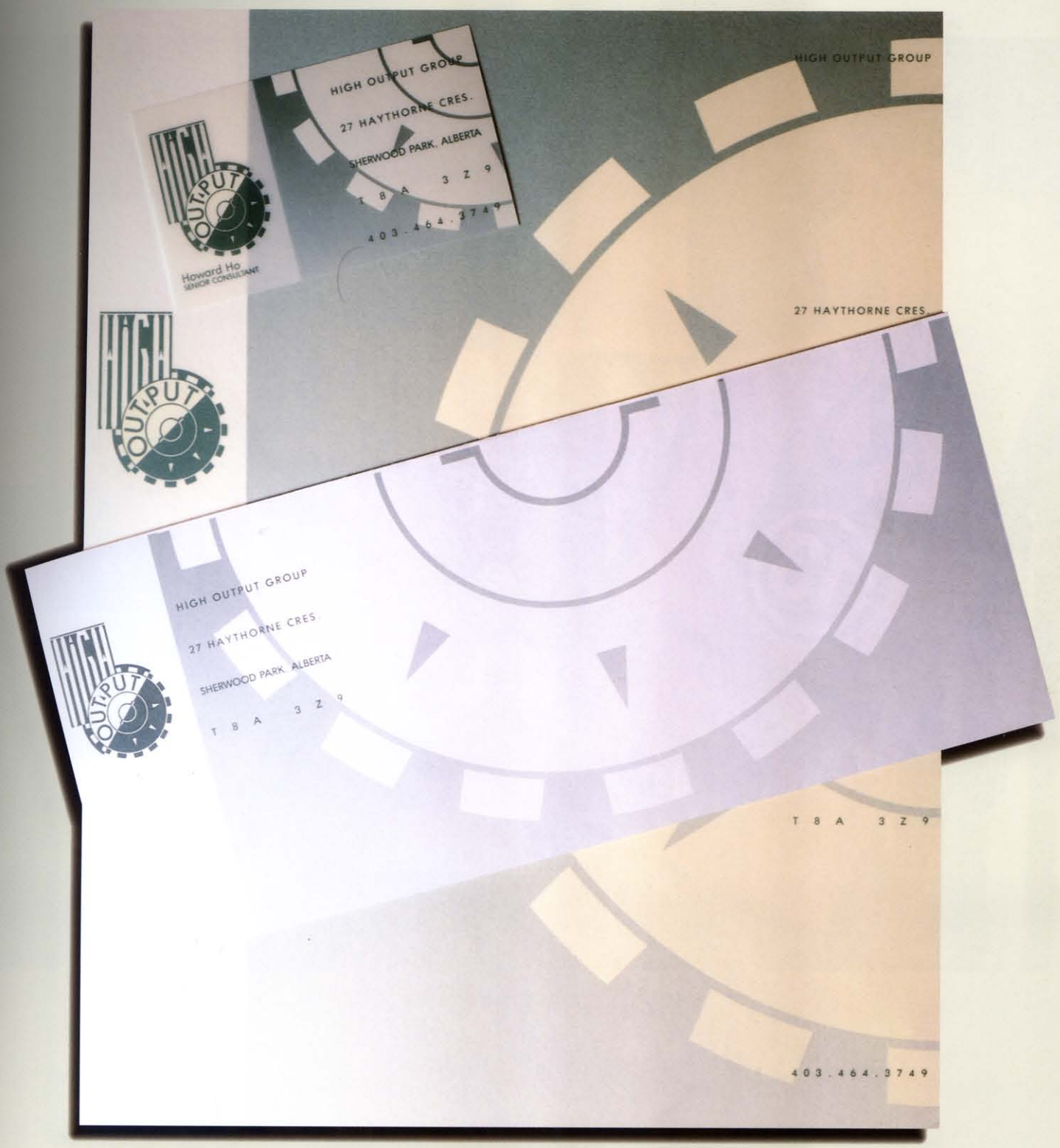
Design Firm Becker Design
Art Director/Designer Neil Becker
Client Design Milwaukee
Paper/Printing Neenah Classic Crest, 2-color, lithography
Tools Adobe Illustrator, QuarkXPress

Design Milwaukee, which reaches the entire design community of Milwaukee needed a look that would be appropriate for a wide range of disciplines. The logo was created with Illustrator and Quark Express.



Design Firm Duck Soup Graphics
All Design William Doucette
Paper/Printing French Speckletone, three match colors

The firm specializes in corporate identity, brochure, and packaging design. "Duck Soup" is a slang term that means something is easy to do. The logo was drawn in ink.



Design Firm Duck Soup Graphics
Art Director William Doucette
Designer/Illustrator Sharon Phillips
Client High Output Group
Paper/Printing UV Ultra Opaque White, printed both sides, two match colors

The hand-drawn letterhead and business card are printed both sides on UV Ultra to achieve a highly unique image for this start-up company.

Design Firm 13TH FLOOR
Art Directors/Designers Eric Ruffing, Dave Parmley
Illustrator Dave Parmley
Paper/Printing Smith McKay Printing
Tools Adobe Photoshop, Aldus FreeHand, MetaTools, Kai's Power Tools

This logo was hand-drawn and scanned into FreeHand where it was traced. It was rasterized in Photoshop and repeated to get the flame background used on all pieces.

Design Firm Metropolis Corp.
Designer Denise Davis Mendelsohn
Paper/Printing Cranes Crest
Tool QuarkXPress

The Metropolis logo was traditionally made and the copy was created in Quark Express. The unique "M" that was produced is not seen in any typographic font format.

Design Firm Peterson & Company
Art Director/Designer Nhan T. Pham
Client Women's National Book Association
Tool Adobe Illustrator

Even though the logo was created for WNBA (Dallas Chapter), the focus was on the association rather than on gender.

Design Firm Hornall Anderson Design Works Inc.
Art Director Jack Anderson
Designers Mary Hermes, Jack Anderson, Leo Raymundo
Illustrator Fran O'Neill
Client Stretch Island
Paper/Printing Stoneway Carton Co.

Design Firm Palmquist & Palmquist Design
Art Directors/Designers Kurt and Denise Palmquist
Paper/Printing Environment Moonrock, two PMS colors
Tool Aldus FreeHand

The masculine "P" and the feminine script "P" reflect different latitudes in design. The colors are intentionally conservative. The paper stock reflects nature and the outdoor lifestyle of the northwest.

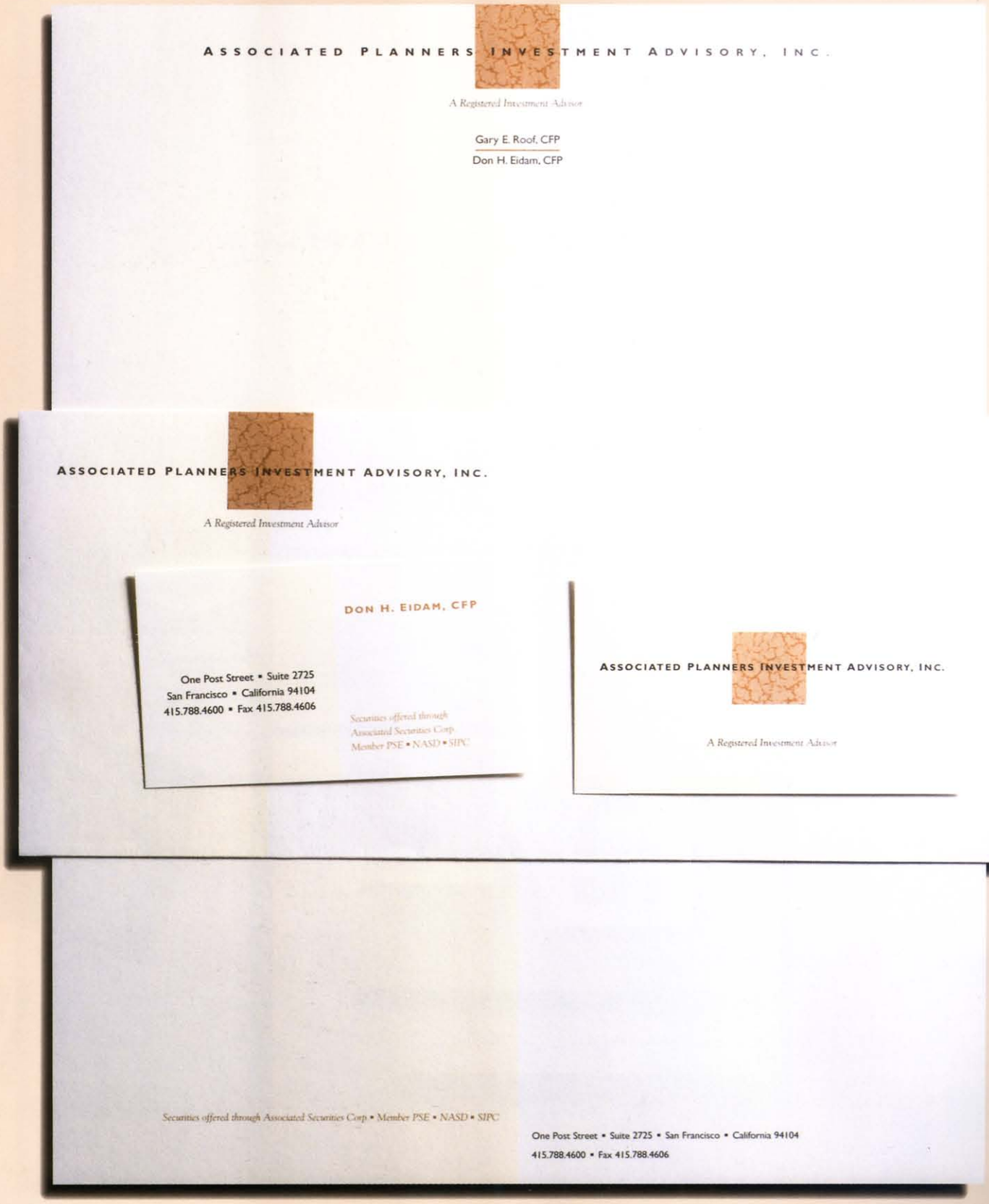
Design Firm Rappy & Company
All Design Floyd Rappy
Client Rappy & Company
Paper/Printing Strathmore Writing Wove
Tools Adobe Illustrator, QuarkXPress

The "R" was hand-lettered, scanned, and brought into Illustrator and integrated with type.

Design Firm The Wyatt Group
All Design Mark Wyatt
Paper/Printing Simpson Starwhite Vicksburg, three spot metallic inks
Tools Aldus FreeHand, QuarkXPress

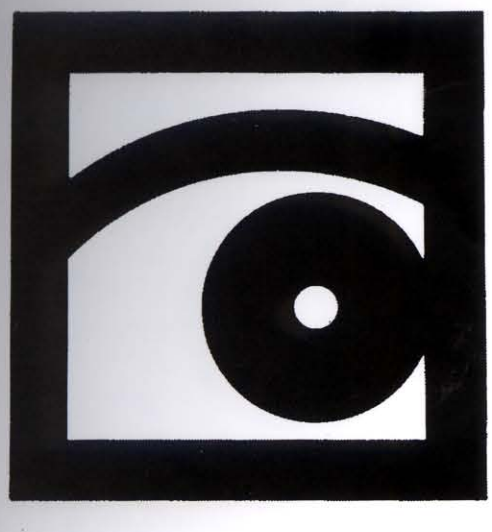
Mark Wyatt gave the logo a geometric design in forming the letter "W." In the printed pieces, metallic inks added a unique look and feel to the stationery.

Professional Services



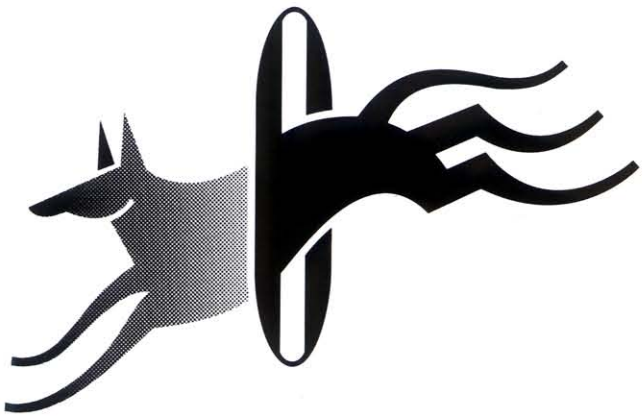
Design Firm Clark Design
Art Director Annemarie Clark
Designers Craig Stout, Thurlow Washam
Client Associated Planners Investment Advisory Inc.
Paper/Printing Classic Crest

An investment advisory company wanted s look that was sophisticated but not too expensive. The design used the colors and a wallpaper pattern from the new office's entrance area.



Design Firm Toni Schowalter Design
Art Director/Designer Toni Schowalter
Client Decisions Strategies International

The mark was used to portray an international strategist corporation.



Design Firm Greteman Group
Art Director Sonia Greteman
Designers Sonia Greteman, Bill Gardner
Client Colorations

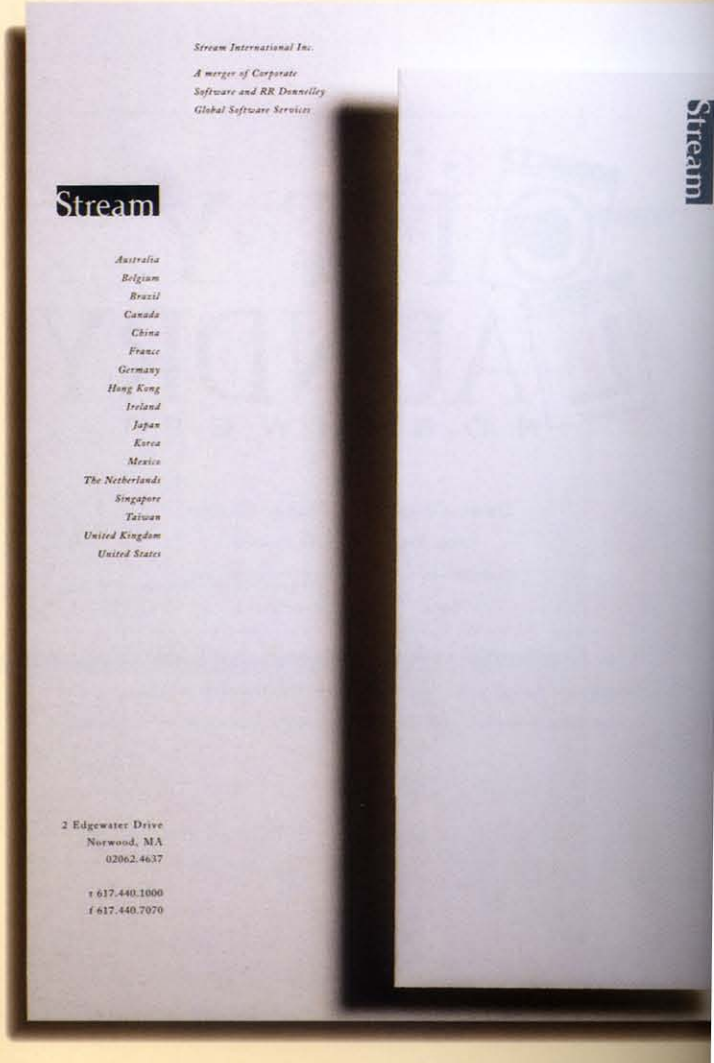
Design Firm Jeff Fisher Design
All Design Jeff Fisher
Client City Laundry Northwest
Tool Aldus FreeHand

City Laundry's owners wanted a logo that conveyed a fun image of doing your laundry. The business is known as the "dancing washer and dryer" laundry because of the logo.

Design Firm Greteman Group
Art Director/Designer Sonia Greteman
Client Abell Pearson Printing

This is a heroic figure that can handle any job.

Design Firm Squadra Design Studio
Art Director Guillermo Caceres
Designers Jorge Caceres, Claudia Izquierdo, Guillermo Caceres
Client Auditta
Paper/Printing Bond 24 lb. Opalina 280 grs, offset 2/0 color



Design Firm Clifford Selbert Design
Art Director Lynn Riddle
Designers Lynn Riddle, Tony Dowers, Mike Balint, April Skinnard, Bill Crosby
Client Stream International
Paper/Printing Strathmore Ultimate White 24 lb. Wove, offset
Tool Adobe Illustrator

Stream International, a software licensing, packaging, distribution, and support company, is the world's largest software distributor. There is a subtle reference made to water while maintaining a corporate feel.

Design Firm Carol Lasky Studio
Art Director Carol Lasky
Designer/Illustrator Erin Donnellan
Client Voice Tree
Paper/Printing Beckett Enhance, Strathmore Writing, Champion Benefit, Printed at The Ink Spot
Tools Aldus FreeHand, QuarkXPress

The business card functions as a mini-brochure, making it stand out—literally. Mixing a variety of papers from different manufacturers achieved the right blend of stock colors.

Design Firm Thomas Hillman Design
Art Director/Designer Thomas Hillman
Client RGB Visuals
Tool Aldus PageMaker

Three letters—RGB—offer the name and color concept in an overstated and dramatic presentation on a white sheet to enhance colors. The final stationery package was assembled in PageMaker.

Design Firm Sagmeister Inc.
Art Director/Designer Stefan Sagmeister
Photographer Tom Schierlitz
Client DHA (USA)
Paper/Printing Strathmore Opaque Bond

DHA (USA) is a consulting company whose services are difficult to pin down. For the identity system, photographs containing all the information demonstrate the services

Design Firm The Vision Group
Art Director/Designer Gary Ragaglia
Client Vision Landscaping
Paper/Printing Strathmore, 2-color
Tools Macromedia FreeHand, Adobe Photoshop

The only design restriction was to create a relationship between the elements of earth and sky.

Design Firm Wonder Studio
Art Director Howard Yang
Designer Sherri Yu
Client Crystalvision Film Productions
Tools Adobe Photoshop, QuarkXPress
Paper/Printing Simpson Quest, two PMS colors

The sky represents a broad and infinite vision. Using different colors of paper as a single design element accents Crystalvision's free and creative business nature.

Design Firm Bob Korn Design
All Design Bob Korn
Client Gardening Angels

The mark was created by hand for an urban horticulture firm to reflect the pun in the company's name.

Design Firm Zauhar Design
All Design David Zauhar
Client RPM Video Productions

To depict RPM (revolutions per minute) graphically, there is a cross section of time, movement, and gears rotating around an eye, which represents video. All art was done freehand.

Design Firm Price Learman Associates
All Design Ross West
Client Bush Pushers Rescue
Tools Adobe Photoshop and Streamline, Aldus FreeHand

Bush Pushers Rescue is a group of Jeep enthusiasts that aid in the search and rescue of lost hikers and recreational vehicles. It is a purely volunteer group and receives no compensation.

Design Firm Alfred Design
All Design John Alfred
Client Terrascapes
Tool Adobe Illustrator and Streamline

The thumbnail art was scanned, worked in Streamline, and manipulated in Illustrator. Using the thumbnail as a base maintained the organic feel that the client wanted for its landscaping business.

Design Firm Elena Design
All Design Elena Baca
Paper Simpson Quest
Tools Adobe Illustrator

Some people find it hard to pronounce my name thus the reason for the treatment on the logo. In designing the letterhead, I wanted to keep the cost down by using only one color. I opted for the use of different shades of paper instead.

Design Firm 246 Fifth Design
Art Director/Designer Sid Lee
Client Cels Enterprises Ltd.
Paper/Printing Custom Printers of Renfrew

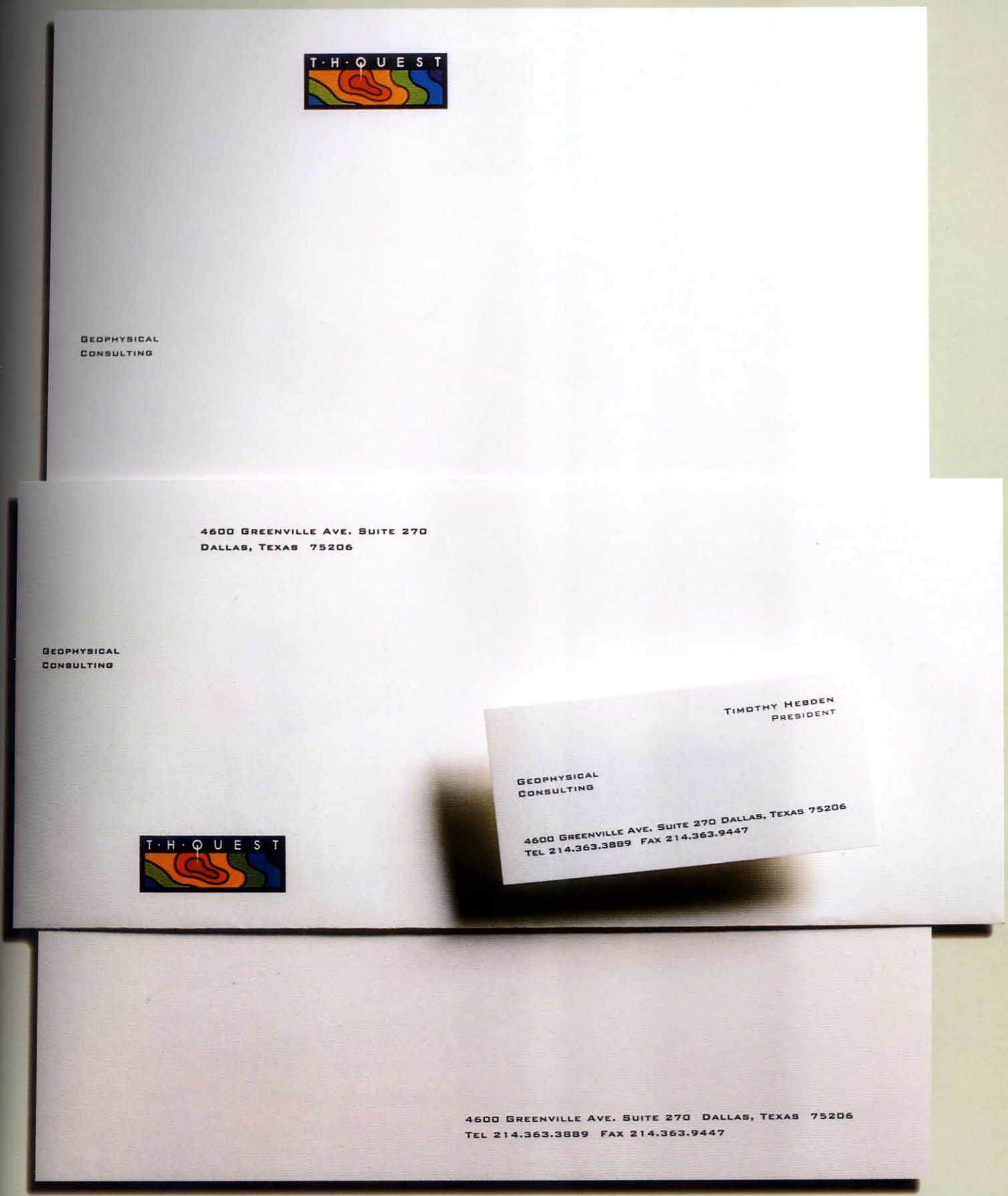
Cels Enterprises wanted to express its Greek roots, so the "Jason and the Argonauts" imagery also symbolizes a great adventure or a fantastical voyage which reflects the company's services.

Art Director/Designer Christine Cava
Client La Partie; Sandy Nathan
Paper/Printing Circa Select
Tools Aldus FreeHand, Adobe Photoshop, QuarkXPress

The swirl is the "P" in the La Partie logo modified using FreeHand; the floral pattern was supposed to be printed in cream, but a printer's serendipitous error made it green.

Design Firm THARP DID IT
Art Director Rick Tharp
Designers Rick Tharp, Amy Bednarek
Client Kids on the Move Shuttle Service
Paper/Printing Simpson Starwhite Vicksburg, four match colors, offset lithography

The deep yellow traffic sign-shaped logo with red and purple arrows refers to the client's round- trip service. The hand-drawn logo was scanned into the computer for composition.



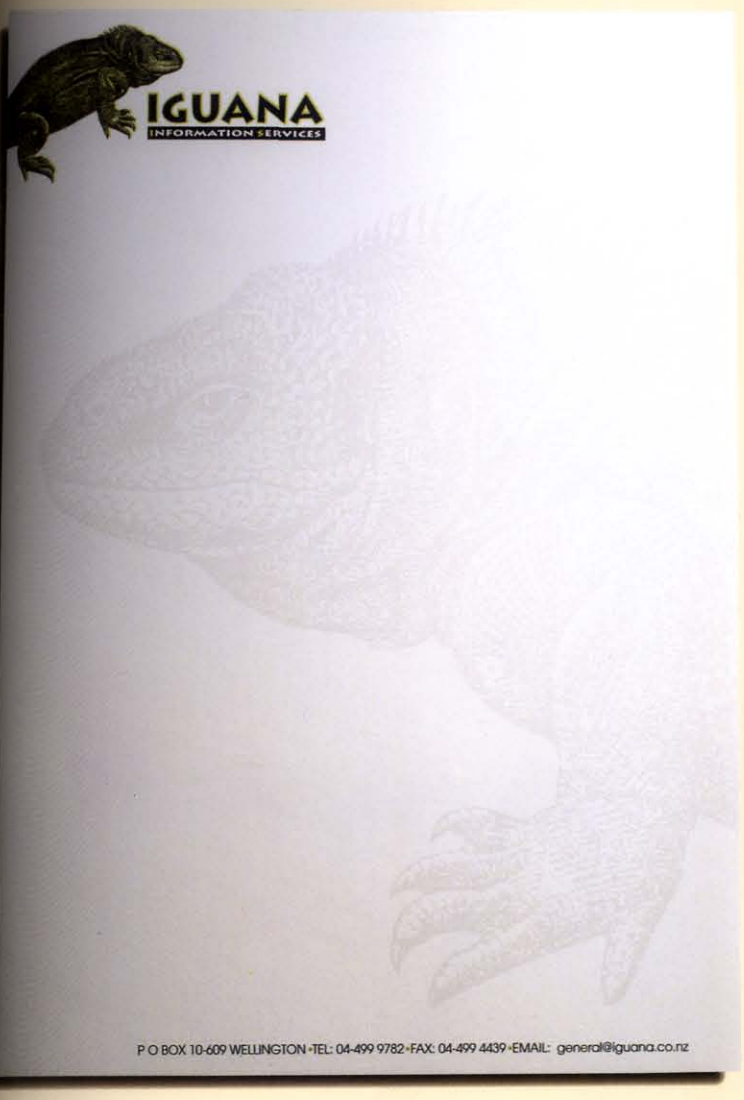
Design Firm Swieter Design U.S.
Art Director John Swieter
Designer Mark Ford
Client T.H. Quest

Design Firm Incite Design Communications
All Design Sherrie and Tracy Holdeman
Client Grene Vision Group
Paper/Printing Classic Crest
Tool Macromedia FreeHand

Grene Vision Group is one of the first total eye care facilities in the country. The eye icons represent (from left to right) the eye, glasses, contacts, and radial keratotomy.

Design Firm Duck Soup Graphics
All Design William Doucette
Client Dr. Orsten, dentist
Paper/Printing Classic Crest, two match colors
Tool Adobe Illustrator

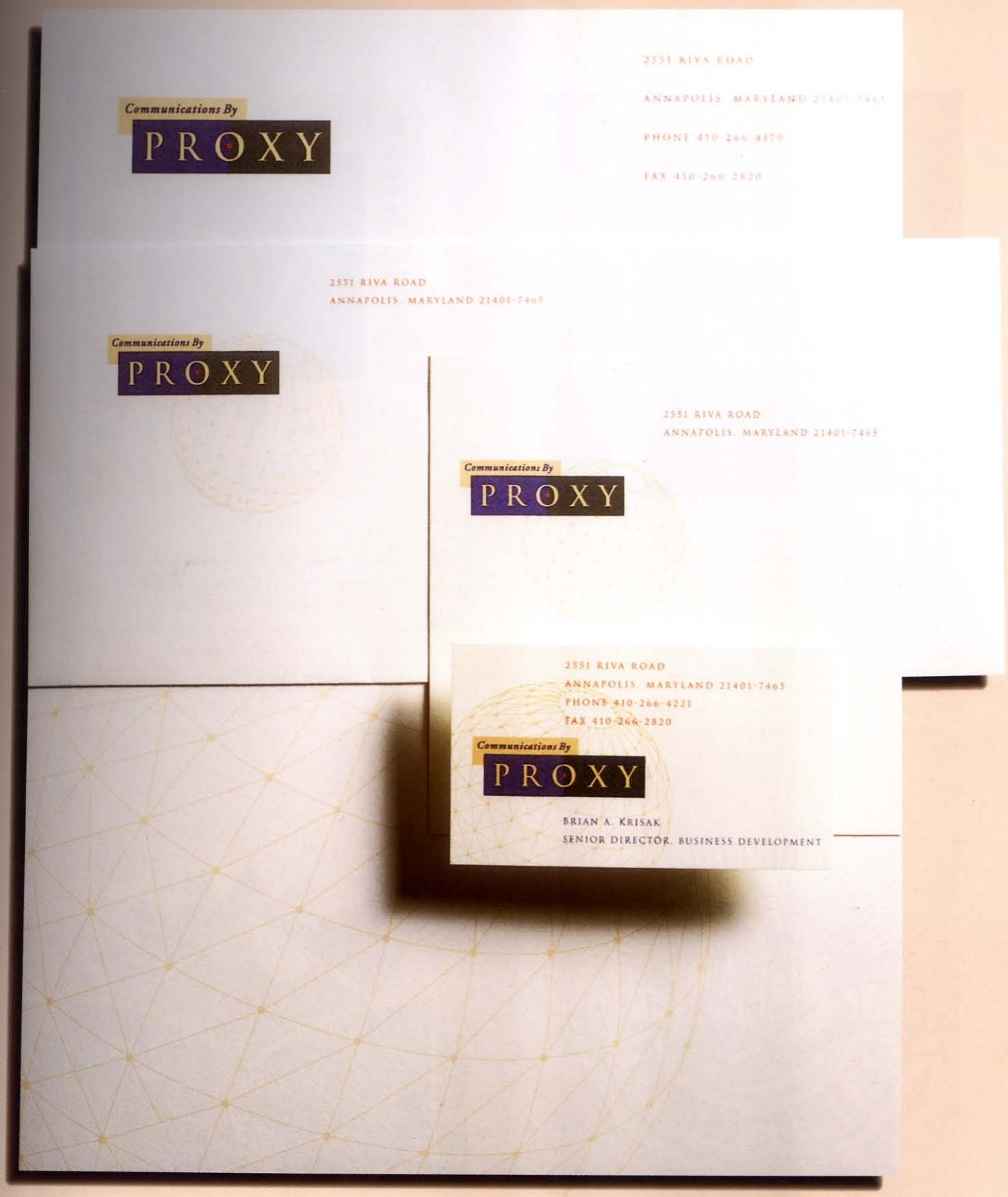
The letterhead and business card fold over to incorporate the two logo variations. The pieces are printed on both sides with gradation tints to emphasize the "From dark to light" slogan.



Design Firm Raven Madd Design
Art Director/Designer Mark Curtis
Illustrator Copyright-free illustration
Client Iguana Information Services
Paper/Printing Conquer Wove 100 gsm, Blenheim Print, 2-color
Tool CorelDRAW

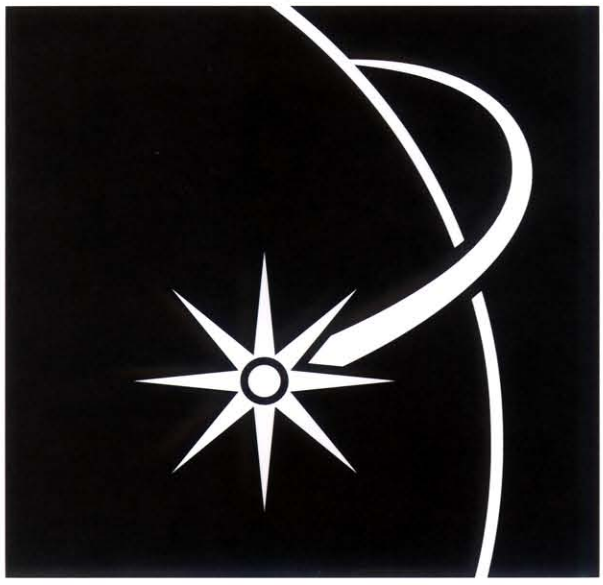
Two TIFFs of a scanned engraving were overlaid and thrown out of alignment to add depth. The illustration was screened back to 5 percent for background effect.

Design Firm Sackett Design Associates
Art Director Mark Sackett
Designers Mark Sackett, James Sakamoto
Illustrator Kim Howard
Client Kim Howard
Paper/Printing Bodoni Speckletone Beach White, offset litho, black and hand coloring



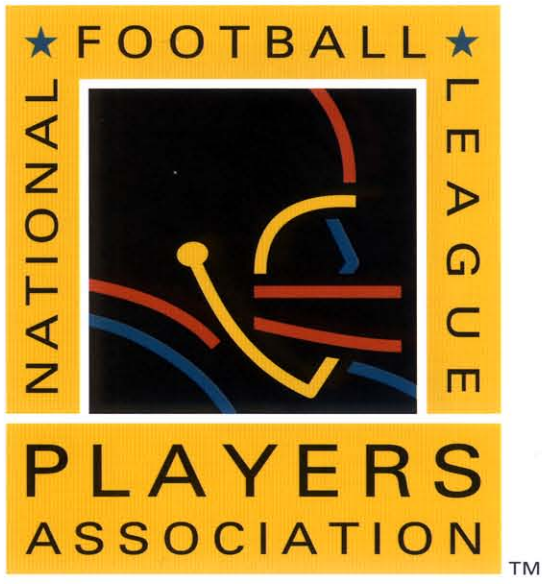
Design Firm Kiku Obata & Company
Art Director/Designer Rich Nelson
Client Communications by Proxy
Paper/Printing Neenah Classic Crest, Reprox
Tools Aldus FreeHand, QuarkXPress

The logo features traditional typography and colors with the globe as a supporting element, and suggests the technology and ever-expanding communications network the company provides.



Design Firm John Evans Design
Art Directors John Evans, Greg Chapman
Designer Walter Horton
Illustrator John Evans
Client Tracy Locke, GTE
Tool Adobe Illustrator

This mark was drawn by hand then scanned and redrawn in Illustrator. It symbolizes a fiber optic cable encircling the globe.



Design Firm Grafik Communications Inc.
Designers David Collins, Judy Kirpich
Illustrator David Collins
Client National Football League Players Association
Tool Adobe Illustrator.

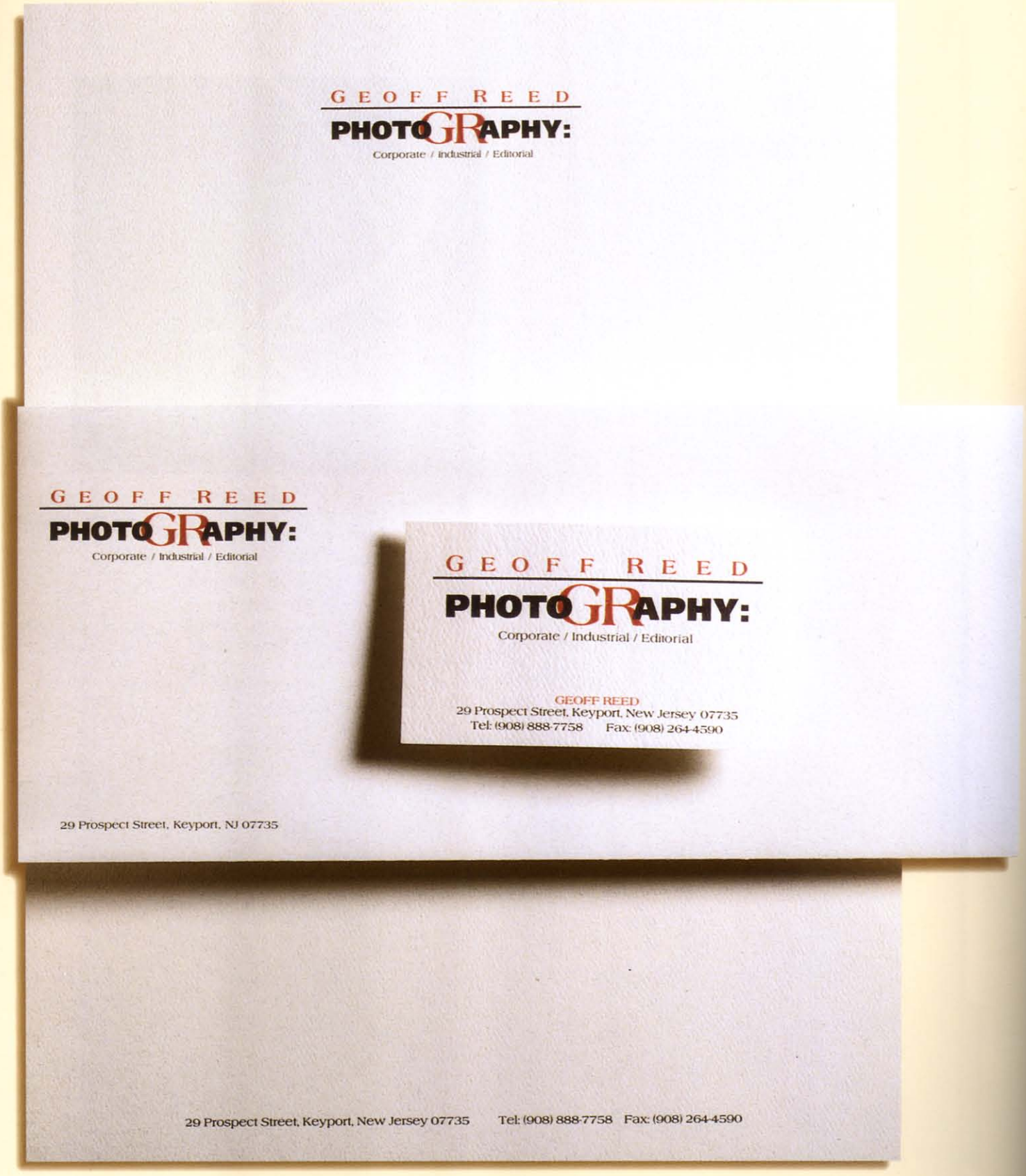
Representing football in a non-cliché way and focusing on the players was a challenge. The logo needed to work on printed material, video, hats, gym bags, T-shirts and banners.

Design Firm Mires Design Inc.
Art Director/Designer Mike Brower
Illustrator Tracy Sabin
Client M.G. Swing Company

Design Firm Lambert Design Studio
Art Director/Designer Joy Cathey Price
Client Nature Bound Publishing
Paper/Printing 3-color
Tool Adobe Illustrator

The client for this logo publishes magazines on outdoor sports, recreation, and conservation. This mark incorporates both a book (or magazine) and the great outdoors.

Design Firm Supon Design Group Inc.
Art Directors Supon Phornirunlit, Andrew Dolan
Designer Eddie Saibua
Client PhotoAssist
Paper/Printing Classic Crest, offset
Tools Adobe Photoshop and Illustrator, QuarkXPress



Design Firm PM Design
Art Director/Designer Philip Marzo
Client Geoff Read Photography

The logo is a memorable integration of the photographer's own initials and the word "photography." The use of a red accent color for the initials adds contrast and attention to visual integration.

Design Firm David Carter Design
Art Director/Designer Randall Hill
Photographer Michael Wilson
Client Michael Wilson Architectural Photography
Paper/Printing Simpson Protocol Writing, Padgett Printing

The stationery package was created to highlight the unique niche this photographer has on the market. Waterless plates were used in the printing process.

Design Firm Camellia Cho Design
Art Director/Designer Camellia Cho
Client Pet · Image
Paper/Printing D & P Design & Printing Co.
Tool QuarkXPress

The most interesting challenge was arranging the pets for the shooting. During the shooting period, it's really difficult to keep all the pets in the right position.

Design Firm Sackett Design Associates
Art Director Mark Sackett
Designers Mark Sackett, James Sakamoto
Client Bybee Studios
Paper/Printing Simpson Starwhite Vicksburg 80 lb. text, 130 lb. cover, offset litho

Design Firm Mário Aurélio & Associados
Art Director/Designer Mário Aurélio
Client Areal Edigores
Paper/Printing Strathmore Fiesta, offset
Tool Aldus FreeHand

Design Firm Squadra Design Studio
Art Director Guillermo Caceres B.
Designers Guillermo Caceres, Claudia Izquierdo
Client Ponny Express Chile
Paper/Printing Bond 24, offset 2/0 color

Design Firm Shields Design
Art Director/Designer Charles Shields
Illustrator Doug Hansen
Client Great Pacific Trading Company
Paper/Printing Classic Crest, City Press
Tools Adobe Photoshop and Illustrator, Altsys Fontographer

"Great Pacific" was scanned from old type books, Streamlined and cleaned up in Illustrator. "Trading Company" was scanned from an old type book, imported into Fontographer to redraw the font.

Design Firm Shields Design
Art Director/Designer Charles Shields
Client Heritage Plaza Mortgage Inc.
Paper/Printing Evergreen, Progressive Printing
Tool Adobe Illustrator

The client wanted a friendly and inviting look, so warm colors on a natural stock were chosen. A deco front and image and a warm gradation make the logo accessible.

Design Firm Sackett Design Associates
Art Director/Designer Mark Sackett
Illustrators Mark Sackett, Wayne Sakamoto
Client Donnelly & Associates
Paper/Printing Neenah Classic Crest Natural White 80 lb. text, offset lithography, two match colors

Design Firm Duck Soup Graphics

All Design William Doucette

Client Ron Pearson—Magician

Paper/Printing Beckett Enhance, two match colors

The illustration was drawn in pen and ink. The client requested a logo that offered a visual representation of himself; he performs in a top hat and tuxedo and specializes in close-up magic.

Design Firm Sackett Design Associates
Art Director/Illustrator Mark Sackett
Designers Mark Sackett, Wayne Sakamoto
Client Resource and Design Inc.
Paper/Printing Neenah Classic Crest Natural 80 lb. text with 110 lb. cover, offset lithography

Design Firm Mário Aurélio & Associados
Art Director/Designer Mário Aurélio
Client In Press
Paper/Printing Printomat Paper, offset inks, UV
Tool Aldus FreeHand

Design Firm Becker Design
Art Director/Designer Neil Becker
Designer Neil Becker
Client Value Holidays
Paper/Printing Classic Crest Solar White, 2-color lithography
Tools Adobe Illustrator, QuarkXPress

The globe is an appropriate symbol for Value Holidays because it does only international travel packages.

Design Firm Swieter Design U.S.
Art Director John Swieter
Designer Mark Ford
Client Miller Aviation
Tool Adobe Illustrator

Design Firm Swieter Design U.S.
Art Director John Swieter
Designer Julie Poth
Client Dallas Mavericks
Tool Adobe Illustrator

Design Firm Swieter Design U.S.
Art Director John Swieter
Designer Mark Ford
Client Sports Lab Inc.
Tool Adobe Illustrator

Design Firm Duck Soup Graphics
All Design William Doucette
Client Dominion Messenger Ltd.
Paper/Printing French Speckletone, three match colors

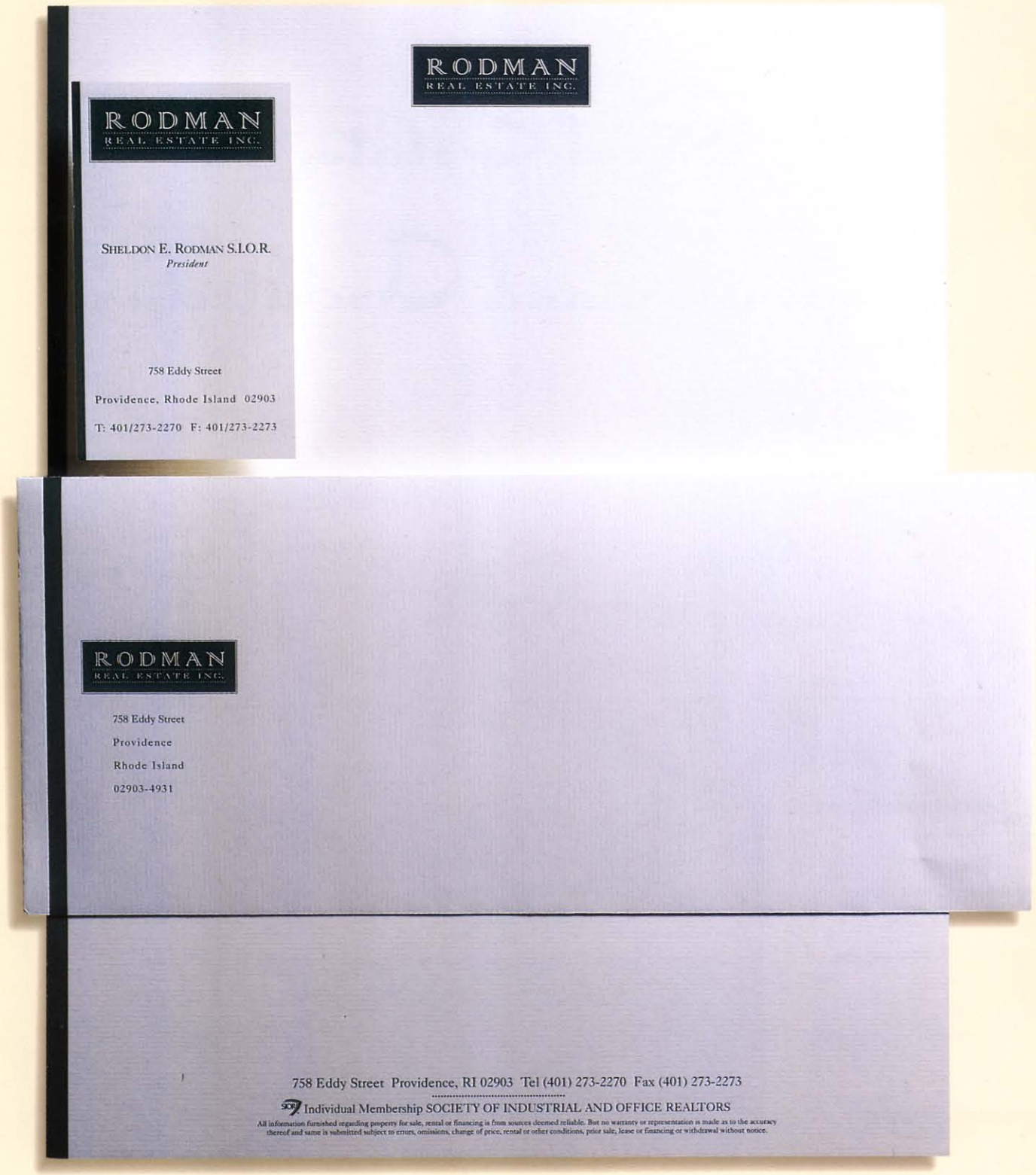
The client is the oldest messenger company in western Canada and requested a corporate image that would reflect a nostalgic theme. The illustrations were done in ink.

Design Firm Ciro Giordano Associates
Art Director/Designer Ciro Giordano
Illustrator Gary Contic
Client Ciro Giordano Associates
Paper/Printing Strathmore Writing Bright White Wove, three PMS colors

Design Firm Jill Tanenbaum Graphic Design & Advertising
Art Director Jill Tanenbaum
Designer Pat Mulcahy
Client Duran Enterprises
Paper/Printing Strathmore Writing, Westland Printers

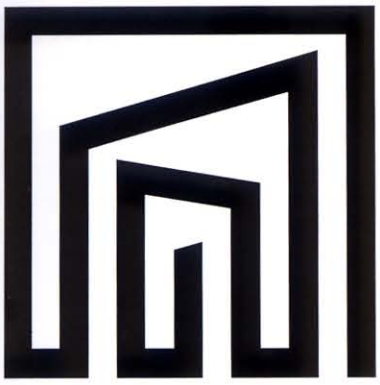
The company will be involved in a variety of areas and wanted a generic, strong, corporate/international look that was not specific to any one type of business venture.

Real Estate, Properties, and Architecture



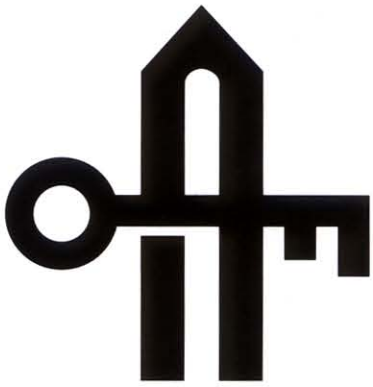
Design Firm Providence Creative
Art Director Peter Macdonald
Designer Alexis Waldman
Client Rodman Real Estate
Paper/Printing Strathmore Lines
Tools Adobe Illustrator, QuarkXPress

All stationery elements were printed at once, 1-color, which kept costs low and to maintain the strong look of elegance. The type on the bottom is still reasonably legible.



Design Firm Mohr : Design
Art Director/Designer Jack N. Mohr
Client Hoepfner Baukonzept

The design of this stationery is still in its early stages.



Design Firm Greteman Group
Art Directors/Designers Sonia Greteman, James Strange
Client Anita Freg

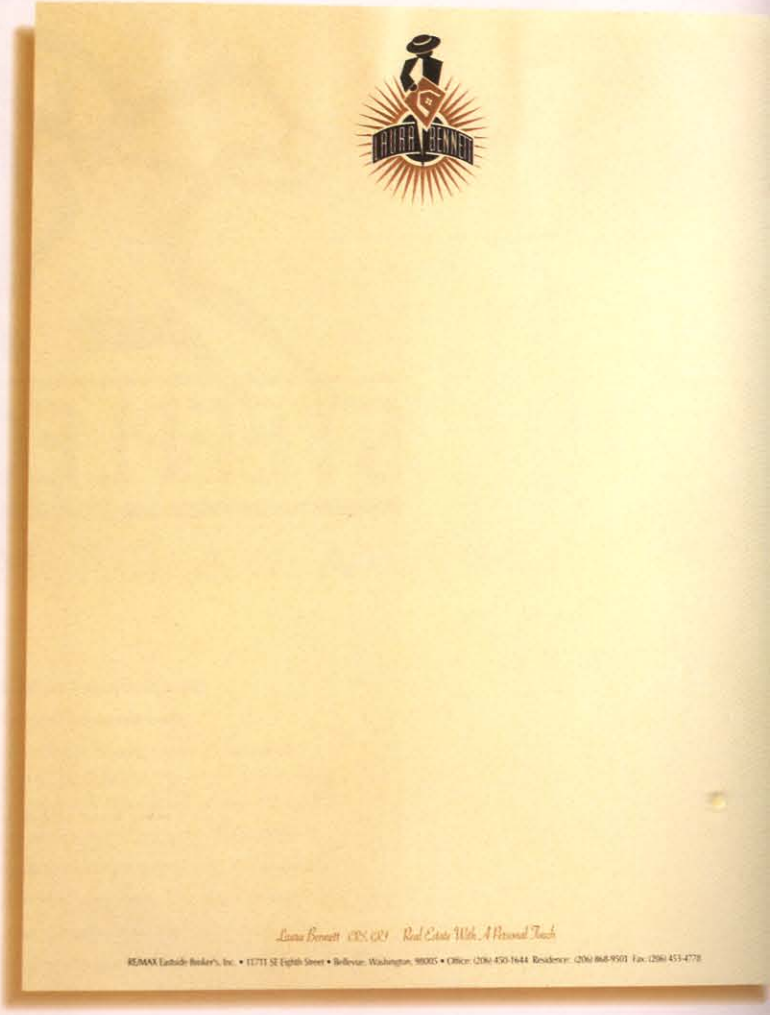
This real estate firm's logo is a combination of house and key.

Design Firm Kelly O. Stanley Design
All Design Kelly O'Dell Stanley
Client Sizeler Real Estate Management Company Inc.

The image was drawn by hand, then scanned and redrawn in FreeHand. The typeface was modified so that the horizontal strokes of the letterforms took on the same energy as the logo.

Design Firm Price Learman Associates
All Design Ross West
Client Ruth Dorsey, Realtor
Paper/Printing Classic Crest Peppercorn
Tools Aldus FreeHand, Adobe Photoshop

The background map was scanned into Photoshop, manipulated and imported into FreeHand where it was placed. All other logos and copy were produced in FreeHand and sent directly to film.



Design Firm Price Learman Associates
All Design Ross West
Client Laura Bennett
Paper/Printing Classic Crest Millstone
Tool Aldus FreeHand

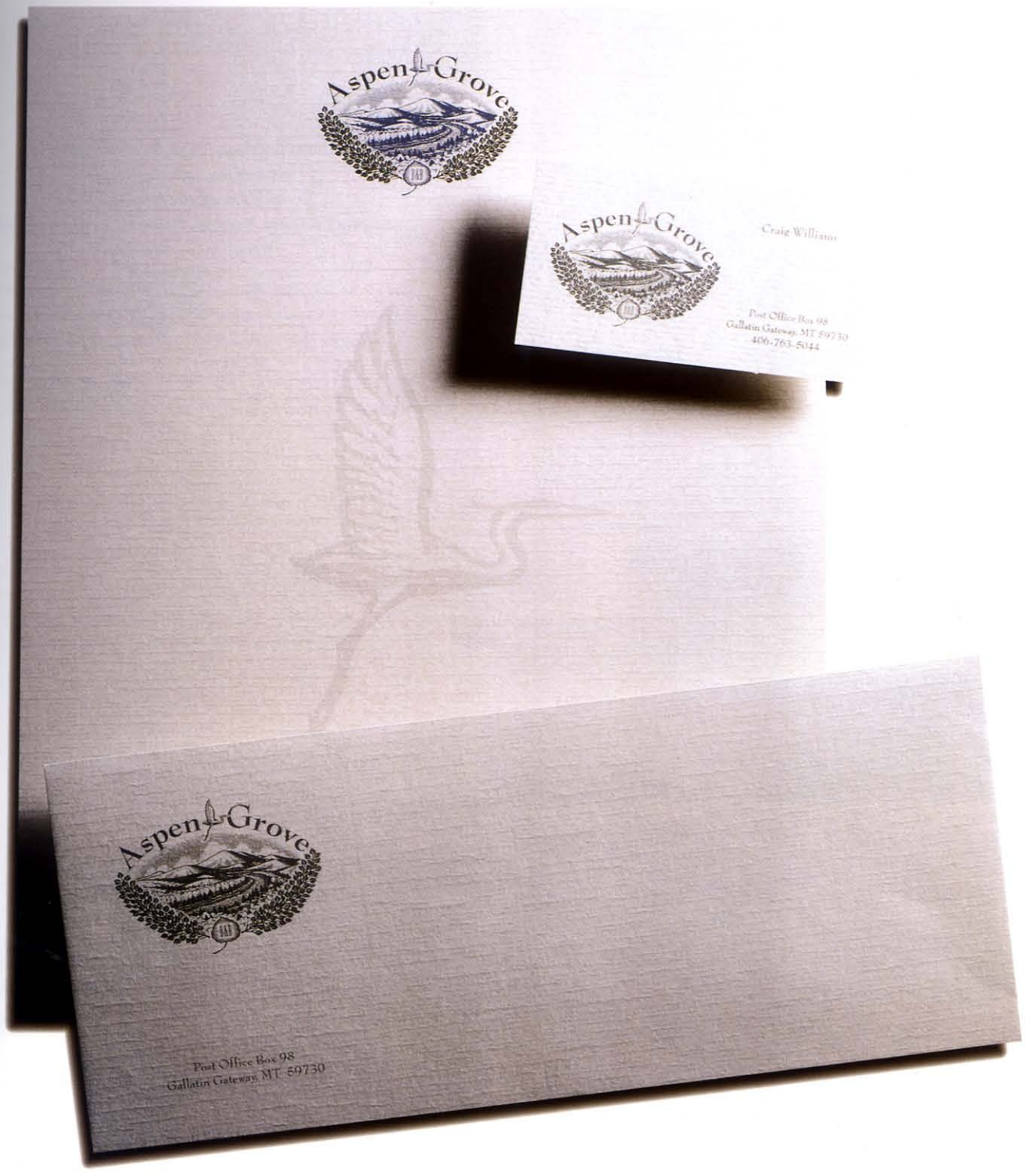
The client wanted to portray a vibrant and energetic image. Simple, geometric shapes were used to give a sense of movement and excitement.

Design Firm Kelly O. Stanley Design
Art Director Kelly O'Dell Stanley
Client The Buckingham Companies
Paper/Printing Classic Crest, 2-color
Tool Aldus FreeHand

Although this logo is for an affordable housing community near Chicago, the client wanted to design something that is comparable in quality to high-class communities.

Design Firm Palmquist & Palmquist Design
Art Directors/Designers Kurt and Denise Palmquist
Illustrator Kurt Palmquist
Client Flaming Arrow Lodge
Paper/Printing Classic Laid Natural White, 2-color, embossed (foil stamp on business card)

The logo needed a high-end western look to reflect the lodge's rugged elegance. The screened pattern on the letterhead and second sheet is a swatch of fabric from chairs in the lodge, scanned and printed as a halftone.



Design Firm Palmquist & Palmquist Design
Art Directors and Designers Kurt and Denise Palmquist
Illustrator James Lindquist
Client Aspen Grove Bed & Breakfast
Paper/Printing Classic Laid Recycled, Brushed Pewter, 1- and 2-color PMS

The logo was designed to reflect the quaint and quiet ambience of this bed-and-breakfast and to provide an idea of the surrounding geography. The logo was created on scratchboard.

Design Firm Duck Soup Graphics
All Design William Doucette
Client Traders of the Lost Art
Paper/Printing Hopper Proterra, three match colors
Tool Adobe Illustrator

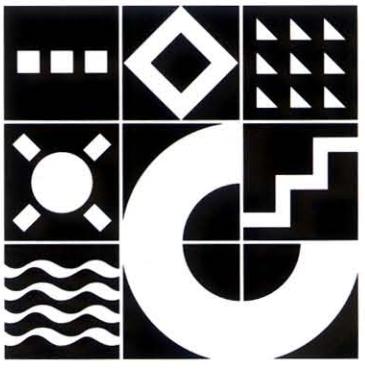
The stationery features a subtle background screen of an old map and a Roman column to represent the company's origins. Envelopes were printed in two passes on a 2-color press.

Design Firm Laurie Bish
All Design Laurie Bish
Client MVA
Paper/Printing Classic Columns, lithography, 2-color

The color was inspired by architectural paper used by architects. The design was illustrated by hand, and finished art was done by typesetter on computer program.

Design Firm Plaid Cat Design
All Design Eric Scott Stevens
Client Timberlake, Powell Construction

The logo for the Timberlake community features a shield, which incorporates images that describe Timberlake. The shield and rest of the logo were created in FreeHand.



Design Firm Harrisberger Creative
Art Director/Designer Lynn Harrisberger
Client Glenn & Sadler
Tool Macromedia FreeHand

Glenn & Sadler specializes in land and water construction, and this is reflected in the logo.

Design Firm Jeff Fisher Design
All Design Jeff Fisher
Client Carmen Schleiger

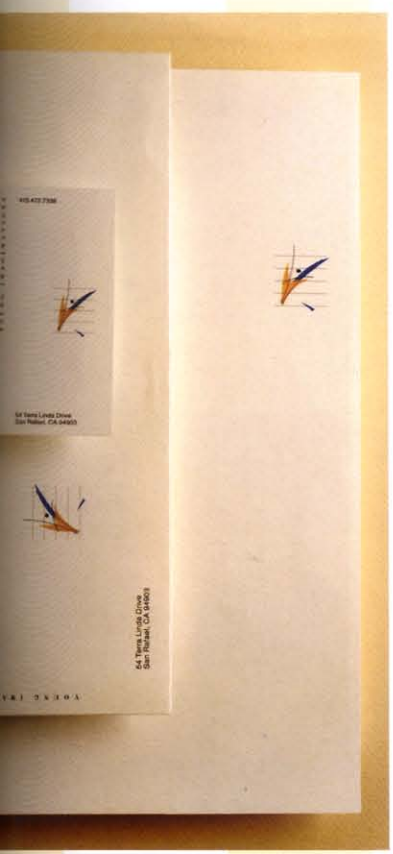
Carmen Schleiger is an architect who designs residences. The logo was designed in FreeHand, with Avant Garde and Palatino. Stacking the text elements permitted using a house as a graphic.

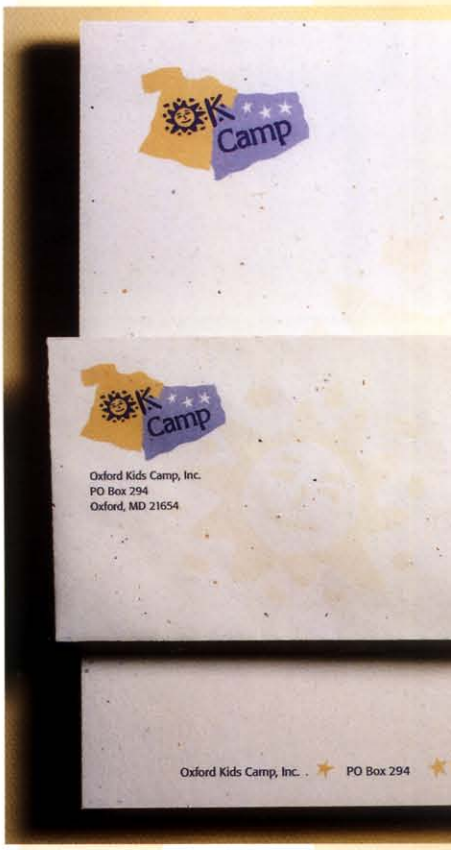
Design Firm Plaid Cat Design
All Design Eric Scott Stevens
Client Westwood CoHousing Community
Tool Macromedia FreeHand

Design Firm The Leonhardt Group
Designers Ray Ueno, Jon Cannell
Client Sclater Kimball Architects
Paper/Printing Classic Crest Natural White, three PMS colors

This corporate identity is a complete system that allows for flexibility. The various icons were created to show the many characteristics of architecture.

Health Care, Education, and Nonprofit

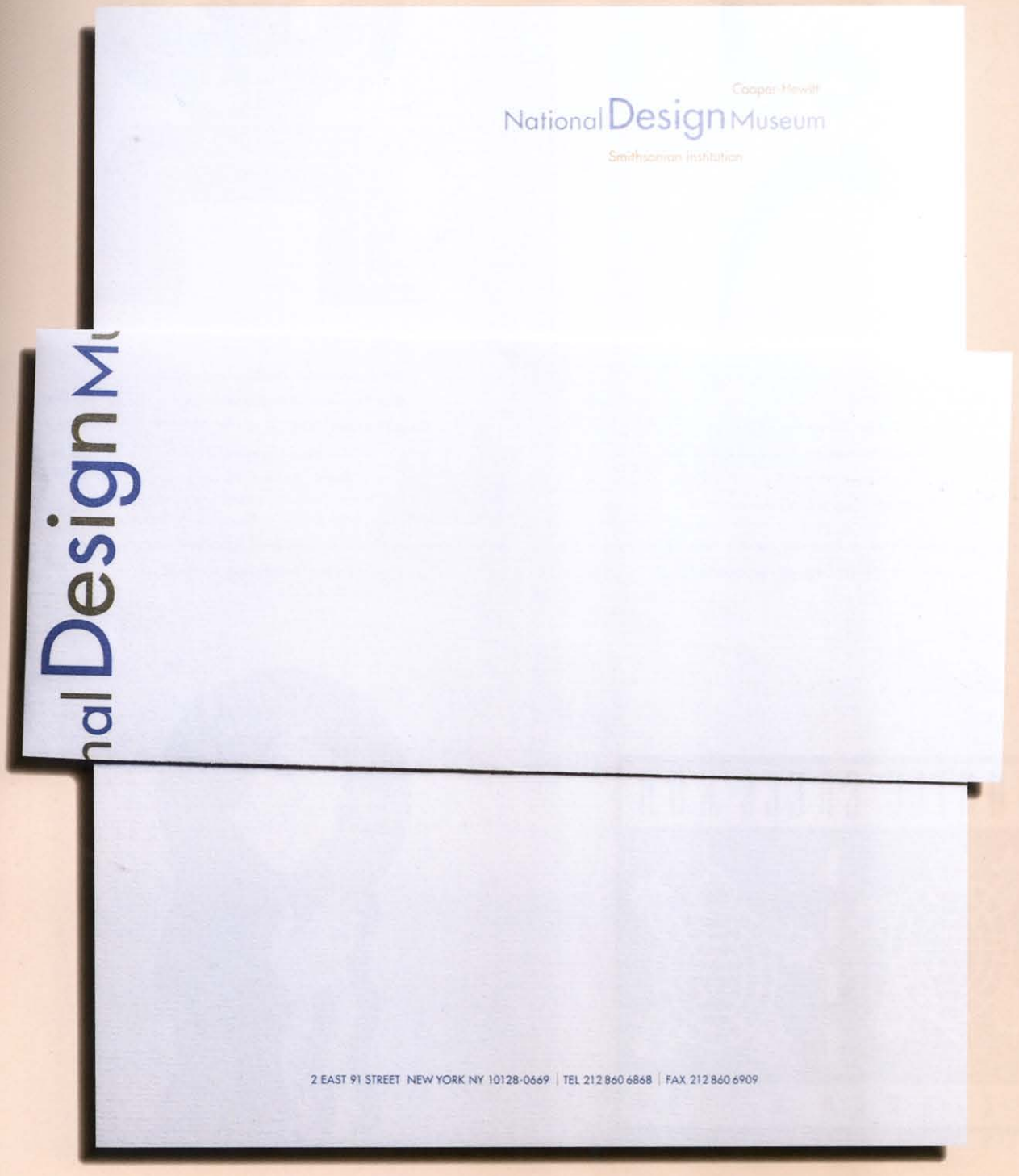




Design Firm Clifford Selbert Design
Art Director Brian Lane
Designers Brian Lane, Heather Watson, Tracey Lane
Client City of Hope Hospital
Tool Adobe Illustrator, QuarkXPress
Paper/Printing Classic Crest, Avon Brilliant White

The person depicted in the letter "K" is used to represent aspects of Workout for Hope: running, aerobics, cycling, swimming, and basketball.

Design Firms [Metal]/Peat Jariya Design
Art Director/Designer Peat Jariya
Client Hermann's Women's Center
Paper/Printing Classic Crest, 2-color

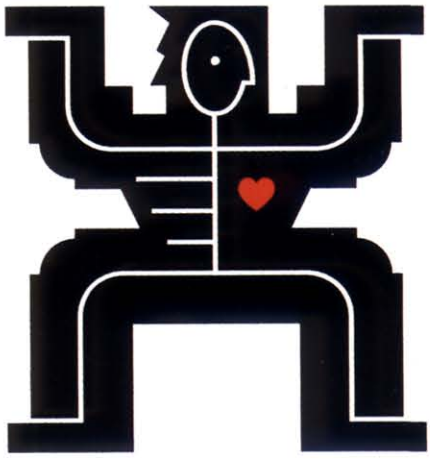


Design Firm Drenttel Doyle Partners
Art Director Stephen Doyle
Designers Terry Mastin, Rosemarie Turk
Client National Design Museum
Paper/Printing Benefit Waylaid
Tool QuarkXPress

This corporate I.D. emphasizes the word "design" and pays homage to the museum's mission.

Design Firm Greteman Group
Art Directors/Designers Sonia Greteman, James Strange
Client City of Wichita

The logo for Wichita's Fair + Festival used a festive character to capture the feeling of the event.



Design Firm Sibley/Peteet Design
Art Director/Designer David Beck
Illustrators David Beck, Mike Broshous
Client Charles James
Tool Adobe Illustrator

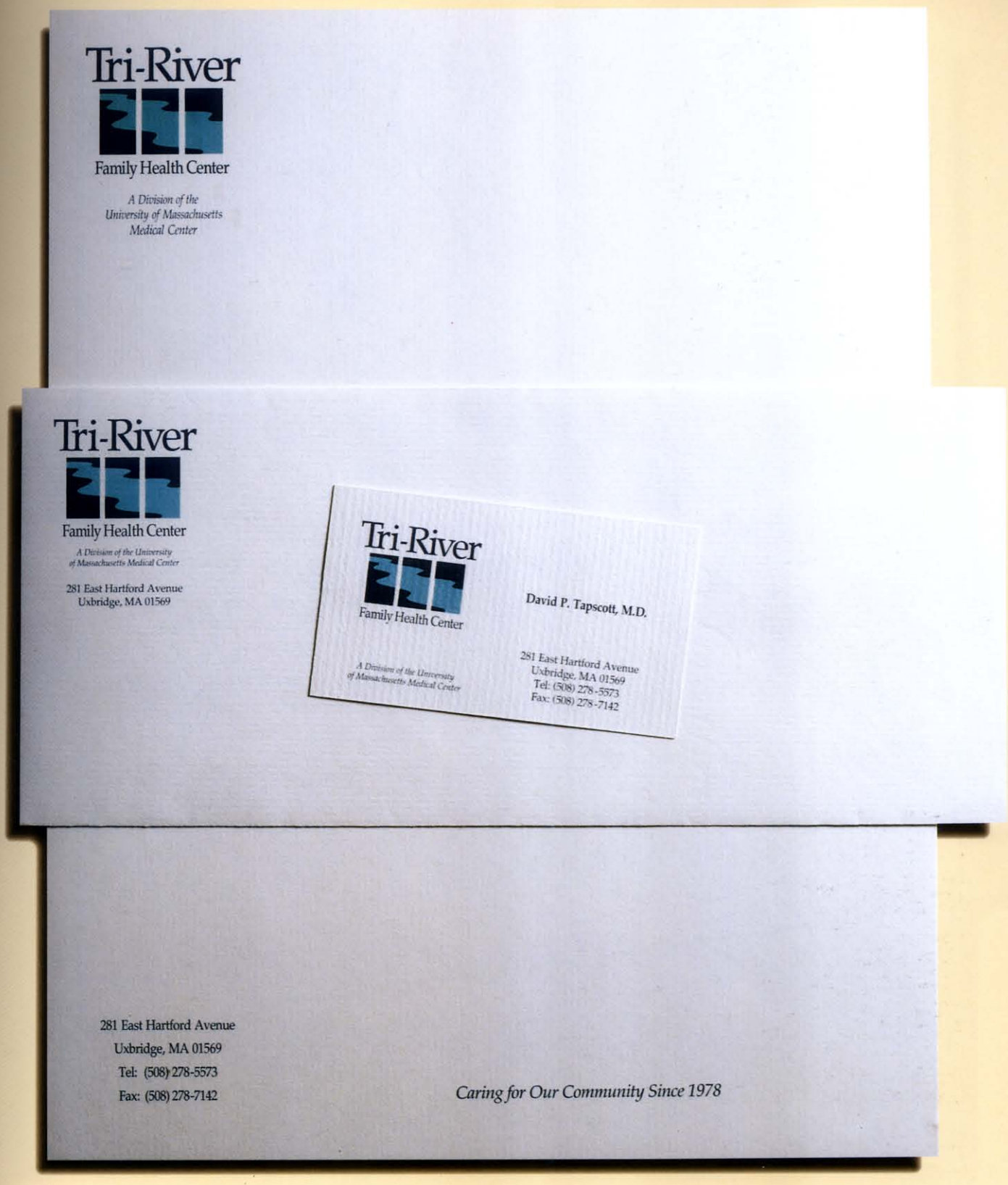
The final design was done in Illustrator from a scan from a pencil drawing. Crack-and-peel stickers were created to give to Charles James's clients.

Design Firm Sibley/Peteet Design
Art Director Donna Aldridge
Designer Donna Aldridge
Client American Heart Association
Tool Adobe Illustrator and Photoshop

The background texture for the pavement began as a photocopy from an old schoolbook, which was then manipulated on the photocopier and by hand, then scanned into Photoshop.

Design Firm Greteman Group
Art Directors/Designers Sonia Greteman, James Strange
Client Our Lady of Lourdes

This logo is for a rehabilitation hospital representing the Patron Saint of Our Lady of Lourdes and her healing attributes.

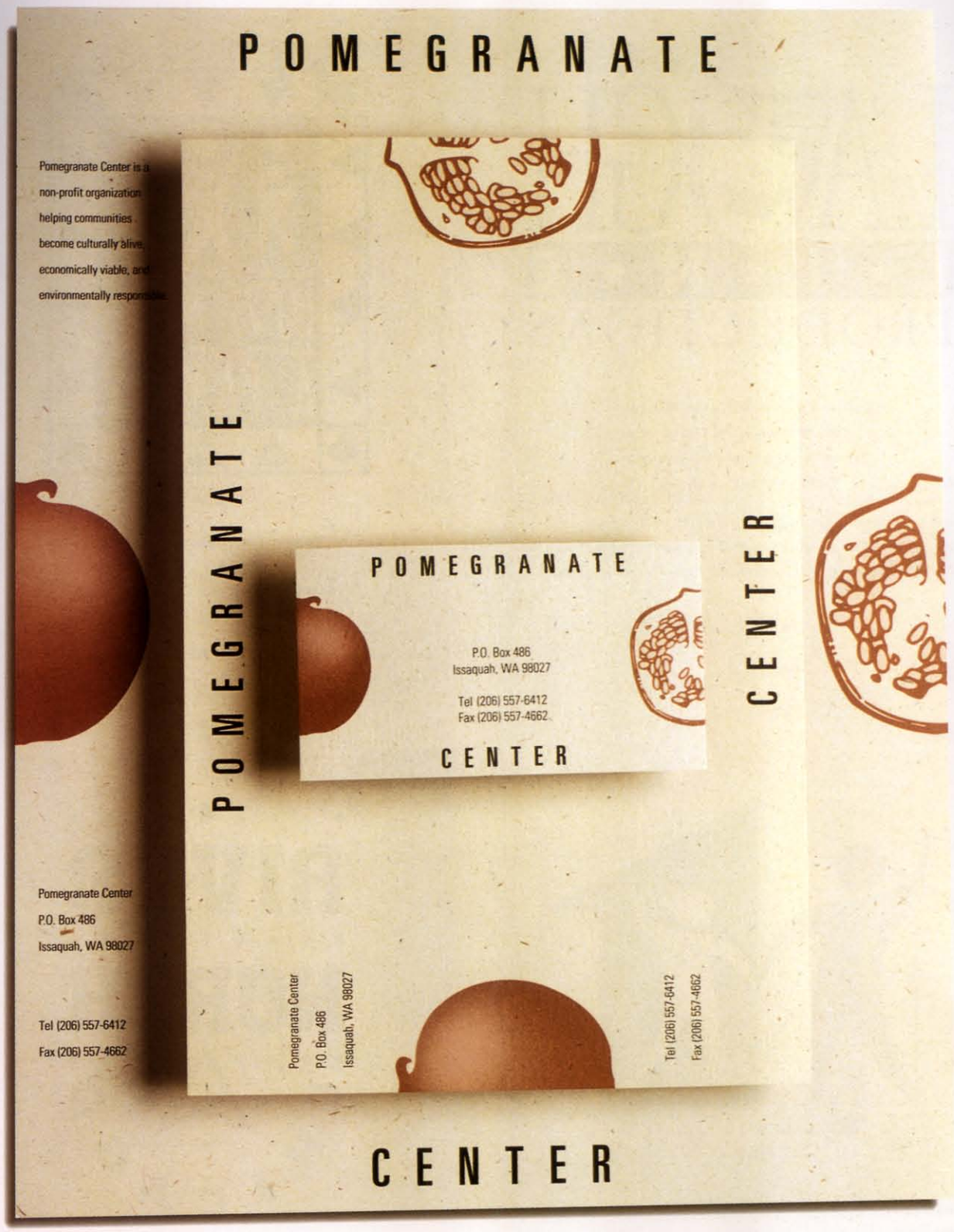


Design Firm Smith Korch Daly
Art Director Patricia B. Korch
Designer/Illustrator Barbara A. Truell
Client Tri-River Family Health Center
Paper/Printing Strathmore Script Pinstripe Bright White, Image Press
Tools Aldus FreeHand, QuarkXPress

The Tri-River logo was created by hand, scanned and placed into FreeHand, where type was added before placing into QuarkXPress for layout.

Design Firm Rick Eiber Design (RED)
Art Director/Designer Rick Eiber
Illustrators Studio MD, Werkhaus, Hornall Anderson, Ed Fotheringham
Client American Institute of Graphic Arts
Paper/Printing Classic Crest Writing 24 lb. Bisque, The Press

This was designed for the 1995 National Design Conference. It was printed using the 4-color process, two colors were printed at a time with density reduction.



Design Firm Rick Eiber Design (RED)
Art Director/Designer Rick Eiber
Illustrator David Verwolf
Client Pomegranate Center
Paper/Printing French Speckletone Natural text

Stationery uses a redundant verbal and visual form which says the name Pomegranate Center.

Design Firm Jeff Fisher Design
All Design Jeff Fisher
Client Laugh Line Productions
Tool Aldus FreeHand

Laugh Line Productions presents stand-up comedy to raise funds for AIDS. Using the traditional comedy mask as the "U" in the word laugh gives the logo a strong visual.

Design Firm Jeff Fisher Design
All Design Jeff Fisher
Client Love Makes A Family Inc.
Tool Aldus FreeHand

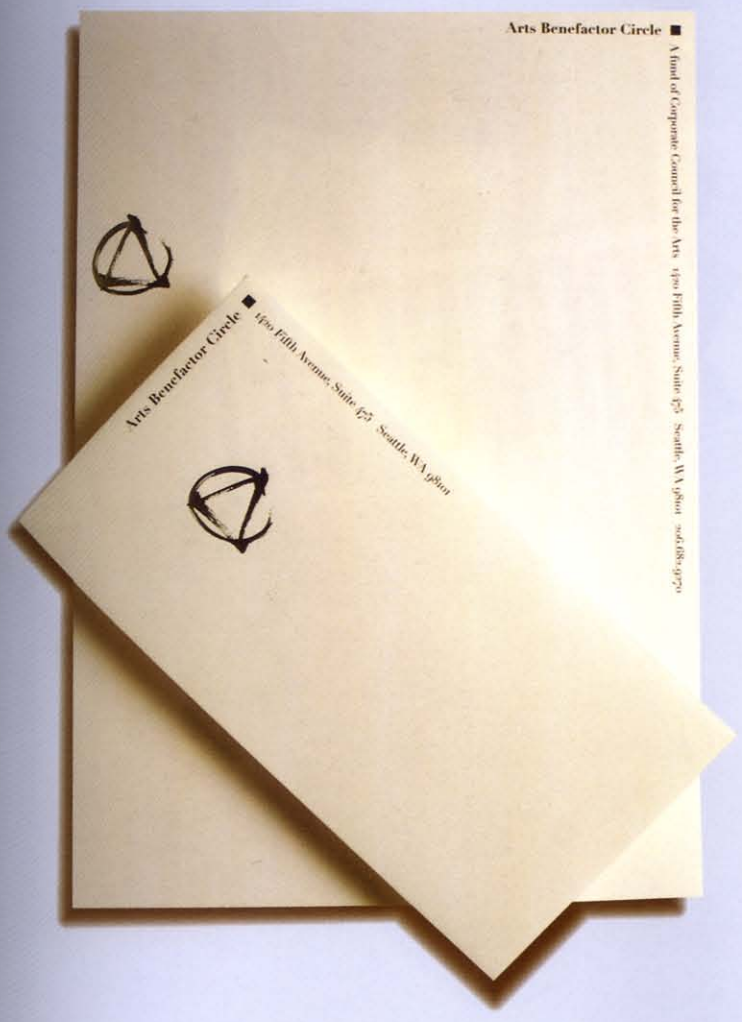
The logo was created in FreeHand and is the combination of two designs. The heart symbolizes love, and the triangle is an adopted gay-rights symbol.

Design Firm Pizzeria Uno Corp. In-House Art Department
Art Director/Designer Christopher Consullo
Client Pizzeria Uno, Human Resources Dept.
Tool Macromedia FreeHand

This logo was for materials promoting "Take Your Daughter to Work Day". It appeared on items given to the girls on that day, like gift certificates and name badges.

Design Firm Bullet Communications Inc.
All Design Tim Scott
Client River North Association
Tool QuarkXPress

The River North Association logo was created using both QuarkXPress and conventional production techniques. The logo was created to promote the River North area in Chicago.



Design Firm Rick Eiber Design (RED)
Art Director/Designer Rick Eiber
Client Corporate Council for the Arts
Paper/Printing Classic Crest

Design Firm McCullough Creative Group Inc.
Art Director/Designer Mike Schmalz
Client Dubuque Council for Diversity
Paper/Printing Classic Crest, Union-Hoermann Press
Tool Aldus FreeHand

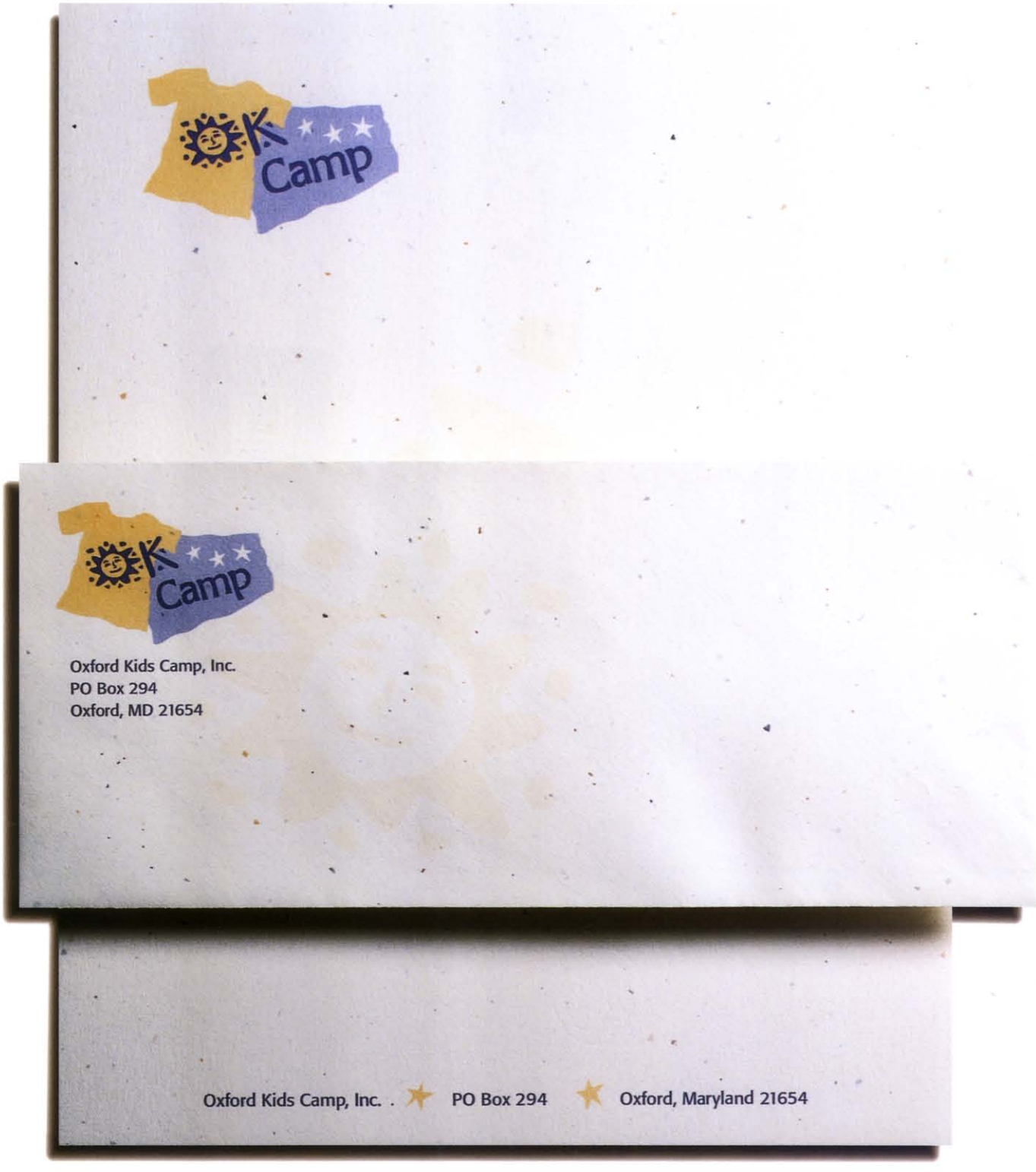
This identity is based on the universal and elementary idea that we as people should work at getting along. Dubuque is a river town so the sun and water are fitting.

Design Firm Carol Lasky Studio
Art Director Carol Lasky
Designer/Illustrator Erin Donnellan
Client MassPep
Paper/Printing Strathmore Renewal, Ink Spot
Tool Aldus FreeHand, QuarkXPress

The Massachusetts Pre-Engineering Program takes urban kids and teaches them math, science, and technology. The shapes are open-ended and the two-sided border is playful.

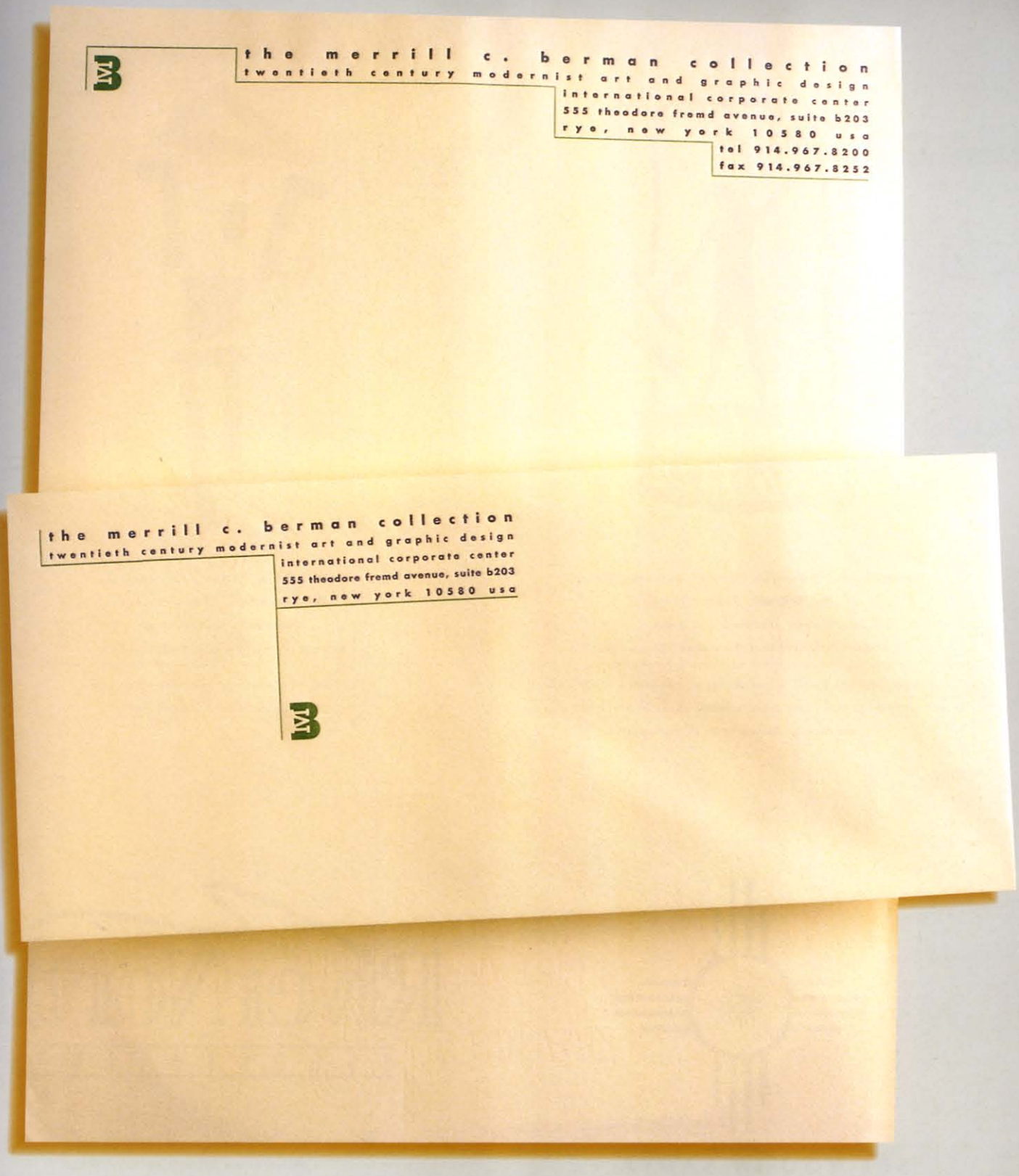
Design Firm Bullet Communications Inc.
All Design Tim Scott
Client Computer Systems Institute
Paper/Printing Neenah Classic Crest, PMS 3145 and black ink
Tool QuarkXPress

Computer Systems Institute provides computer training. The symbol artwork was designed and rendered by hand, then scanned into a Macintosh system. The logo unit and stationery were designed in QuarkXPress.



Design Firm Whitney Edwards Design
Art Director/Designer Charlene Whitney Edwards
Client Oxford Kids Camp Inc.
Paper/Printing Fox River Confetti, two Pantone colors
Tools Adobe Illustrator, QuarkXPress

The client requested the three stars and the sun. The shirt and flag represent what the kids make at camp. The letterhead was created in Adobe Illustrator, separated in QuarkXPress.

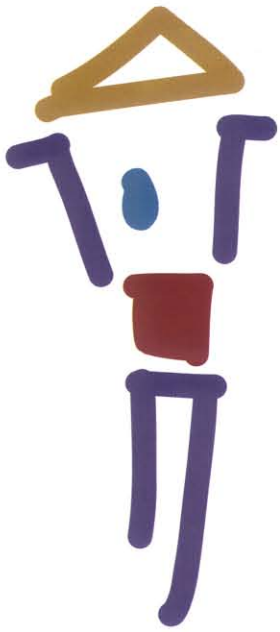


Design Firm Matsumoto Incorporated
Art Director/Designer Takaaki Matsumoto
Client The Merrill C. Berman Collection
Paper/Printing Crane's Crest Antique White Wove, Letterpress, two colors
Tools Adobe Illustrator, QuarkXPress

Because the Berman Collection is a modern art collection, the Futura type family was used. The stationery system, composed of letterhead, envelope, and mailing label, was printed using a letterpress.

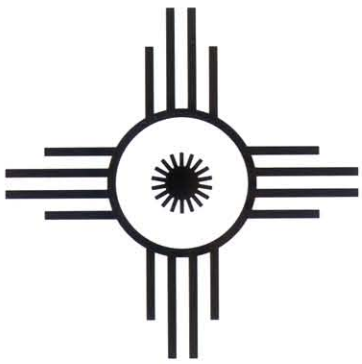
Design Firm Delmarva Power Corporate Comm.
All Design John Alfred
Client Meals on Wheels
Tools Adobe Illustrator and Streamline

This logo for Hot Food, Cool Jazz, a non-profit fund-raiser, was created by scanning a thumbnail sketch, Streamlining it, and manipulating it in Illustrator.



Design Firm Swieter Design U.S.
Art Director John Swieter
Designer Jenice Heo
Client Arlington Museum of Art

This logo was created for the museum's "Raise the Roof Fun Run."



SEE YOU IN SANTA FE

Design Firm Dept. of Art as Applied to Medicine, Johns Hopkins University
Art Director/Designer Joseph M. Dieter, Jr.
Client The Wilmer Eye Institute, The Johns Hopkins Hospital
Tool Adobe Illustrator

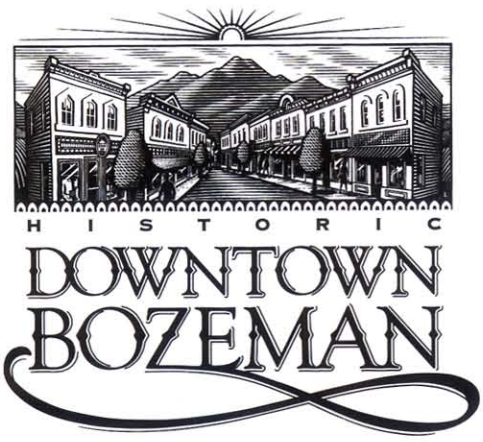
This logo was developed for a professional meeting for ophthalmologists held in Santa Fe, New Mexico. The familiar symbol used by New Mexico was appropriately turned into an eyeball.

Design Firm Bullet Communications Inc.
All Design Tim Scott
Client River North Association
Tool QuarkXPress

The graphic swash was drawn then scanned into a Macintosh system. The swash was then combined with type, which was set and customized in QuarkXPress.

Design Firm Vaughn Wedeen Creative
Art Directors Steve Wedeen, Dan Flynn
Designer/Illustrator Dan Flynn
Client Horizon Health Care
Paper/Printing Classic Crest, Prisma Graphics
Tool Adobe Illustrator

The client, a therapy organization, wanted the logo to look hand-done. After the initial illustration was finished, it was then scanned in and cleaned up in Illustrator.

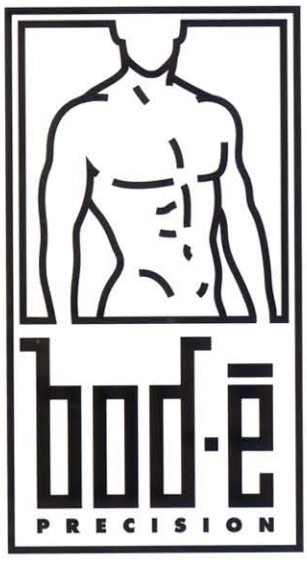


Design Firm Palmquist & Palmquist Design
Art Directors/Designers Kurt and Denise Palmquist
Illustrators James Lindquist, Denise Palmquist
Client Downtown Bozeman Association

This logo could not focus on one specific building or street because of politics. The illustration was done on scratchboard and the type was a combination of computer- and hand-rendering.

Design Firm Palmquist & Palmquist Design
Art Directors/Designers Kurt and Denise Palmquist
Illustrator Kurt Palmquist
Client Coalition for Montanans Concerned with Disabilities
Tool Aldus FreeHand

The logo design focused on the objectives the organization was trying to accomplish: To help disabled persons while educating politicians and professionals about the concerns and goals of the disabled.

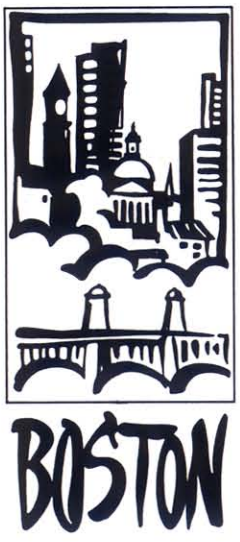


Design Firm Mires Design Inc.
Art Director Mike Brower
Designer Mike Brower
Client Bod-E

The client is a personal health trainer.

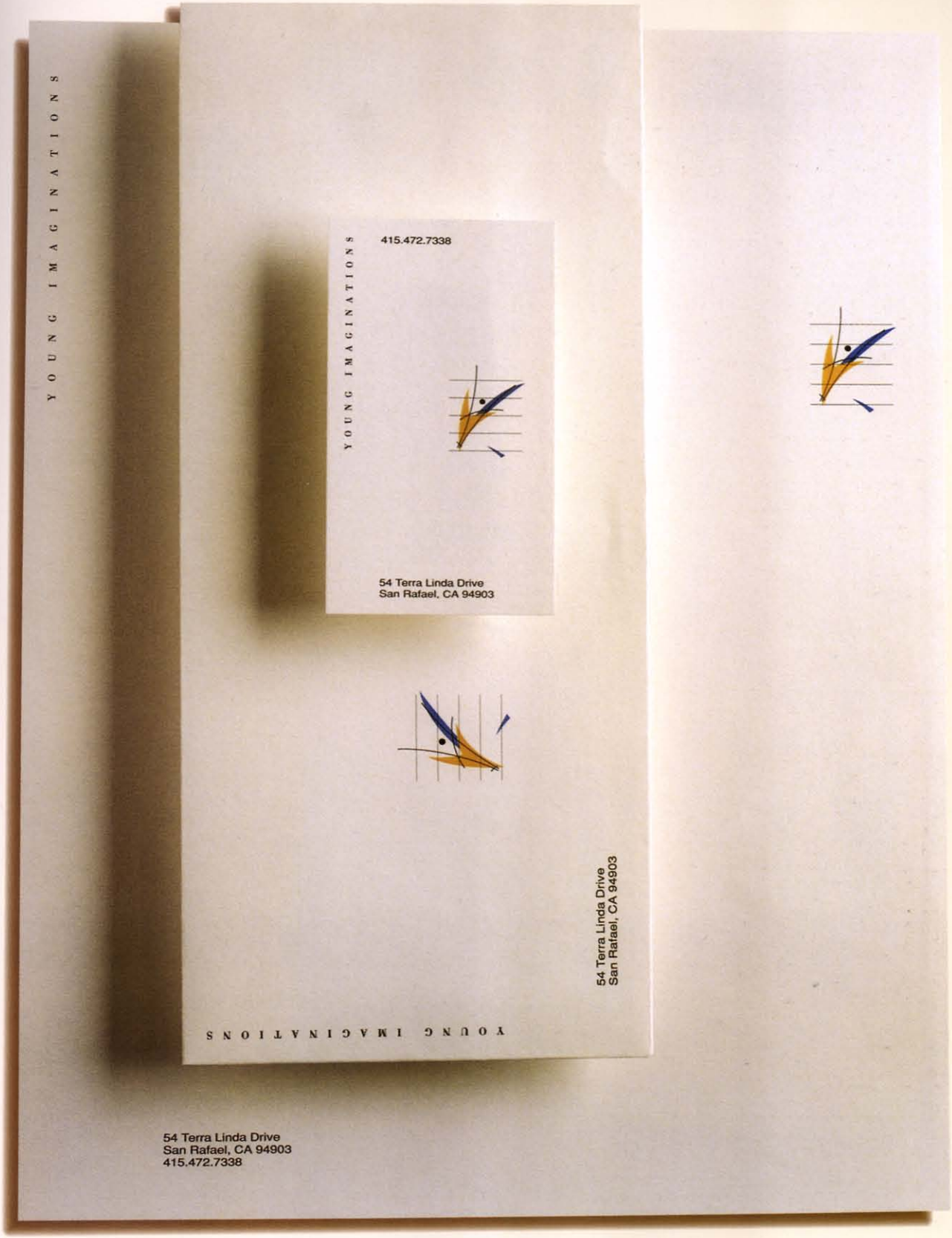
Design Firm Mires Design Inc.
Art Director/Designer José Serrano
Illustrator Tracy Sabin
Client Harcourt Brace & Co.

This logo is for a children's fantasy book series.

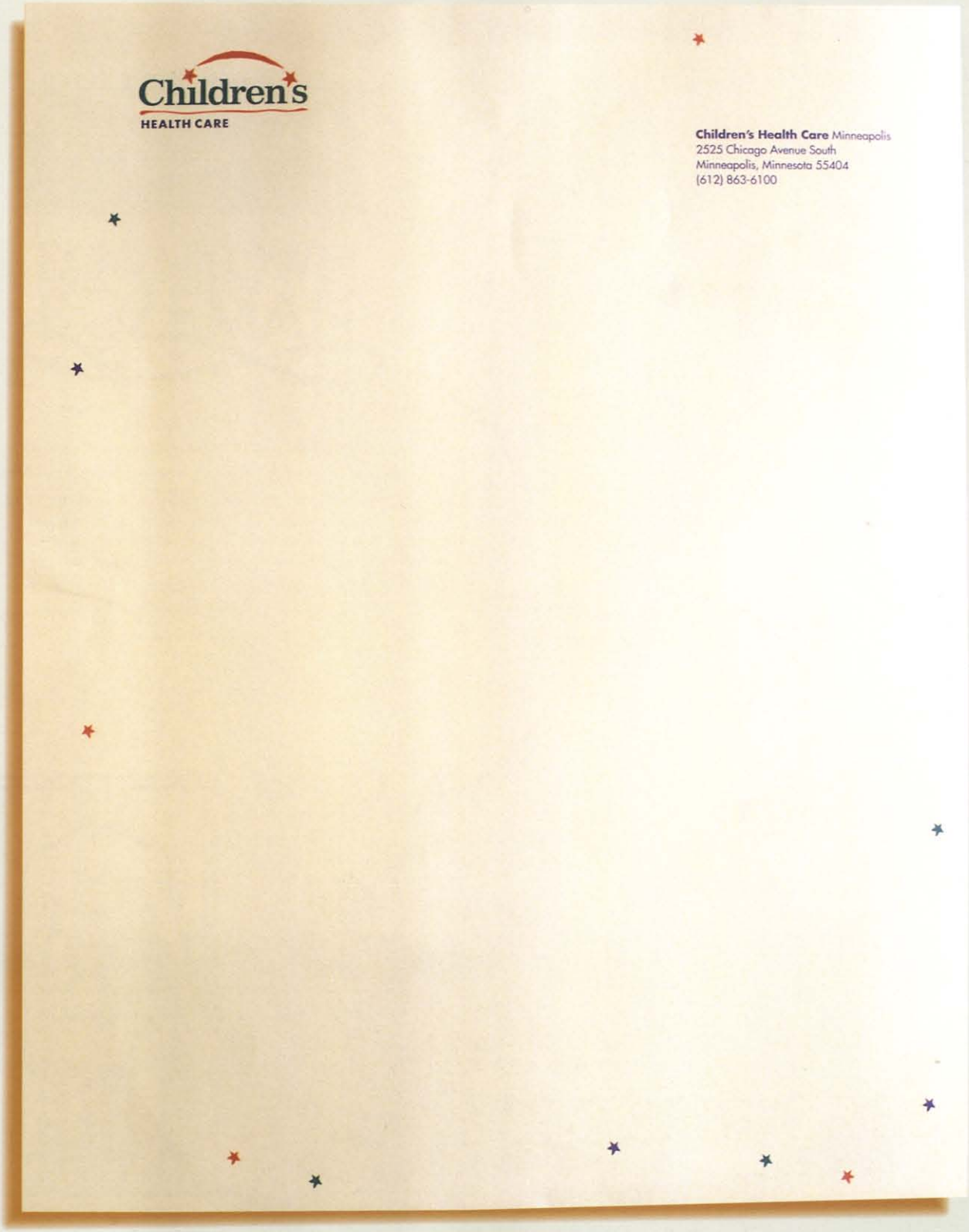


Design Firm Misha Design Studio
All Design Michael Lenn
Client Combined Jewish Philanthropies General Assembly '95

The '95 Convention for CJP being held in Boston must demonstrate beauty and excitement. This logo shows the significant landmarks in Boston and invites a participant to the assembly.

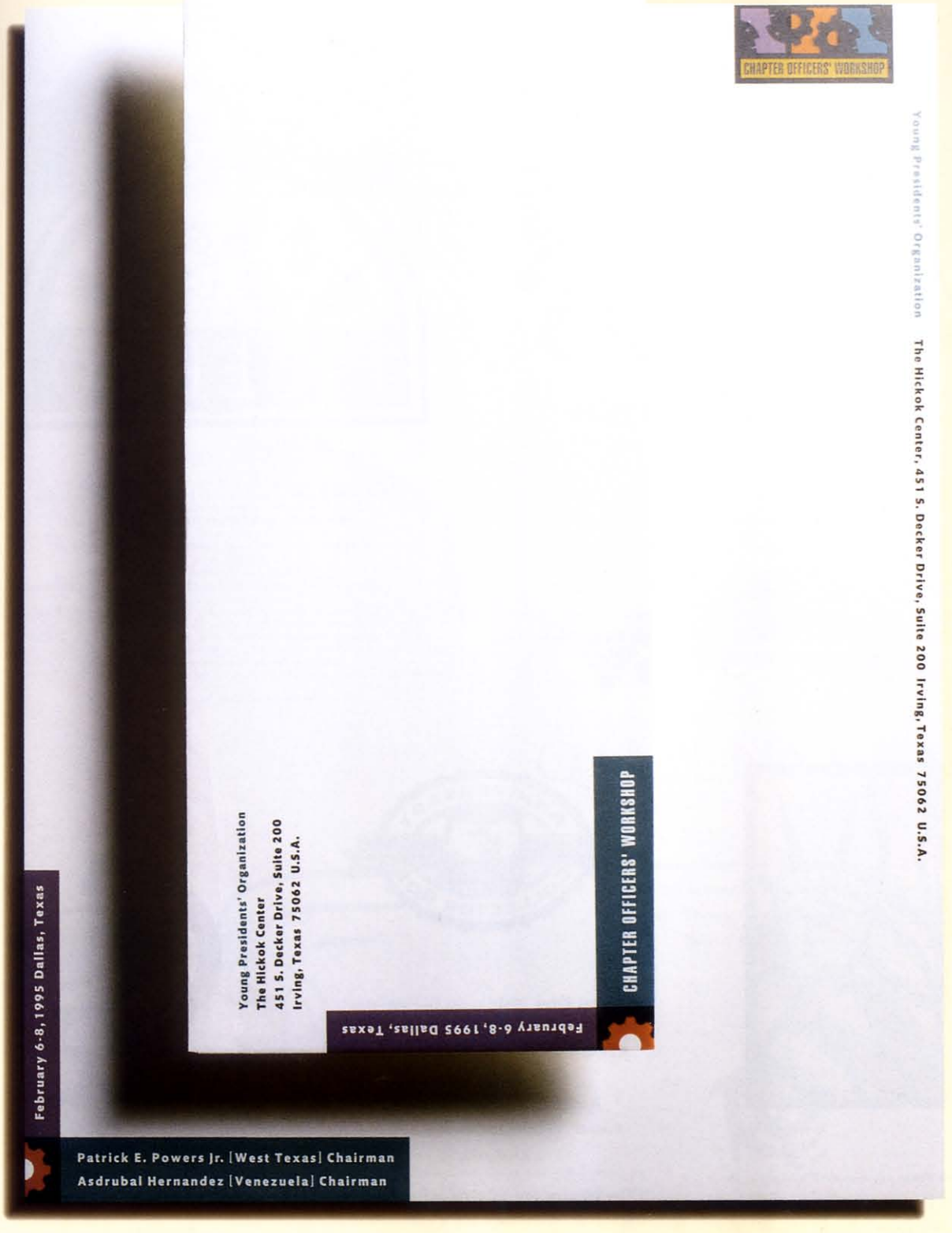


Design Firm Sackett Design Associates
Art Director/Designer Mark Sackett
Designer Mark Sackett
Illustrator Wayne Sakamoto
Client Young Imaginations
Paper/Printing Simpson Coronado SST Recycled 80 lb. text, offset lithography, two match colors and black



Design Firm Larsen Design Office Inc.
Art Director Tim Larsen
Designers Nancy Whittlesey, Kristine Thayer
Client Children's Health Care
Tool Aldus FreeHand

Since the name, Children's Health Care, is very straightforward, the warmth and professional care of the organization needed to be communicated through its colorful and playful logo design.



Design Firm Swieter Design U.S.
Art Director John Swieter
Designer Mark Ford
Client Young Presidents' Organization Chapter Officers' Workshop
Tool Adobe Illustrator

Design Firm Jon Flaming Design
All Design Jon Flaming
Client March of Dimes
Paper/Printing T-shirts
Tool Adobe Illustrator

This is a logo that was produced for the March of Dimes walk-a-thon. It was used on T-shirts.

Design Firm Anderson Hanson & Company
Art Director/Designer Raul Varela
Client AdvoCare International Fiber 10
Tool Adobe Illustrator

The logo's appeal is due in part to the pleasing-to-the-eye design of the wheat stalks, which are used to convey Fiber 10's purpose: to cleanse the stomach.

Design Firm Swieter Design U.S.
Art Director John Swieter
Designer Jenice Heo
Client ASICS

This logo was designed for the ASICS Tiger Corporation and the 1994 New York City Marathon commemorating the Marathon's 25th Anniversary. The design was applied to everything from posters, to in-store merchandising displays, to tattoos and lapel pins.

Design Firm Palmquist & Palmquist Design
Art Directors/Designers Kurt and Denise Palmquist
Illustrator Kurt Palmquist
Client National Chapter of Trout Unlimited

The bottom line of type is dropped in to double as the logo for a commemorative rod (limited edition), produced to celebrate Trout Unlimited's 35th anniversary.

Design Firm Swieter Design U.S.
Art Director John Swieter
Designer Julie Poth
Client Young Presidents' Organization
Tool Adobe Illustrator

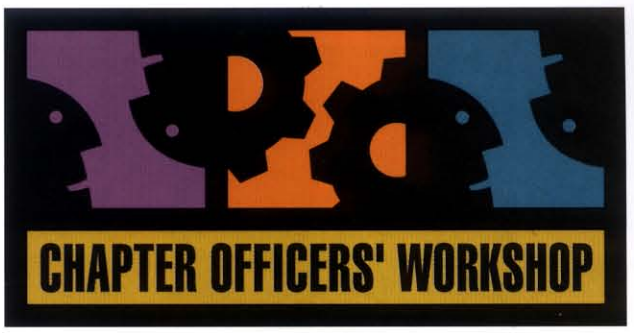
This icon was created for the Global Masters Program.

AMERICA'S FAMILY

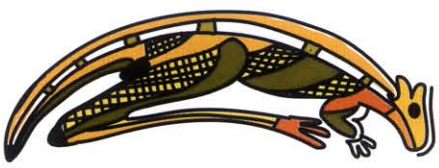
Books

Design Firm Jon Wells Associates
Art Director/Designer Jon Wells
Illustrator Michael Schwab
Tool Adobe Illustrator
Client The Corporation for Cultural Literacy

"America's Family Books" feature children's stories which chronicle America's racial history. The logo highlights this heritage. The image was hand drawn and then it was combined with the type in Illustrator.



Design Firm Swieter Design U.S.
Art Director John Swieter
Designer Mark Ford
Client Young Presidents' Organization
Tool Adobe Illustrator



QUEENSLAND

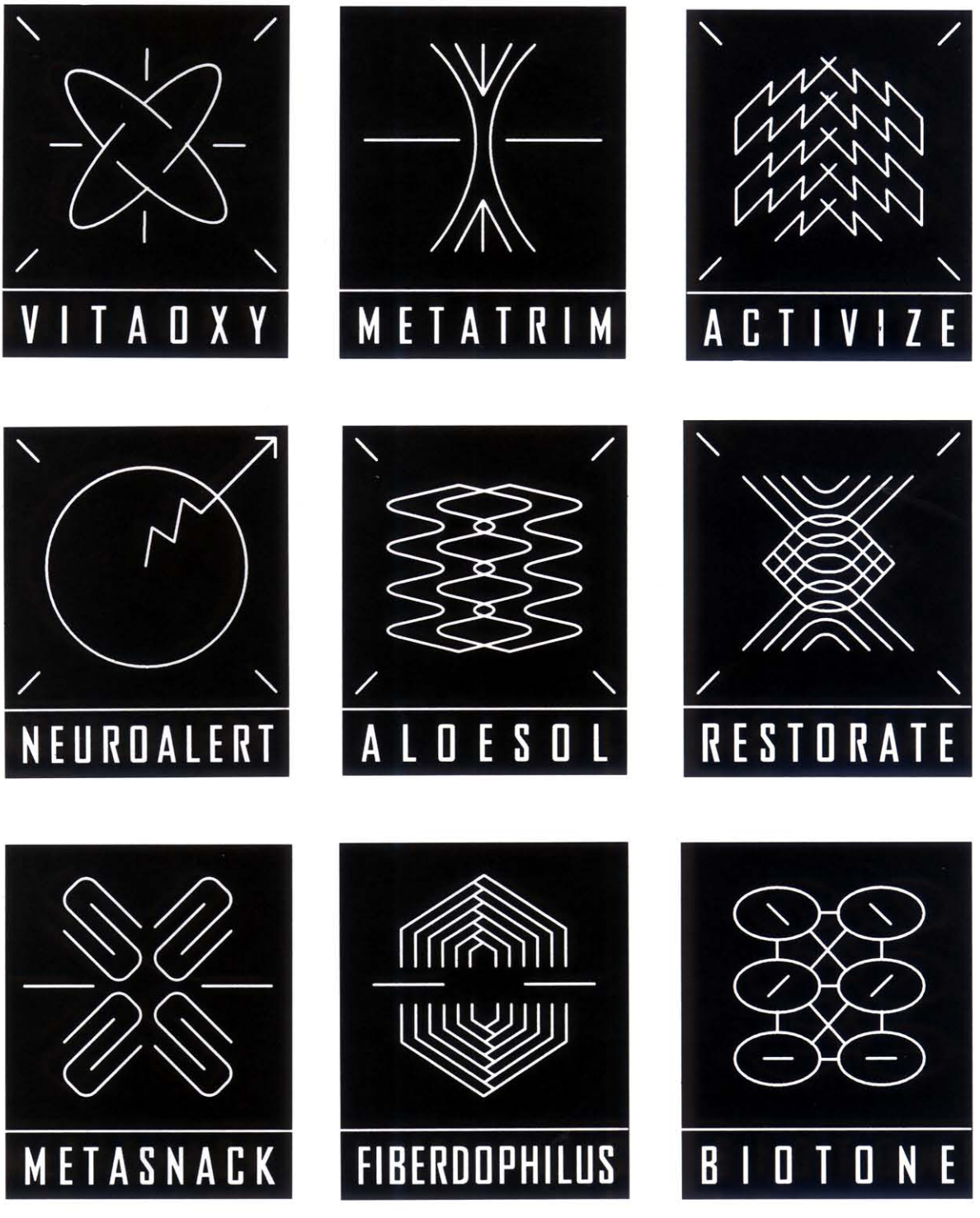
THE FAMILY UNIVERSITY AT COOLUM

Design Firm Swieter Design U.S.
Art Director/Designer John Swieter
Client Young Presidents' Organization
Tool Adobe Illustrator

Design Firm Swieter Design
Art Director John Swieter
Designers John Swieter, Mark Ford, Paul Munsterman
Client Young Presidents' Organization
Tool Adobe Illustrator

BOMBAY

Design Firm Swieter Design U.S.
Art Director John Swieter
Designer Mark Ford
Client Young Presidents' Organization
Tool Adobe Illustrator



Design Firm Anderson Hanson & Company
Art Director/Designer Raul Varela
Client LifeTronix product packaging logos (Vitaoxy, Metatrim, Activize, Neuroalert, Aloesol, Restorate, Metasnack, Fiberdophilus, Biotone)
Tool Adobe Illustrator

Each logo was created to give a subconscious reference to the products. The company wanted to convey sophistication and let the logo designs build themselves with product usage.

Design Firm Duck Soup Graphics
All Design William Doucette
Client Fritsch and Associates
Paper/Printing James River Graphika, 2-color, logo is embossed
Tool Adobe Illustrator

The logo is embossed on all pieces for subtle tactile sensation. Client requested a mark that would appeal to the Eskimo population of Canada's Arctic regions.

Design Firm Swieter Design U.S.
Art Director John Swieter
Designers Mark Ford, Jenice Heo
Client Young Presidents' Organization Florence University

Industrial and Manufacturing

Design Firm Mário Aurélio & Associados
Art Director/Designer Mário Aurélio
Client Dinamica Furniture
Paper/Printing Flannel Paper, offset
Tool Aldus FreeHand

Design Firm John Evans Design
All Design John Evans
Illustrator John Evans
Client Mary Kay Cosmetics
Tool Adobe Illustrator

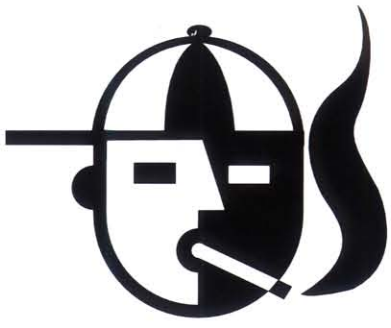
These icons were originally drawn with marker then scanned and redrawn in Illustrator. They were used in a line of packaging for Mary Kay Cosmetics.

Design Firm Toni Schowalter Design
Art Director/Designer Toni Schowalter
Client Parfumerie
Tool Adobe Illustrator

The font was manipulated to create the swirling effect for a natural cosmetic line from Hawaii.

Design Firm John Evans Design
All Design John Evans
Client Milton Bradley
Tool Adobe Illustrator

These icons are just a few of about 50 created for the game of *Life Jr.* Originally done in pencil, they were faxed to the client for approval, then redrawn in Illustrator.



Design Firm Toni Schowalter Design
Art Director/Designer Toni Schowalter
Client Tri Mark
Tool Aldus FreeHand

This logo was used to portray a furniture designer and manufacturer.

Design Firm Toni Schowalter Design
Art Director/Designer Toni Schowalter
Designer Toni Schowalter
Client Johnson & Johnson
Tool Adobe Illustrator

This mark was used to differentiate the research and development department in a large health product manufacturer.

Design Firm Ara Corporation
Designer William Tittiger
Client Darlington China
Paper/Printing Mystique Laid 24 lb. Soft White, offset, one PMS ink, foil stamped gold

This logo was created freehand. The customer wanted a design for stationery, and to use as a seal on china plates. The customer chose gold foil stamping for an elegant look.

Design Firm Marc English : Design
Art Director/Designer Marc English
Client DOT 05 Optical Communications
Paper/Printing Neenah Classic, split-fountain with fluorescent inks; silver; transparent foil stamp

The logotype, Interact, was opened in Photoshop to create outline and solid versions. Fluorescent and metallic inks, the split-fountain, and a transparent foil stamp conveys speed, depth, and light.

Design Firm Degnen Associates Inc.
Art Director Steve Degnen
Designers Neil Motts, Dave Fowler
Client New Orleans Fun & Games
Paper/Printing Gilbert, offset using five spot colors
Tool Aldus FreeHand

The company wanted a logo to capture the fun and excitement of its products. The five spot colors reinforce the color and pageantry of New Orleans, especially during Mardi Gras.

Design Firm THARP DID IT
Art Director Rick Tharp
Designers Rick Tharp, Jana Heer, Laurie Carberry, Amy Bednarek
Client Bayshore Press
Paper/Printing Simpson Quest Recycled, offset lithography
Tool Adobe Illustrator

The logo was rendered by hand and scanned into the computer. The custom logotype was created in Illustrator and traditional art board mechanicals were produced for all print materials.

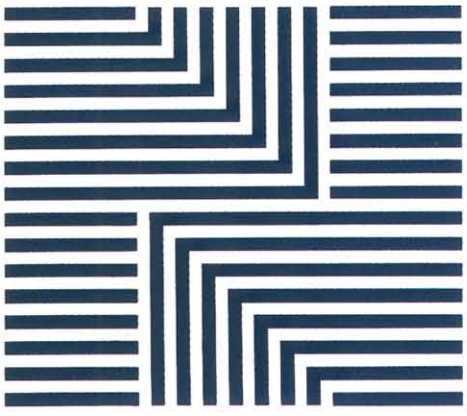
Design Firm Witherspoon Advertising
Art Director/Designer Rishi Seth
Client FFP Partners
Tool Adobe Illustrator

This logo was intended for displays at gasoline outlets. The client insisted that a gas pump and scissors be included. The "scissors guy" came from bringing these diverse elements together.

Design Firm Fernandez Vs. Miller Design
Art Director/Designer Bryan M. Miller
Client A Tile Store
Tool Adobe Illustrator

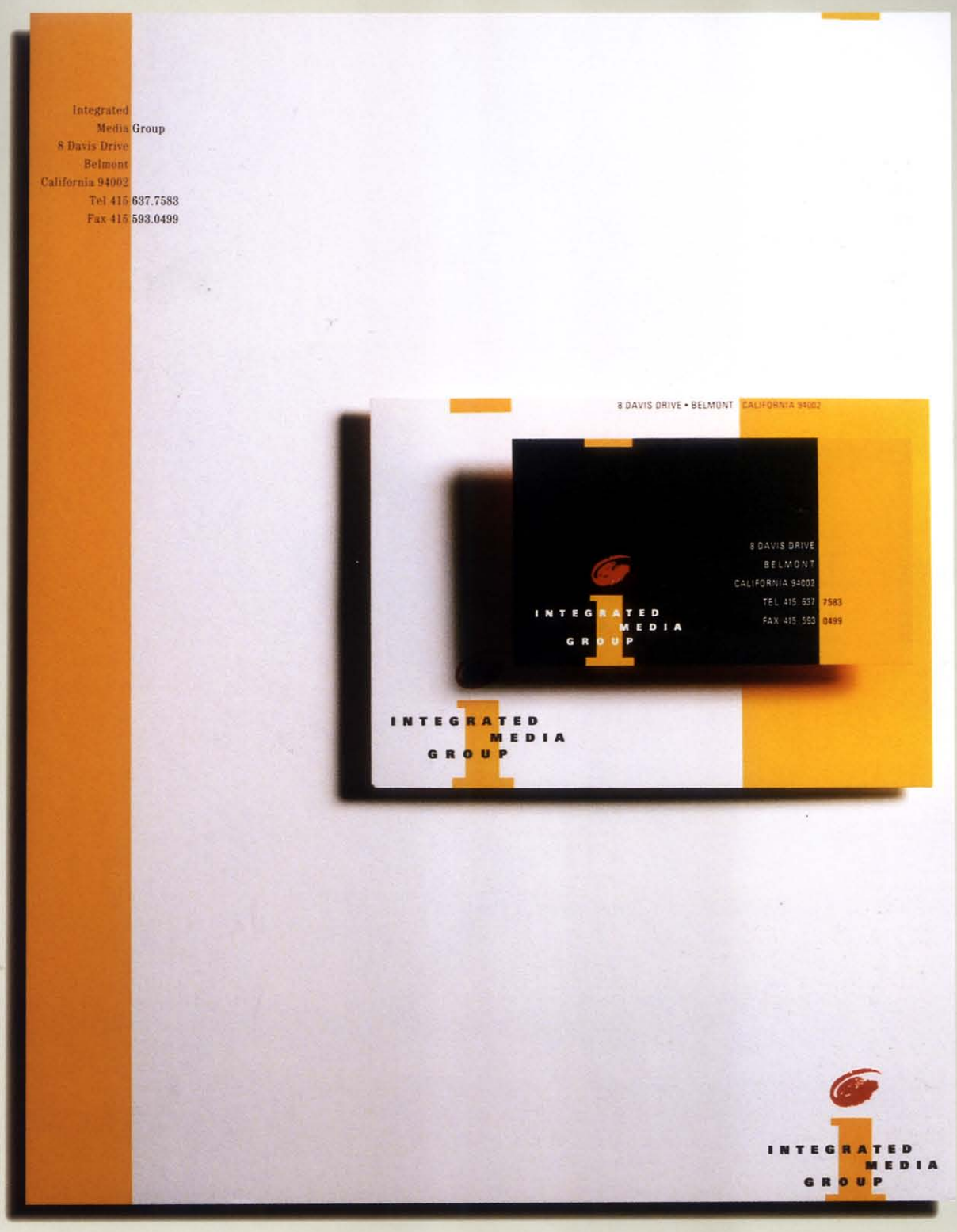
A Tile Store, in Seattle, Washington specializes in custom handcrafted and specialty tiles. The client's favorite tiles were charcoal rubbed for the logo. A little stylizing in Illustrator and the rest is history.

Design Firm Mires Design Inc.
Art Director/Designer John Ball
Client Tsunami Dive Gear, underwater communication equipment



Design Firm Félix Beltrán + Asociados
Art Director/Designer Félix Beltrán
Client Novum, Mexico
Tool CorelDRAW

In the creation of this logo for a videocassette factory, CorelDRAW was used for printing the initial sketches. The logo was silk-screened to improve the color.



Design Firm THARP DID IT
Art Director Rick Tharp
Designers Rick Tharp, Colleen Sullivan
Illustrator Georgia Deaver
Client Integrated Media Group
Paper/Printing Simpson Starwhite Vicksburg, three match colors, offset lithography

This logo was created for a publisher of interactive multimedia teaching programs. It includes a graphic style guide. Art was rendered by hand, scanned into the computer, and composed in Illustrator.

Design Firm Matsumoto Incorporated
Art Director/Designer Takaaki Matsumoto
Client Maharam
Paper/Printing Cranes Crest Fluorescent White, 3-color engraved
Tools Adobe Illustrator, QuarkXPress

The vertical elements in the design are an abstract suggestion of threads of fabric. The components of the stationery system were engraved using three colors.

Design Firm Melissa Passehl Design
Art Director/Designer Melissa Passehl
Client Gibraltar Releasing Organization Inc.

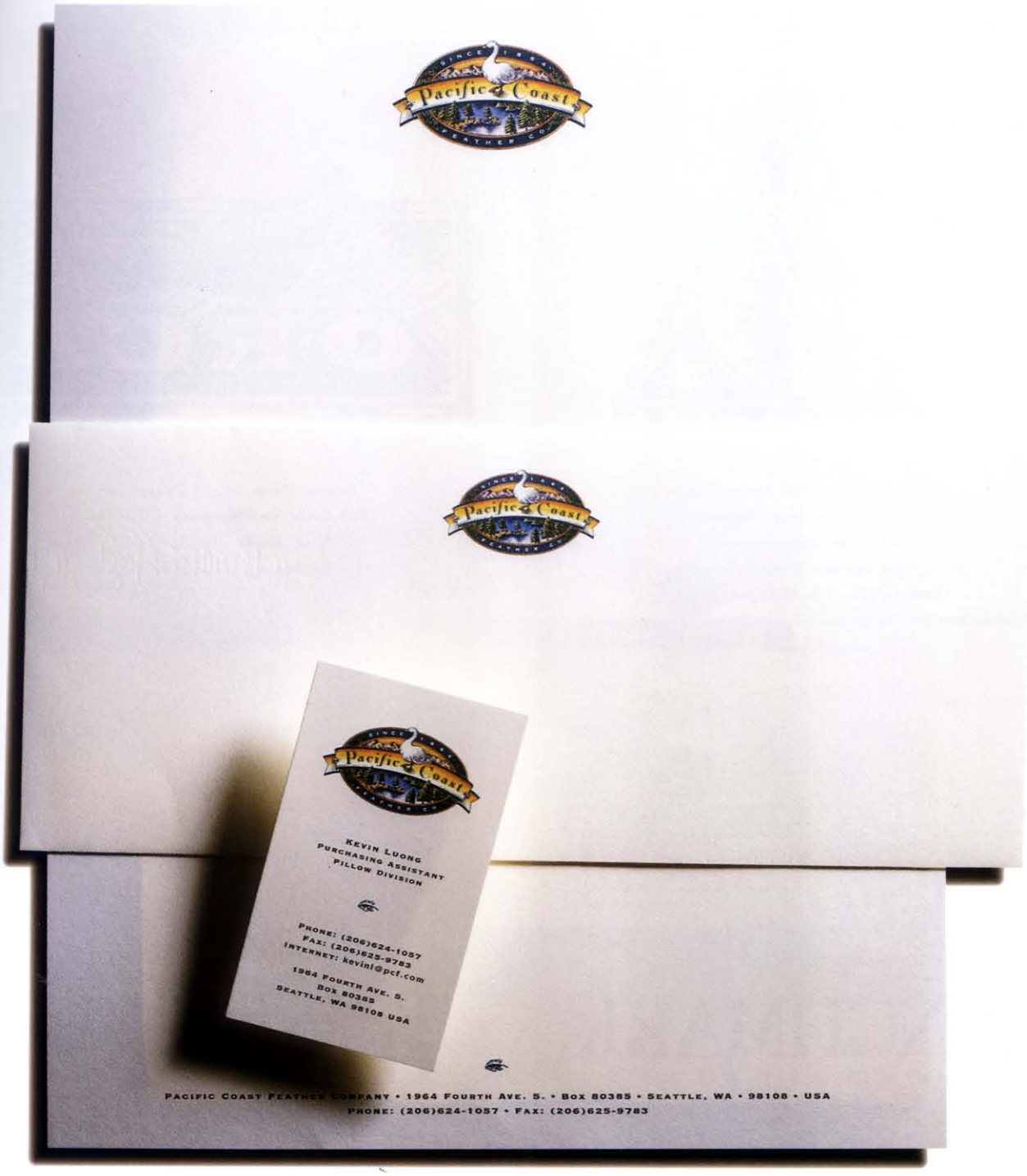
This identity system and logo were designed to reflect the creative, thought provoking, and interactive films produced by this movie company.

Design Firm Becker Design
Art Director/Designer Neil Becker
Illustrator Drew Dallet
Client Rite Hite
Paper/Printing Classic Crest, Solar White, 4-color lithography
Tools Adobe Illustrator, QuarkXPress

Rite Hite, a loading dock/industrial safety system company, needed a logo for an incentive program, a trip to St. Thomas.

Design Firm The Green House
Art Director Judi Green
Designer James Bell
Client 1647 Ltd.
Paper/Printing Rives Tradition White, Arjo Wiggins

The logo has to convey the notion that 47 percent of all British women are size 16 and higher. The logo required flexibility for application in a variety of uses.



Design Firm Hornall Anderson Design Works Inc.
Art Director Jack Anderson
Designers Jack Anderson, Julie Lock, Heidi Favour, Leo Raymundo
Illustrator Carolyn Vibbert
Client Pacific Coast Feather Company
Paper/Printing Cranes Crest
Tools Adobe Photoshop, Aldus FreeHand

This letterhead needed to reflect the outdoors of the American Northwest and the company's longtime establishment in the area.

Design Firm Mires Design Inc.
Art Director José Serrano
Designer José Serrano
Illustrator Tracy Sabin
Client Found Stuff Paperworks
Paper/Printer Terra Sketch—100% recycled organic sketch paper.

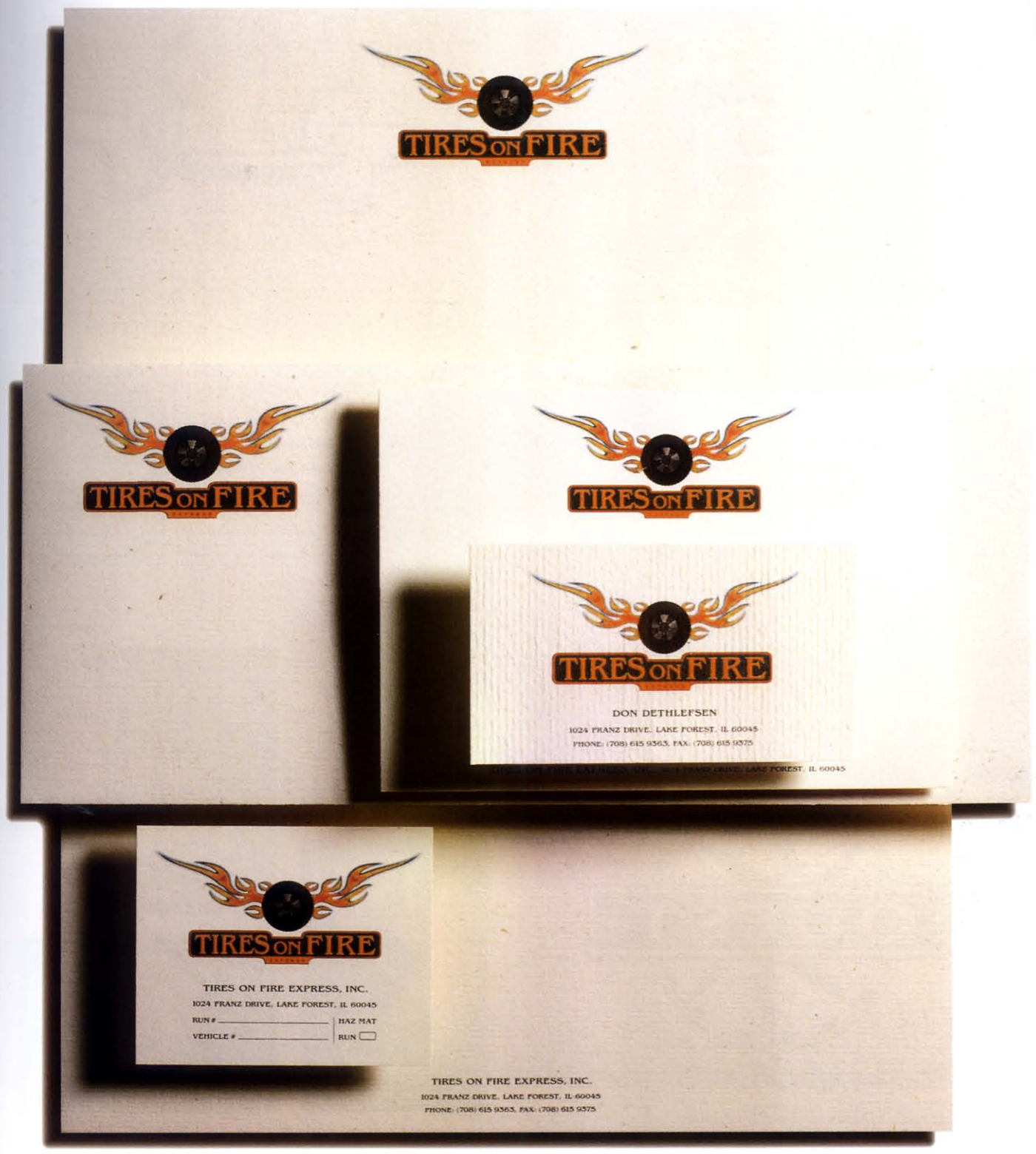
Design Firm Mires Design Inc.
Art Director/Designer John Ball
Illustrator Tracy Sabin
Client S.D. Johnson Co.

ORCA fishing products

Design Firm MacVicar Design & Communications
Art Director John Vance
Designer William A. Gordon
Client Benchmark Communications
Tool Adobe Illustrator

Logo was developed for use as the corporate identity of a radio-industry management/promotions firm.

Design Firm Caldera Design
Illustrators Dave Kottler, Paul Caldera, Doreen Caldera, Bart Welch
Client Frogskins



Design Firm Segura Inc.
Art Director Carlos Segura
Designer Carlos Segura, Laura Alberts
Illustrator Tony Klassen
Client Tires on Fire
Paper/Printing Argus Press, 4-color
Tools Adobe Illustrator and Photoshop, QuarkXPress

Design Firm Clifford Selbert Design
Art Directors Clifford Selbert, Robin Perkins
Designers Robin Perkins, Julia Daggett, Michele Phelan, Kamren Colson, Kim Reese, John Lutz
Illustrator Gerald Bustamante
Client Stride Rite Inc.

The concept focused on "the joy of growing up." The color palette has three simple, vibrant colors, and Stride Rite's "i's" reflect a youthful energy and spirit.

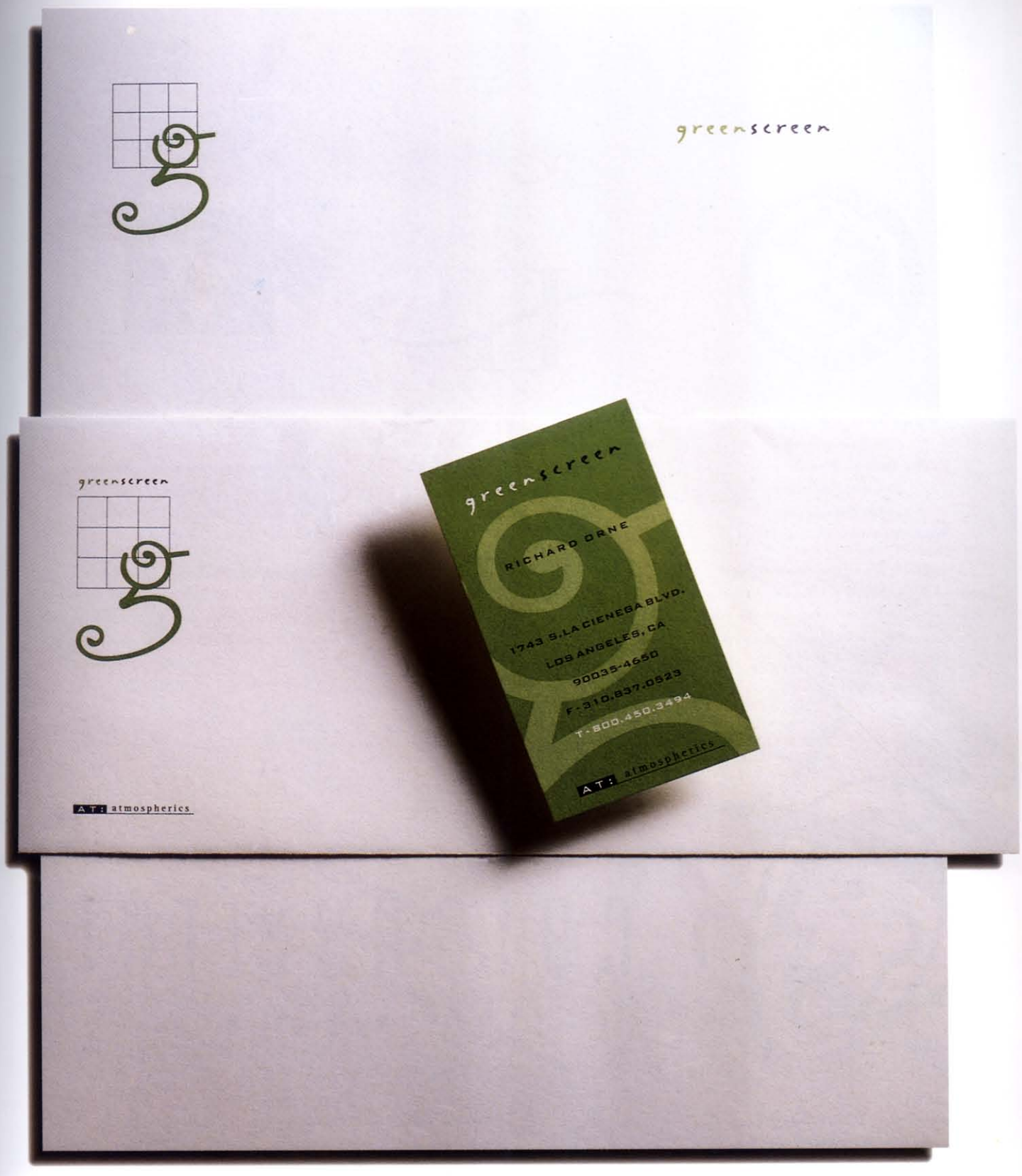
Design Firm The Kamber Group
Art Director Dennis Walston
Designer Page Miller
Client Montague Branch

Montague Branch crafts fine cabinetry and outfits entire kitchens for its clients.

Design Firm Sackett Design Associates
Art Director/Designer Mark Sackett
Illustrator Wayne Sakamoto
Client Quest

Design Firm Clifford Selbert Design
Art Director Robin Perkins
Designers Robin Perkins, Jeff Breidenbach
Client Ahead Inc.
Tool Aldus FreeHand

The fonts used in these pieces were Industrial, Template Gothic, and Oblong. The three logos used a common element — the V— in a variety of ways.



Design Firm Clifford Selbert Design
Art Director Robin Perkins
Designer Heather Watson
Client Atmospherics
Paper/Printing Genesis Cross Point 80 lb. text, offset
Tools Adobe Illustrator, QuarkXPress

This logo is for a landscaping system called "green screen." The fonts used are Remedy and Letters Ecletes and the color is Birch.

Design Firm Incite Design Communications
All Design Sherrie and Tracy Holdeman
Client Tom Arpky
Tool Macromedia FreeHand

Using two P's to create a package seemed to be the ideal solution. I tried to make it equally easy to discern the two P's versus the package and vice versa.

Design Firm Swieter Design U.S.
Art Director/Designer John Swieter
Client Hexagraph Fly Rods Co.

Design Firm Group X Graphics & Design Associates
Art Director/Designer Mohamed Shafeeq
Client Television Maldives
Tool CorelDRAW

This logo for Television Maldives uses the letters TVM, with the television colors of blue, green and red splash, across the first triangle of the two that make up V and M.

Design Firm John Evans Design
All Design John Evans
Client Milton Bradley
Tool Adobe Illustrator

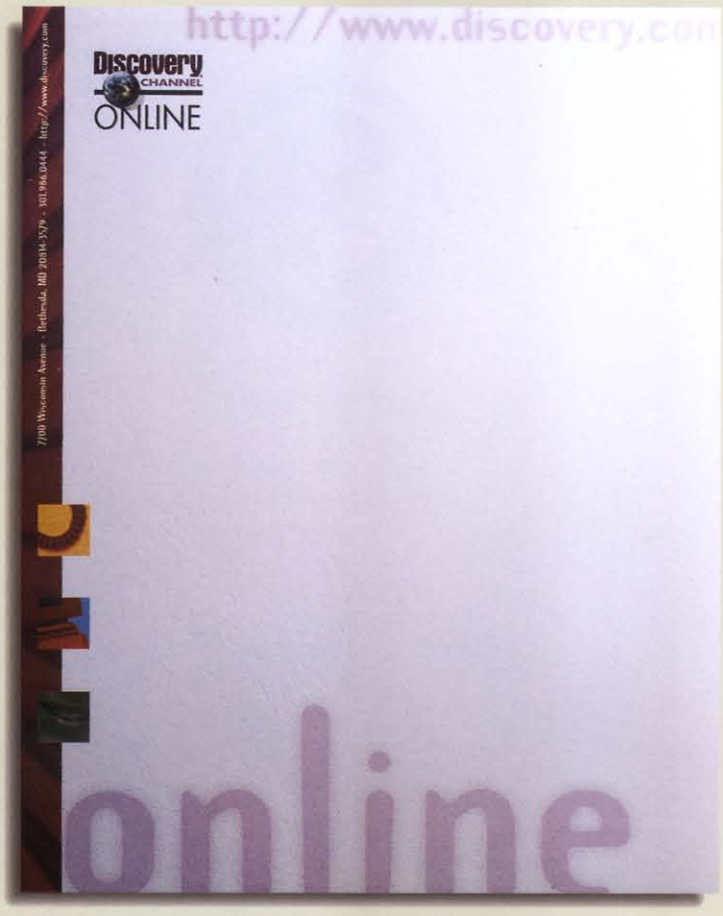
This symbol was created for a fast-action game by Milton Bradley. It was drawn by hand then scanned and redrawn in Illustrator.

Design Firm Lambert Design Studio
Art Director/Designer Christie Lambert
Client Mary Kay Cosmetics
Tool Adobe Illustrator

The CS brushstroke was printed in a pastel rainbow with the type in a warm gray. The brushstroke and rainbow were created by hand, then the printer merged the two.

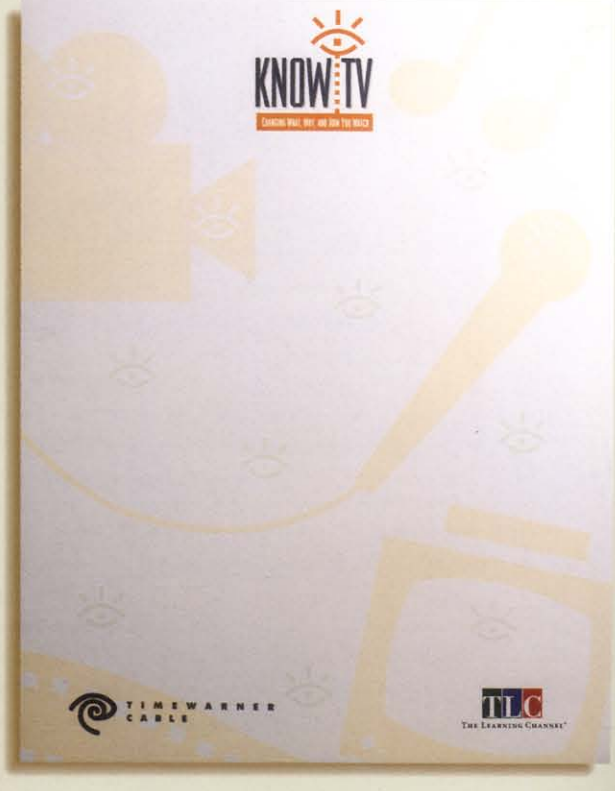
Design Firm Adkins/Balchunas
Art Director Jerry Balchunas
Designer Dan Stebbings
Client Hyland Printing
Paper/Printing Neenah Environment, Hyland Printing

This stationery was printed in four spot colors, three of which were metallic.



Design Firm Supon Design Group Inc.
Art Directors Supon Phornirunlit, Andrew Dolan
Designer Eddie Saibua
Client Discovery Communications
Paper/Printing Strathmore Renewal, offset
Tools Adobe Photoshop, QuarkXPress

The client wanted something different, and the online address needed to be "screaming."



Design Firm Supon Design Group Inc.
Art Directors Supon Phornirunlit, Andrew Dolan
Designer Andrew Dolan
Client Discovery Communications
Paper/Printing Strathmore Writing
Tools Adobe Illustrator, QuarkXPress

KNOW-TV wants to communicate to audience that they are changing ways for people to watch cable.

Design Firm Maximum Marketing
Art Director Ed Han
Designer/Illustrator Deirdre Boland
Client The Chicago Bicycle Co.
Tools Adobe Illustrator, QuarkXPress

The warm-toned paper along with the beige and blue inks enhance the retro feel. It is used on signage, printed materials, apparel, and advertising. The red and yellow version is used on all store signage.

Design Firm Swieter Design U.S.
Art Director John Swieter
Designer Mark Ford
Client Street Savage Roller Blade Gear
Tool Adobe Illustrator

This icon was developed for a company that manufactures street hockey equipment.

Design Firm Swieter Design U.S.
Art Director John Swieter
Designer Mark Ford
Client ASICS
Tool Adobe Illustrator

This icon was created for the "Sound Mind Sound Body" series.

Design Firm Swieter Design U.S.
Art Director John Swieter
Designer Paul Munsterman
Client Converse Basketball
Tool Adobe Illustrator

This product icon was developed for a line of basketballs featuring the highest grade synthetic leather which is durable on all court surfaces.

Design Firm Swieter Design U.S.
Art Director/Designer John Swieter
Client Converse Basketball
Tool Adobe Illustrator

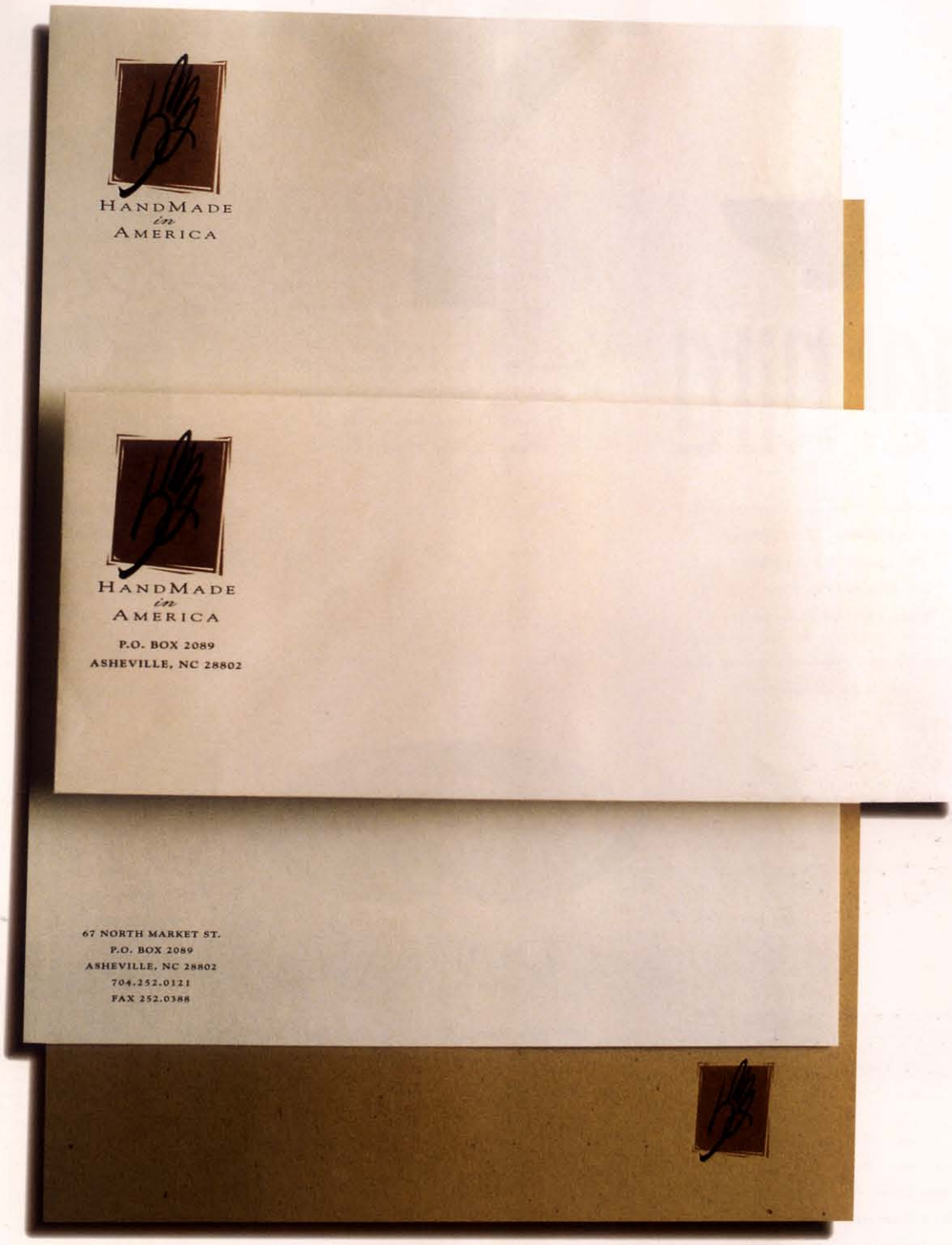
This product icon features a global rendition of the traditional seams on a basketball and is targeted as the first genuine leather ball sold internationally for Converse.

Design Firm Swieter Design U.S.
Art Director John Swieter
Designer Mark Ford
Client Fujitsu
Tool Adobe Illustrator

This logo was created for **Envoy,** Fujitsu's Quarterly Technical Journal.

Design Firm Swieter Design U.S.
Art Director John Swieter
Designer Kevin Flatt
Client Converse Basketball
Tool Adobe Illustrator

This product icon, created for Converse Inc., symbolizes the use of this product as an indoor and outdoor basketball.

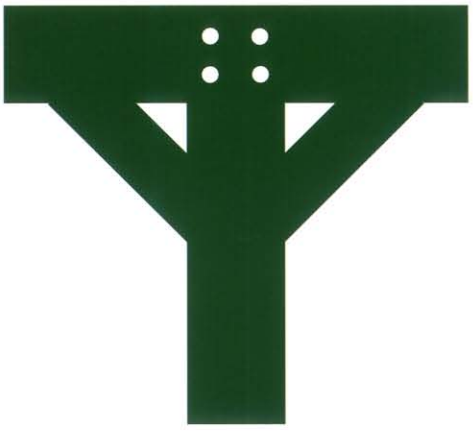


Design Firm Design One
All Design David Guinn
Client Handmade in America
Tool Aldus FreeHand
Paper/Printing Confetti Tan, Offset White, copper metallic PMS on uncoated sheet

This logo captures a handmade feel and used a loose rendition of a hand and letters "H," "M," and "A." It was drawn in FreeHand with tablet pen.

Design Firm Swieter Design U.S.
Art Director John Swieter
Designer Kevin Flatt
Client Pet Rite
Tool Adobe Illustrator

This identity was created for dog shampoo and conditioner.



Design Firm Swieter Design U.S.
Art Director/Designer John Swieter
Client Timberform Builders
Tool Adobe Illustrator

Design Firm Go Media Inc.
All Design Sonya Cohen
Client Active Paper
Tool Adobe Illustrator

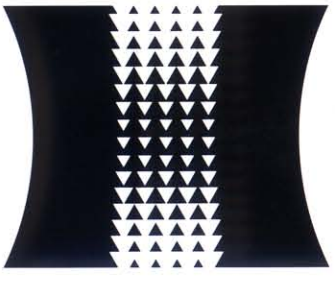
After many drawings of "active" paper and information in motion, the elements and the quirky drawing style were honed.

Design Firm Swieter Design U.S.
Art Director John Swieter
Designer Kevin Flatt
Client Converse Basketball
Tool Adobe Illustrator

The title "Security Panel" refers to a signature strip on the basketball itself. The Converse "Security Panel" ball was the first basketball designed with a debossed panel for personalizing each ball.

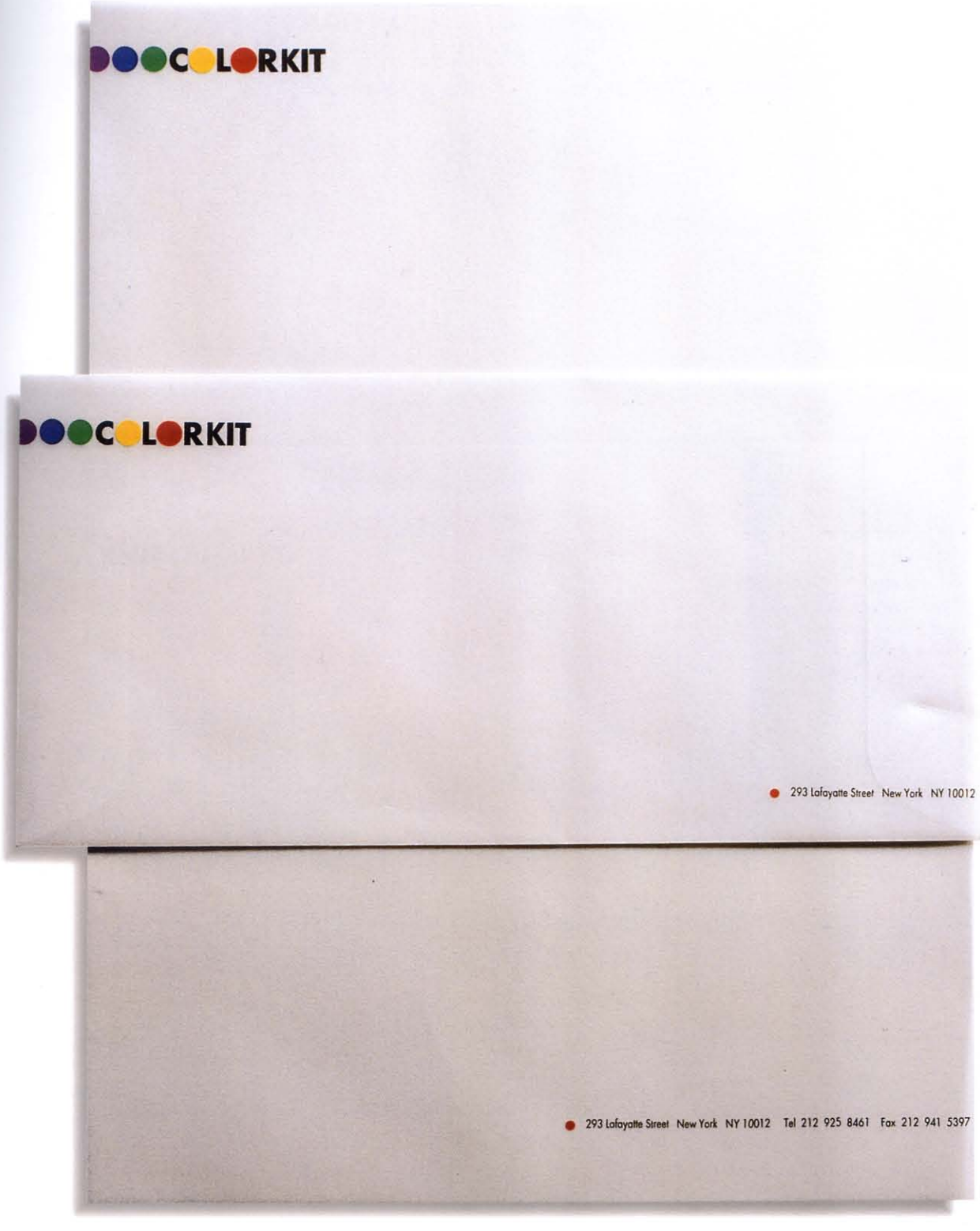
Design Firm Cato Design Inc.
Designer Ken Cato
Client Poppy Industries
Tool Adobe Illustrator

The logo was hand drawn but put together in Illustrator. The packaging symbol was derived from the name of the company's founder, Poppy King.



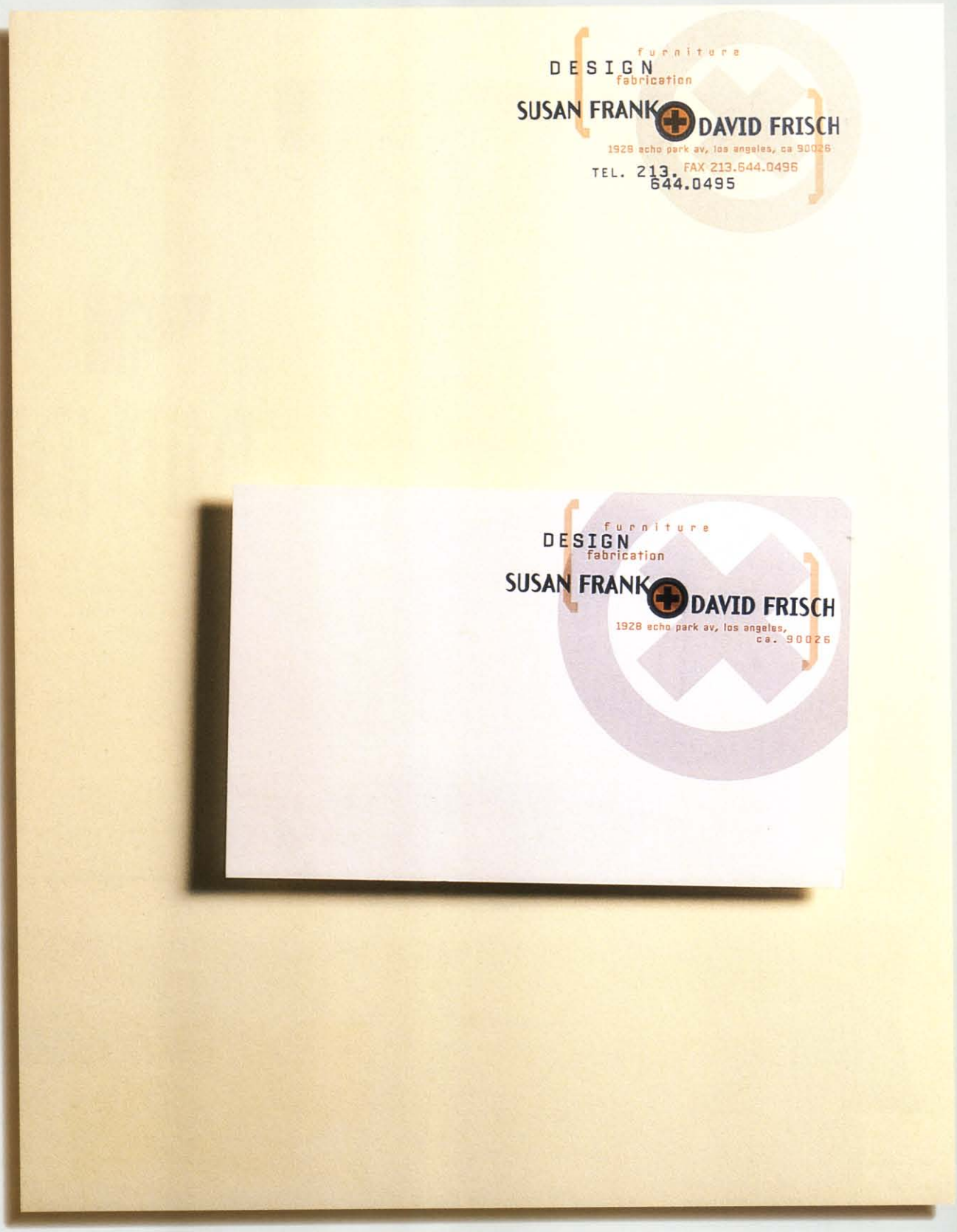
Design Firm Rousso+Associates Inc.
Art Director/Designer Steve Rousso
Client Harbinger Corporation

This logo suggests the interchange flow of information with the arrows traveling vertically through the bold "H" shape. The curved sides added dynamism to the otherwise solid, stable shape.



Design Firm JiWon Shin
Art Director/Designer JiWon Shin
Client Color Kit
Paper/Printing Tracing (Transparent) paper

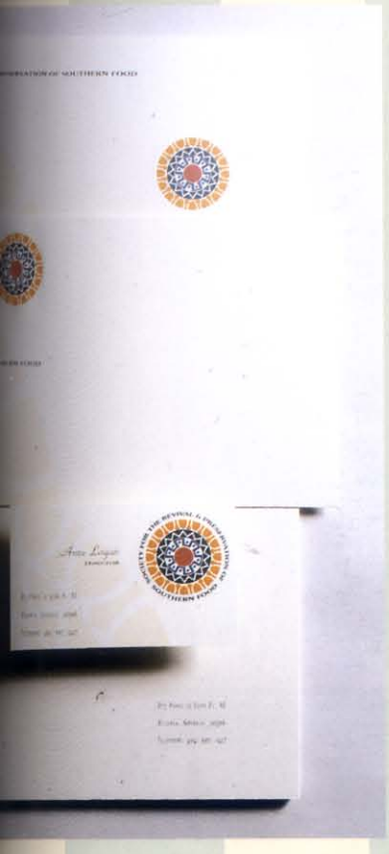
Overlapping rotating Modulars produce changing color and shape combinations. There are six colored Modulars in acrylic and hardboard. Transparent paper was used for the stationery because the clock parts are transparent.

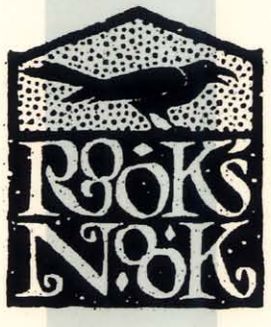


Design Firm 13TH FLOOR
Art Director/Designer Eric Ruffing
Client Frank + Frisch
Tool Aldus FreeHand
Paper/Printing Neenah Environment, Circle Printing Co.

The "+" element is based on the bold, simple style of the client's work, and the loose layout of the type was based on the chaos of the shop.

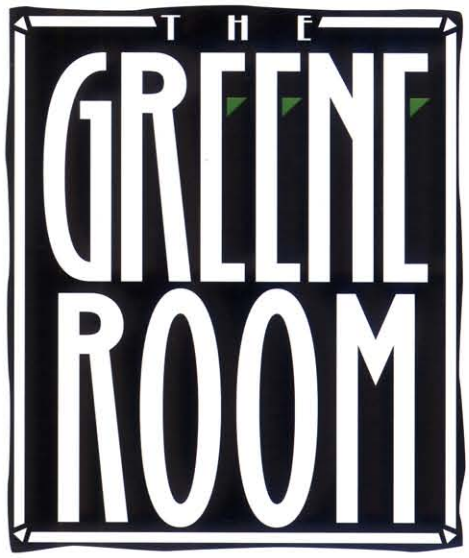
Food and Beverage





Design Firm John Evans Design
Art Directors John Evans, Michael Reyes
Designer/Illustrator John Evans
Client Quaker Oats, Berry Brown Advertising
Tool Adobe Streamline

This mark was done with traditional scratchboard, then it was scanned and Streamlined to create the final logo.



Design Firm Robert Bailey Incorporated
Art Director Robert Bailey
Designer/Illustrator Dan Franklin
Client CA One Services Inc.
Tool Macromedia FreeHand

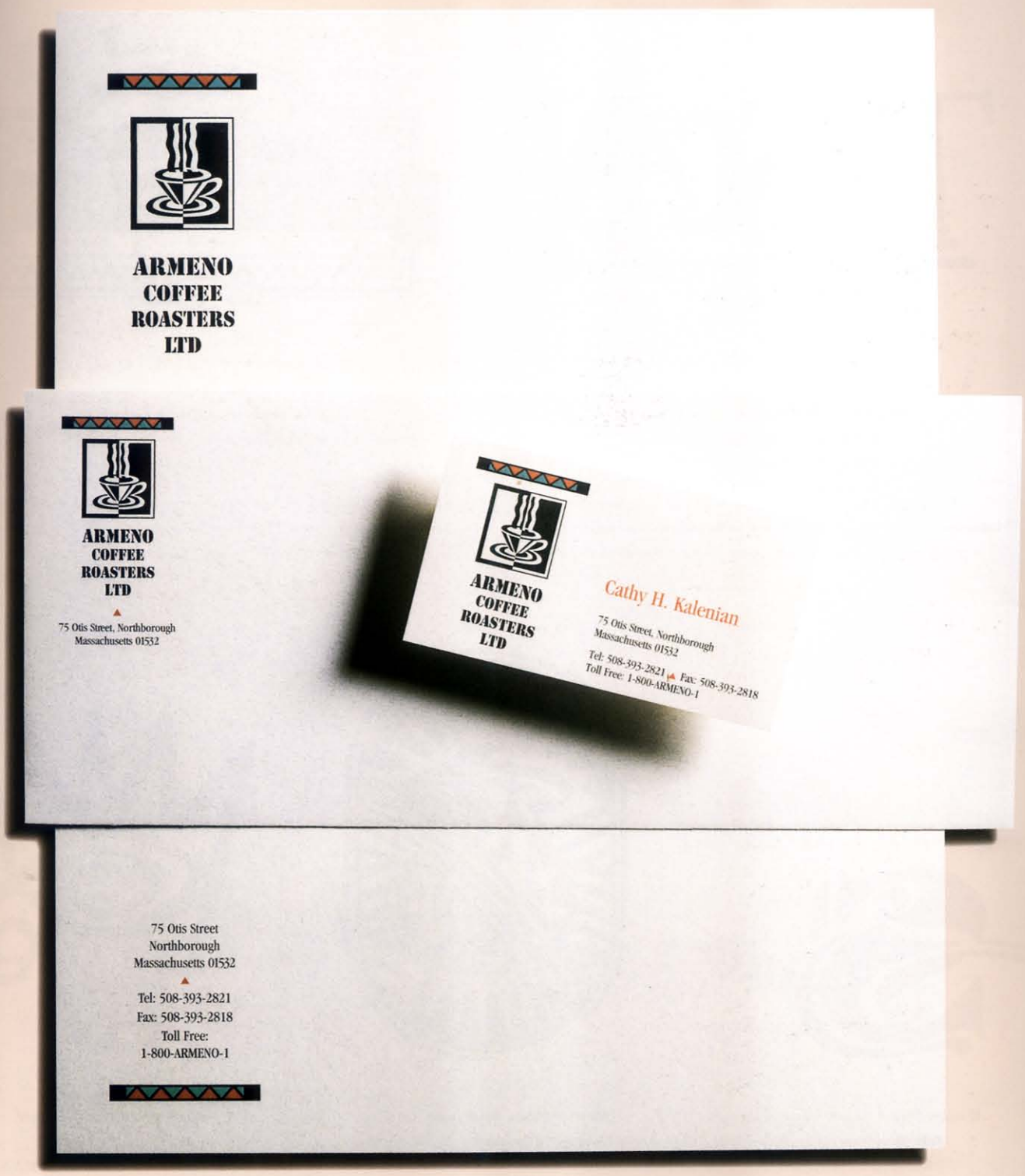
This logo is for a proposed lounge for Los Angeles International Airport. It is based on the architecture of Greene & Greene, the well-known "bungalow" architects of southern California.

Design Firm Robert Bailey Incorporated
Art Director Robert Bailey
Designer Ellen Bednarek
Client CA One Services Inc.
Tool Macromedia FreeHand

This logo is for a proposed delicatessen for Los Angeles International Airport. The theme is based on the old-fashioned, friendly, full-service Jewish delicatessen.

Design Firm Kelly O. Stanley Design
All Design Kelly O'Dell Stanley
Client Caffé di Cielo
Tool Aldus FreeHand

This logo needed to represent quality since many coffee shops are trendy. The logo was drawn in FreeHand and the typeface used for Cielo was created specifically for this logo.



Design Firm Smith Korch Daly
Art Director Patricia B. Korch
Designer Barbara A. Truell
Illustrator Linda Rice
Client Armeno Coffee Roasters Ltd.
Paper/Printing Classic Crest Earthstone, Image Press
Tools Aldus FreeHand, QuarkXPress

This logo needed to be a contemporary and easily recognizable symbol that would work well with the old stencil font. The blend of old and new complemented the client's business.

Design Firm Robert Bailey Incorporated
Art Director Robert Bailey
Designer/Illustrator Dan Franklin
Client CA One Services Inc.
Tool Macromedia FreeHand

This logo is for a proposed lounge for Los Angeles International Airport. The theme is based on the Italian countryside, to relate to the adjoining local restaurant, Rosti.

Design Firm Mind's Eye Design
All Design Stephen Brown
Client Main Street Grind
Tools Adobe Photoshop and Streamline, Macromedia FreeHand

The client wanted a logo to convey the impression of a well-established business. They wanted it to be easily adaptable for T-shirts, coffee mugs, and shopping bags.

Design Firm Sibley/Peteet Design
Art Director Rex Peteet
Designer Tom Hough
Client Shawnee Milling Company
Tool Adobe Illustrator

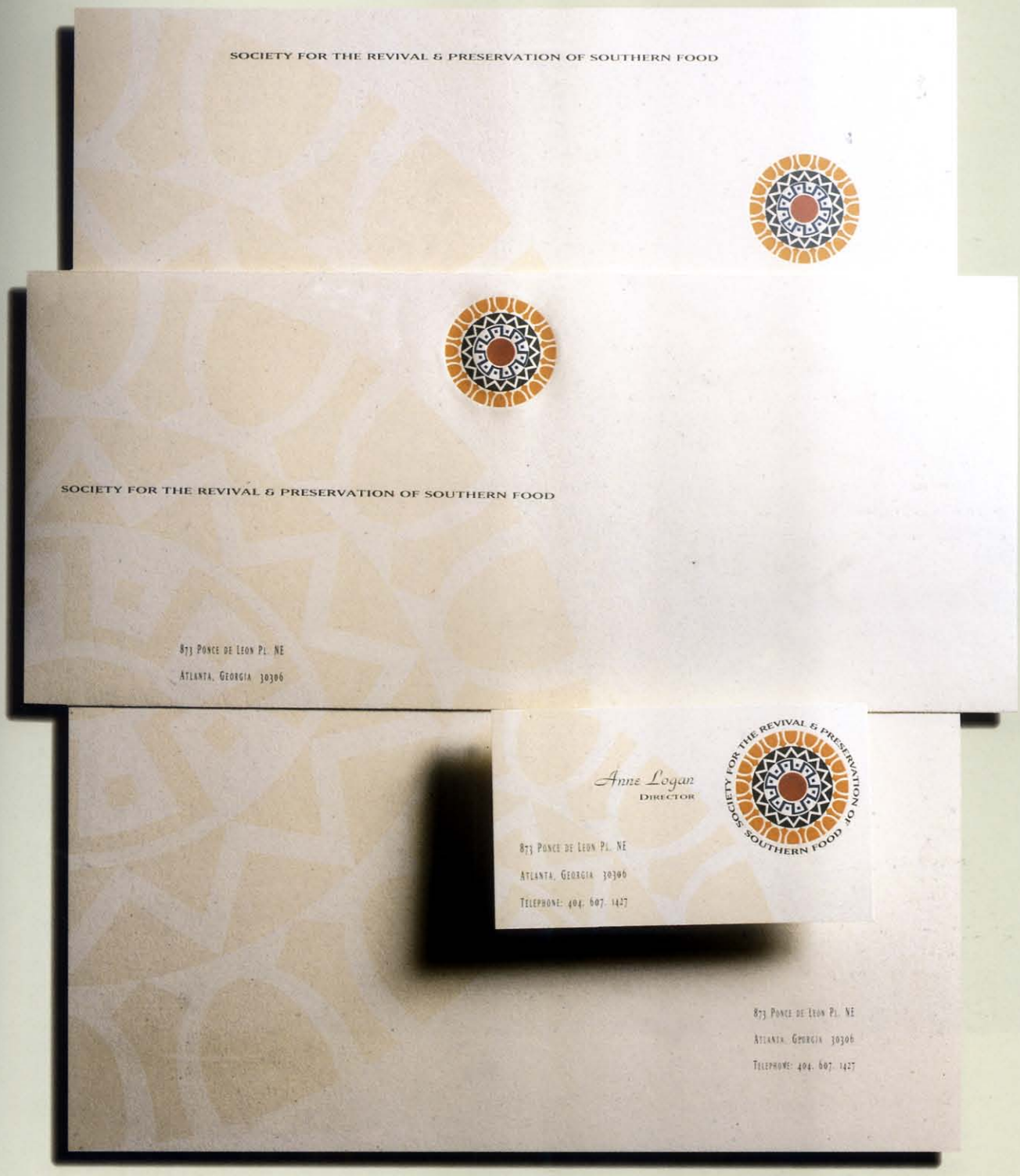
The logo's curves have to be exactly right in relation to each other. It took much longer on the computer than it would have drawing it by hand with French curves.

Design Firm Greteman Group
Art Director/Designer Sonia Greteman
Client Green Acres

The logo is rough and natural. It represents a homey, family feeling.

Design Firm Incite Design Communications
All Design Sherrie and Tracy Holdeman
Client Jitters All Night Coffee House
Tool Macromedia FreeHand

Jitters was hand drawn, scanned and opened in Streamline to convert it into vector lines. It was opened into FreeHand to modify the line work to give it the extra jitters.



Design Firm Rousso+Associates, Inc.
Art Director/Designer Steve Rousso
Client Society for the Revival & Preservation of Southern Food

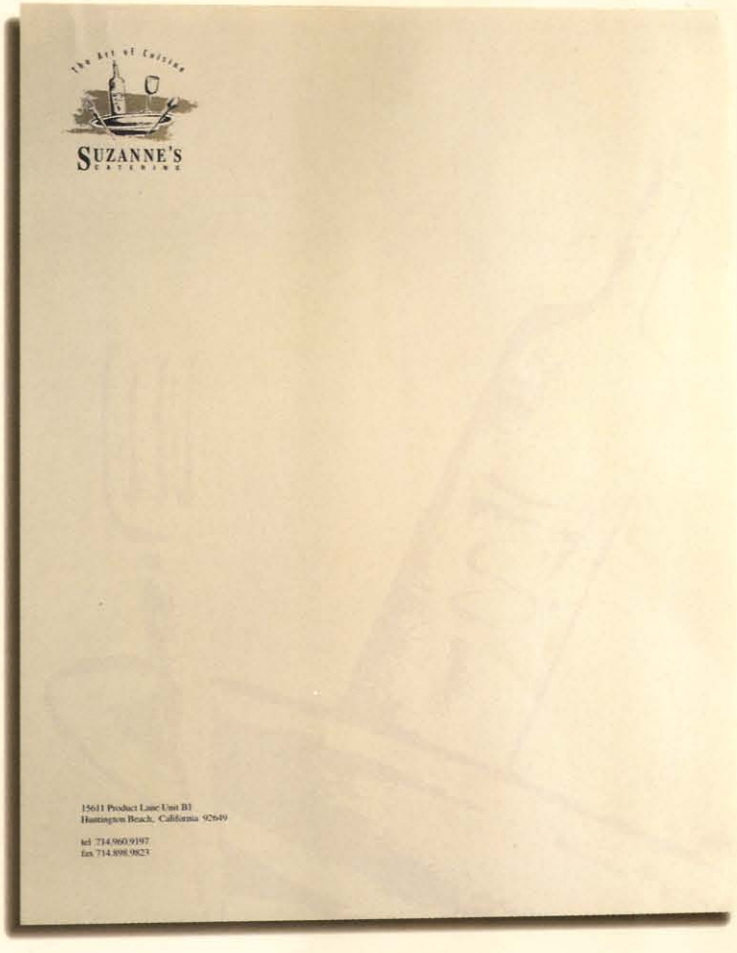
The society, trying to bring back the heritage and appreciation of American Southern cuisine, wanted an image that was upscale and did not convey the typical thinking about Southern food.

Design Firm Kelly O. Stanley Design
All Design Kelly O'Dell Stanley
Client Hubbard & Cravens Coffee Co.
Paper/Printing Champion Benefit
Tool Aldus FreeHand

The logo and illustration are based on a photo of women picking coffee beans. It was illustrated by hand and the frame and typography were created in FreeHand.

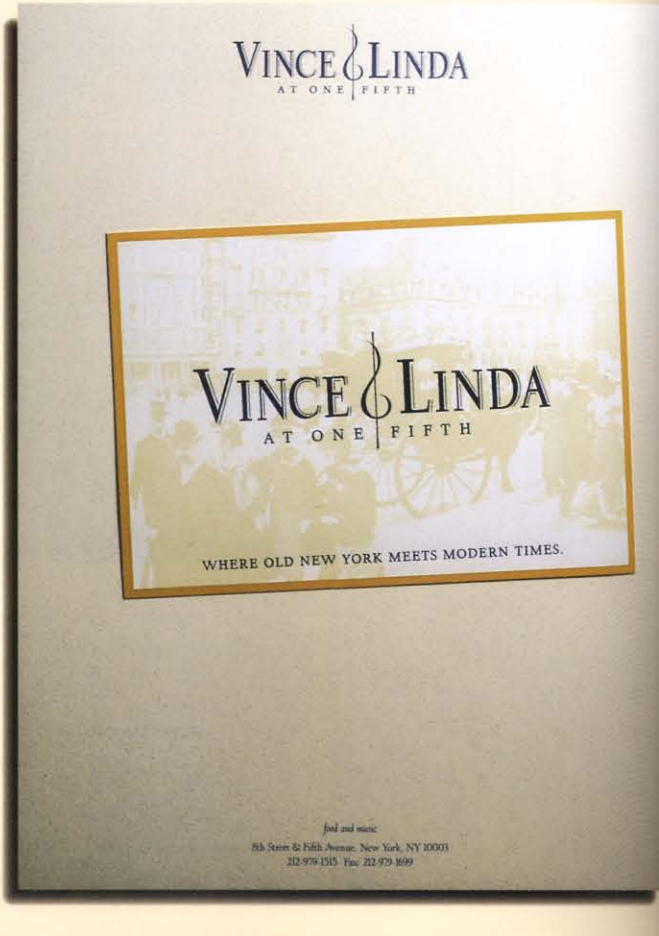
Design Firm Brenner Design
All Design Martha B. Slone
Client David's Restaurant
Paper/Printing Strathmore Renewal Recycled Text, 2-color
Tool Aldus FreeHand

The design was created by drawing quick sketches of vegetables and wheat and adjusting the line width. Palatino was chosen for its versatility, and paper was chosen to complement ink.



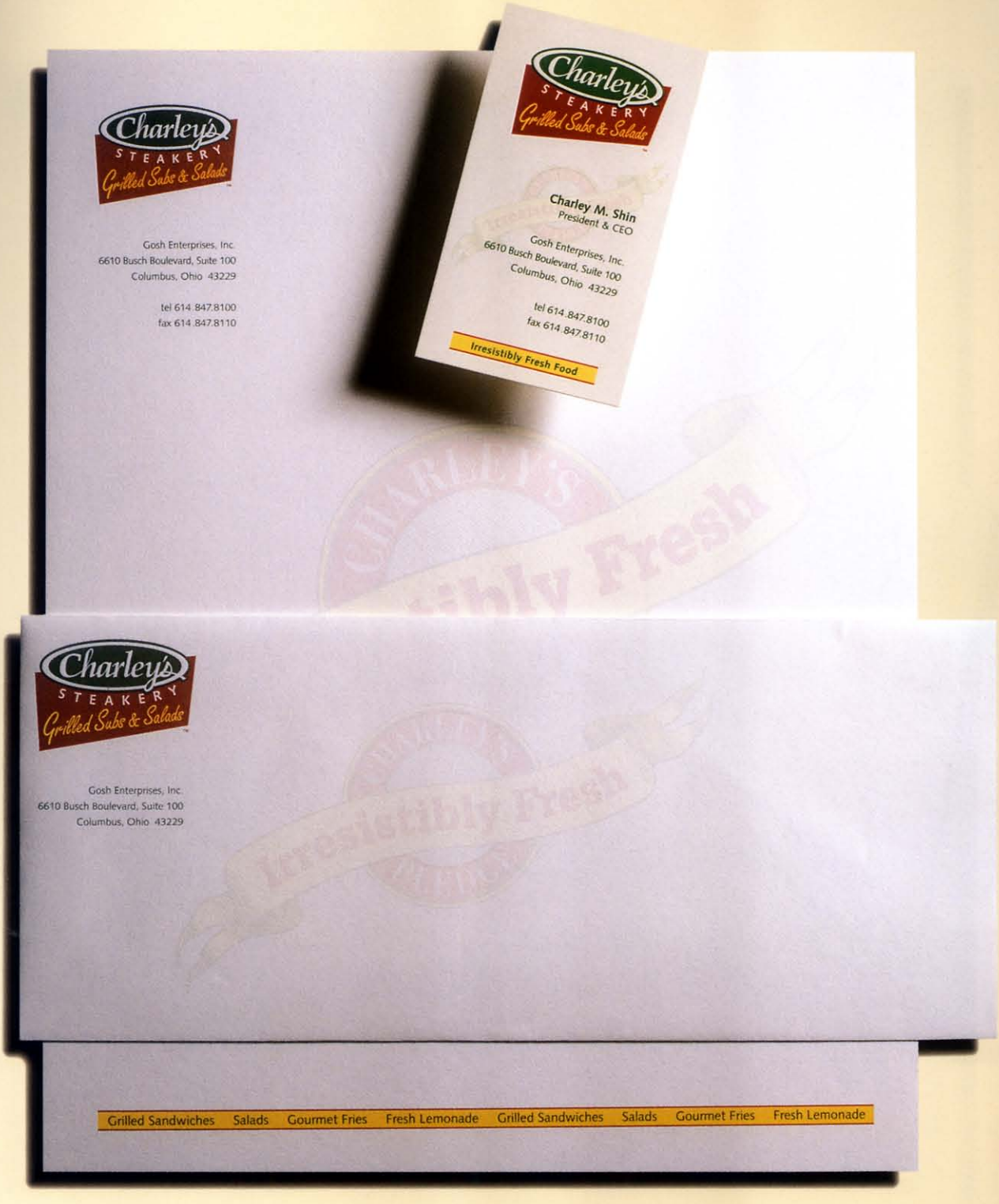
Design Firm Riechesbaird Advertising
All Design Masa Lau
Client Suzanne's Catering
Printing Printers Litho
Tool Adobe Photoshop, Aldus FreeHand

The illustration was done in FreeHand and brought into Photoshop, where it was manipulated. The client wanted the logo to give the feeling that catering is an art.



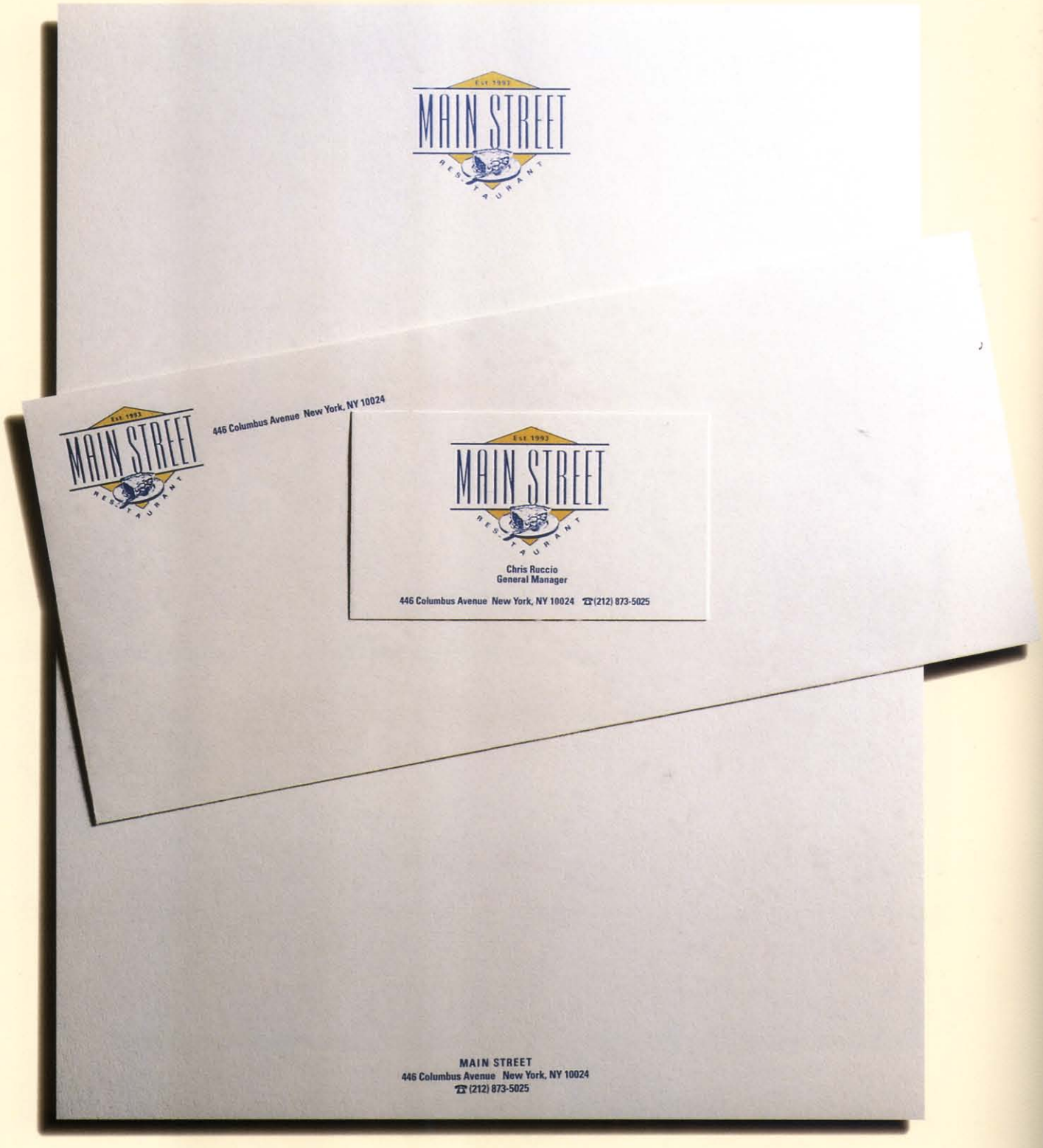
Design Firm Peter Galperin Design
Designer Peter Galperin
Client Vince & Linda at One Fifth

The identity was meant to give a slightly updated antique feel. The ivory Quest paper stock and the unusual green accent color helped modernize the design.



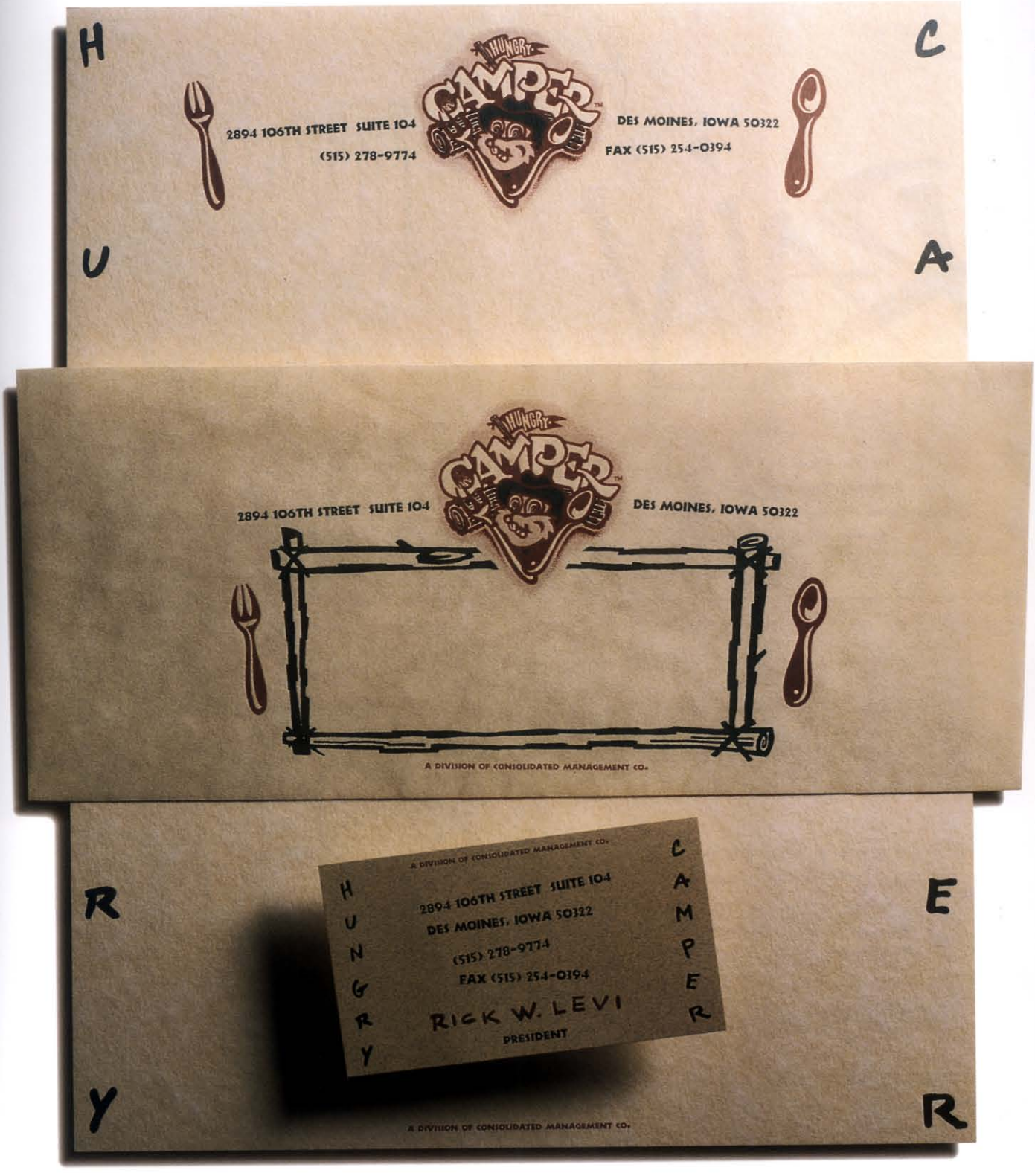
Design Firm Degnen Associates Inc.
Art Director Steve Degnen
Designer Stephanie Henry
Client Gosh Enterprises Inc.
Paper/Printing Strathmore Writing, offset (stationery: three spot colors; folder: four spot colors)
Tool Aldus FreeHand

The screened back image was created and applied to stationery stating "Charley's pledge for only Irresistibly Fresh Ingredients." The logo was created on Macintosh using Aldus FreeHand.



Design Firm PM Design
Art Director/Designer Philip Marzo
Client Main Street Restaurant

This restaurant needed a strong logo to give it an established feel. The traditional apple pie, classic type selection, and rustic color scheme gave an immediate familiar and comfortable feeling.



Design Firm Sayles Graphic Design
All Design John Sayles
Client The Hungry Camper
Paper/Printing Hopper Parchment, Acme Printing

The logo evokes images of fun at summer camp. A smiling animal in a forest ranger hat with a big fork and spoon is the dominant visual element.

Design Firm PM Design
Art Director/Designer Philip Marzo
Illustrator Calligrapher—Iskra Johnson
Client Rain Restaurant

The combination of vibrant oriental calligraphy, hand-tied bead string, and custom jade ink on two paper stocks—rice paper and bamboo paper—creates a handcrafted stationery and menu program.

Design Firm Love Packaging Group
All Design Tracy Holdeman
Client Tortilla Factory
Tool Adobe Photoshop

The logo is drawn in pencil, then the white space is traced with a black marker. This reverse image is scanned into Photoshop and inverted to create a wood-cut effect.

Design Firm Witherspoon Advertising
All Design Randy Padorr-Black
Client Jose's Mexican Bakery

The client wanted a logo with a hint of South of the Border that would not alienate predominantly Anglo customers. The client uses this logo on signage, letterhead, bags, and cups.

Design Firm Bullet Communications Inc.
All Design Tim Scott
Client Stella d'Italia Restaurant
Tool QuarkXPress

Stella d'Italia was designed to have a sophisticated, contemporary look. The Stella lettering was hand drawn and combined with typography using QuarkXPress. The logo prints gold on dark green.

Design Firm Walsh and Associates Inc.
Art Director Miriam Lisco
Designer Katie Dolejsi
Illustrator Larry Jost
Client Northstar Cold Storage
Paper/Printing Classic Crest, 2-color
Tool Adobe Illustrator

An illustrator drew the polar bear, while the logo was designed in Illustrator for corporate identity. The pieces were printed in 2-color, maintaining quality and dimension.

Design Firm THARP DID IT
Art Director Rick Tharp
Designers Rick Tharp, Jana Heer
Illustrator Georgia Deaver
Client Yorkville Cellars
Paper/Printing Simpson Evergreen Recycled, offset lithography; wine labels are foil stamped

For European traditionalism and Japanese extemporaneous simplicity, a calligrapher created the letter Y, and a typographer set the text. The labels are printed in two match colors and foil stamped.

Design Firm Price Learman Associates
All Design Ross West
Client La Panzanella
Paper/Printing Classic Crest Peppercorn
Tools Adobe FreeHand, Aldus FreeHand

La Panzanella is a small bakery that specializes in authentic breads made in the tradition of old Italy. The logo needed a warm, old-world Italian feel without showing bread.

LA·TAVOLATA

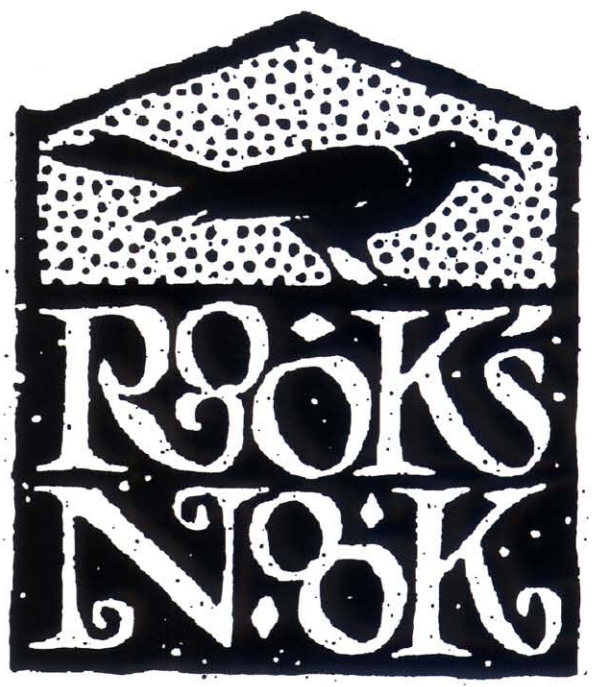
A Gathering of Friends and Neighbors For Charity

Design Firm Price Learman Associates
All Design Ross West
Client La Tavolata
Tools Adobe Photoshop, Aldus FreeHand

"La Tavolata" has many meanings: family, community, caring, giving. The challenge was to convey this message without straying from the table. This was accepted into the 1995 *Print Regional Design Annual.*

Design Firm Price Learman Associates
All Design Ross West
Client Burnt Rat Brewing Co.
Tools Adobe Photoshop, Aldus FreeHand

Burnt Rat Brewing Co. is a start-up home microbrewery that makes batches of hand crafted brew. The rat imagery refers to stories of the origins of beer.



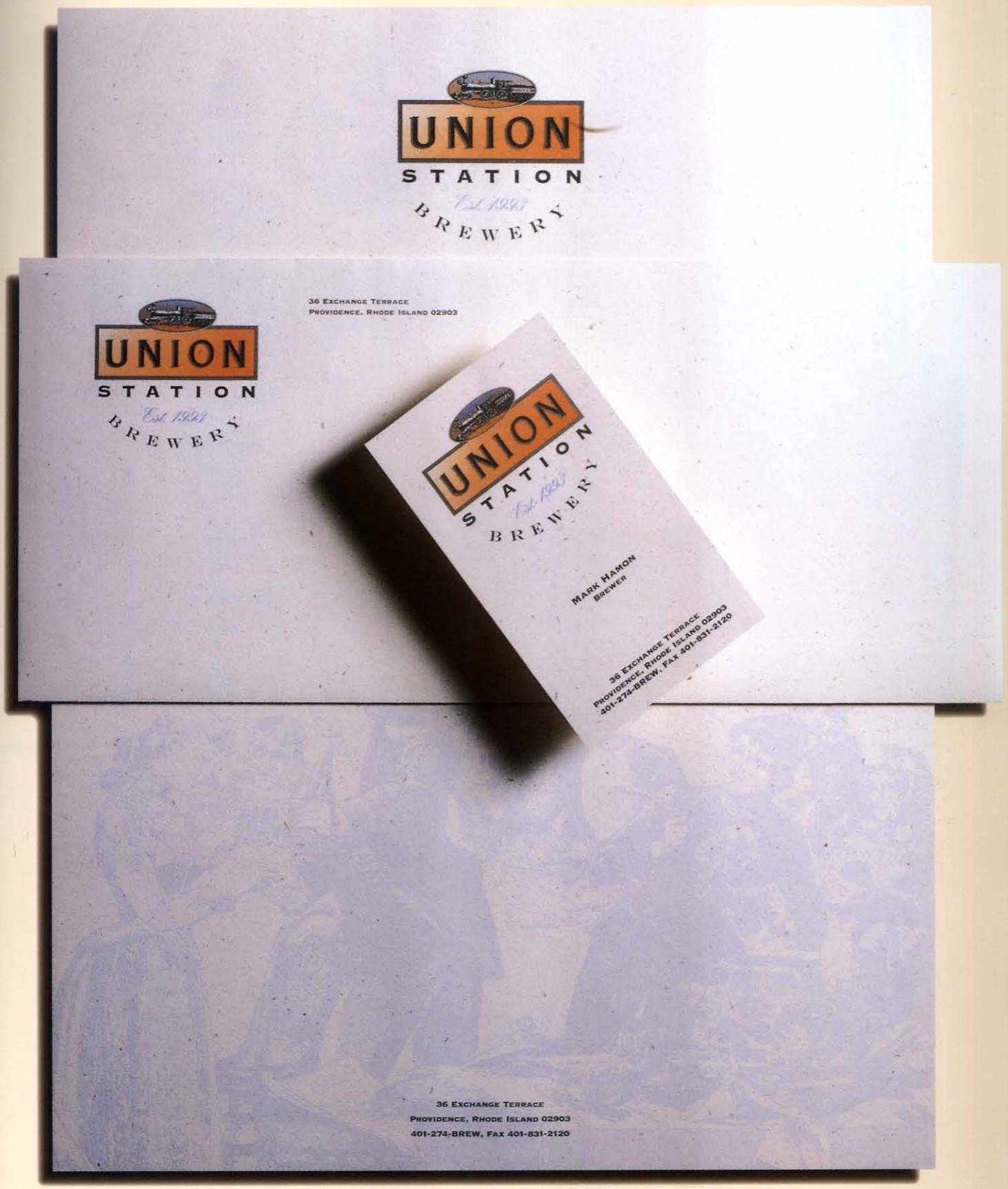
Design Firm Plaid Cat Design
All Design Eric Scott Stevens
Client Rook's Nook Coffeehouse

The logo uses a hand lettering style that works well with the antiquated feel. Since a rook is a crow-like bird, black lends itself to the design quite nicely.

Design Firm Duck Soup Graphics
All Design William Doucette
Client Pickle Soup Catering Co.
Paper/Printing Domtar Naturals, two match colors

Two colors of the same paper stock were used for a visual contrast. The hand-drawn logo represents the chef/president who had built a reputation before starting the catering division.

Design Firm Adkins/Balchunas
Art Director/Designer Jerry Balchunas
Client Tosca
Paper/Printing Fox River Confetti, Village Press, Universal Printing



Design Firm Adkins/Balchunas
Art Director/Designer Jerry Balchunas
Client Union Station Brewery
Paper/Printing Cross Pointe, Genesis Village Press

Design Firm Duck Soup Graphics

All Design William Doucette

Client The Ice Age Co.

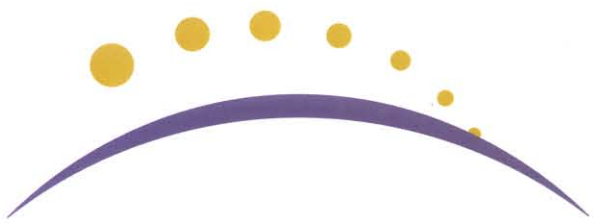
Paper/Printing Classic Laid, two match colors

This client was the first company in Canada to offer 100 percent pure, prehistoric glacier ice to the consumer as gourmet ice. The logo was hand drawn in ink.

Design Firm Swieter Design U.S.
Art Director John Swieter
Designer Jim Vogel
Client Lunar Lodge Night Club
Tool Adobe Illustrator

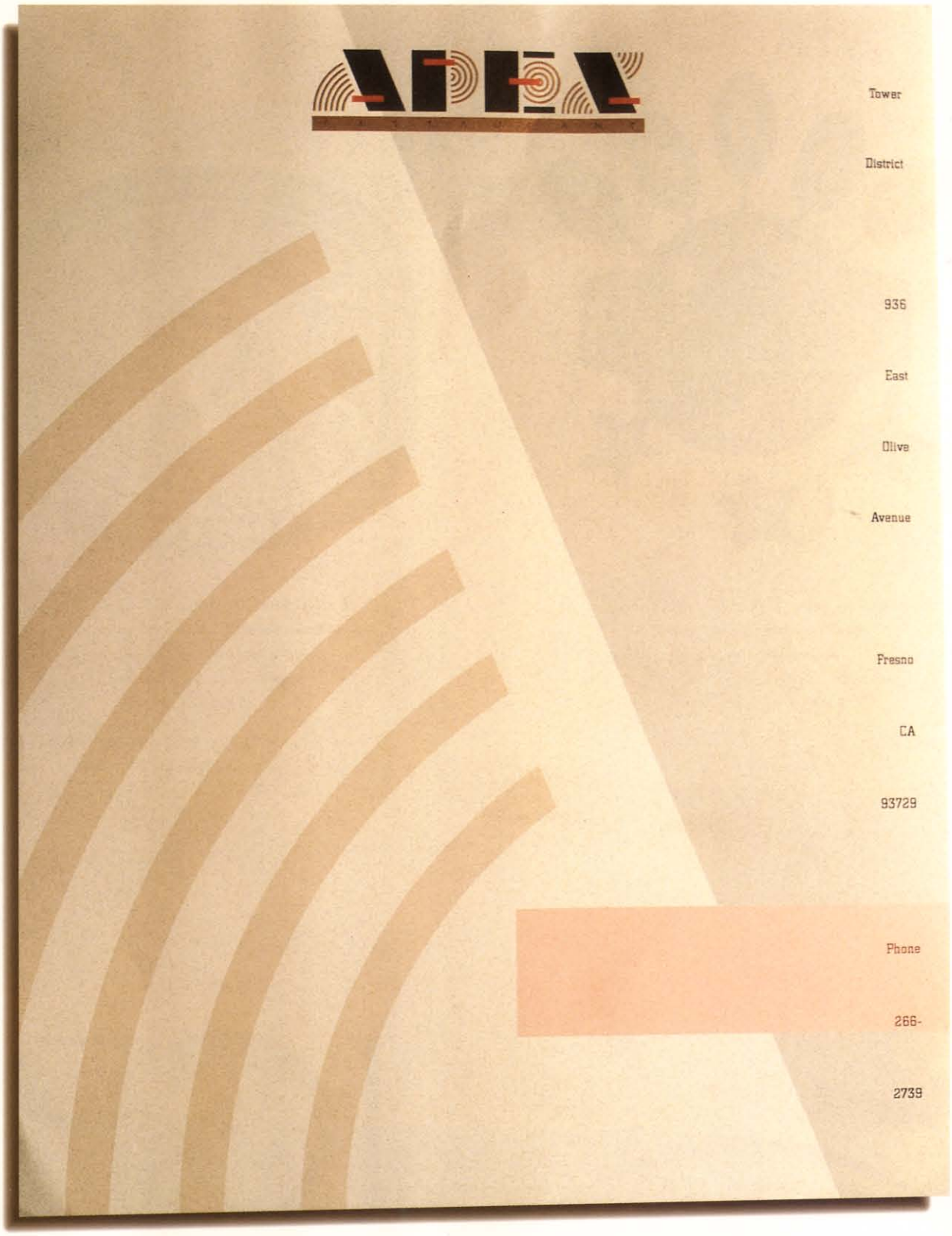
Design Firm Walsh and Associates
Art Director/Designer Miriam Lisco
Illustrator Jim Hays
Client Chukar Cherries
Tool Adobe Illustrator

An illustrator drew the Chukar bird, and the design was created in Illustrator. The logo needed to be used in 1-color, 2-color, and 4-color applications.



Design Firm Swieter Design U.S.
Art Director John Swieter
Designer Mark Ford
Client Eclipse Restaurant
Tool Adobe Illustrator

Design Firm Hornall Anderson Design Works Inc.
Art Director Jack Anderson
Designers Jack Anderson, Julia LaPine, Jill Bustamante
Illustrator Julia LaPine
Client Talking Rain

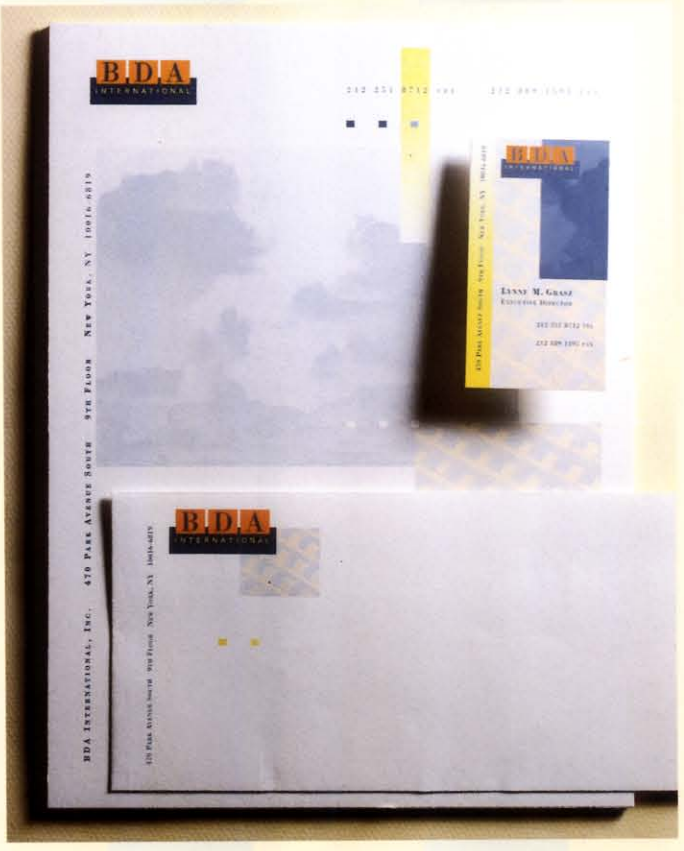


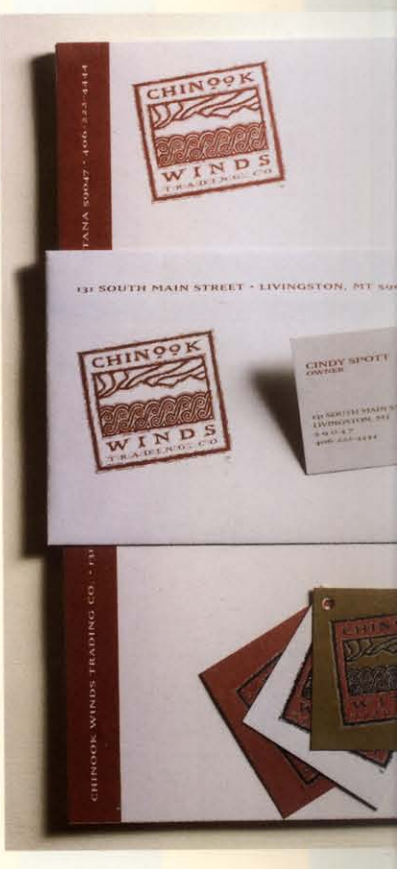
Design Firm Shields Design
Art Director/Designer Charles Shields
Client Apex Restaurant
Paper/Printing Quest, Progressive Printing
Tool Adobe Illustrator

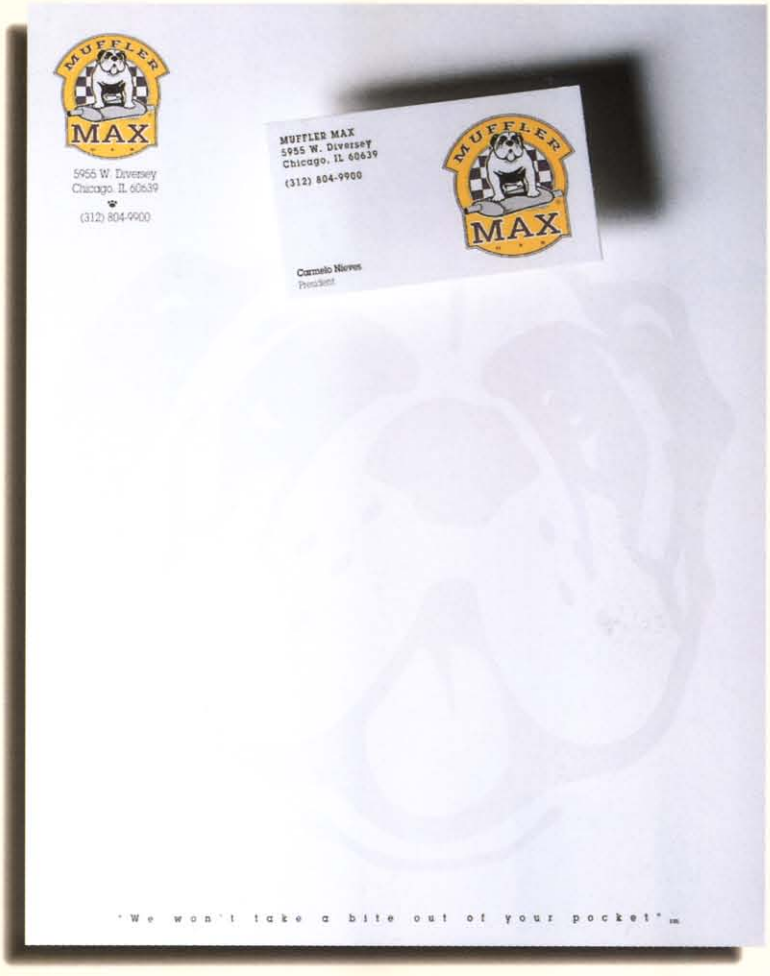
One printed piece serves several purposes: A legal-size sheet has menu information on the bottom. For letterhead, the sheet is trimmed to eleven inches.

Other

MUNDY PARK
CHRISTIAN FELLOWSHIP
2600 • AUSTIN AVE • COQ • BC • V3K6C4
937 • 3722
MUNDY PARK
CHRISTIAN FELLOWSHIP
PARK
FELLOWSHIP
A MINISTRY OF THE CHRISTIAN REFORMED CHURCH


B.D.A
INTERNATIONAL
BDA International, Inc. 470 Park Avenue South 9th Floor New York, NY 10016-6819
Lissy M. Grasz
Executive Director

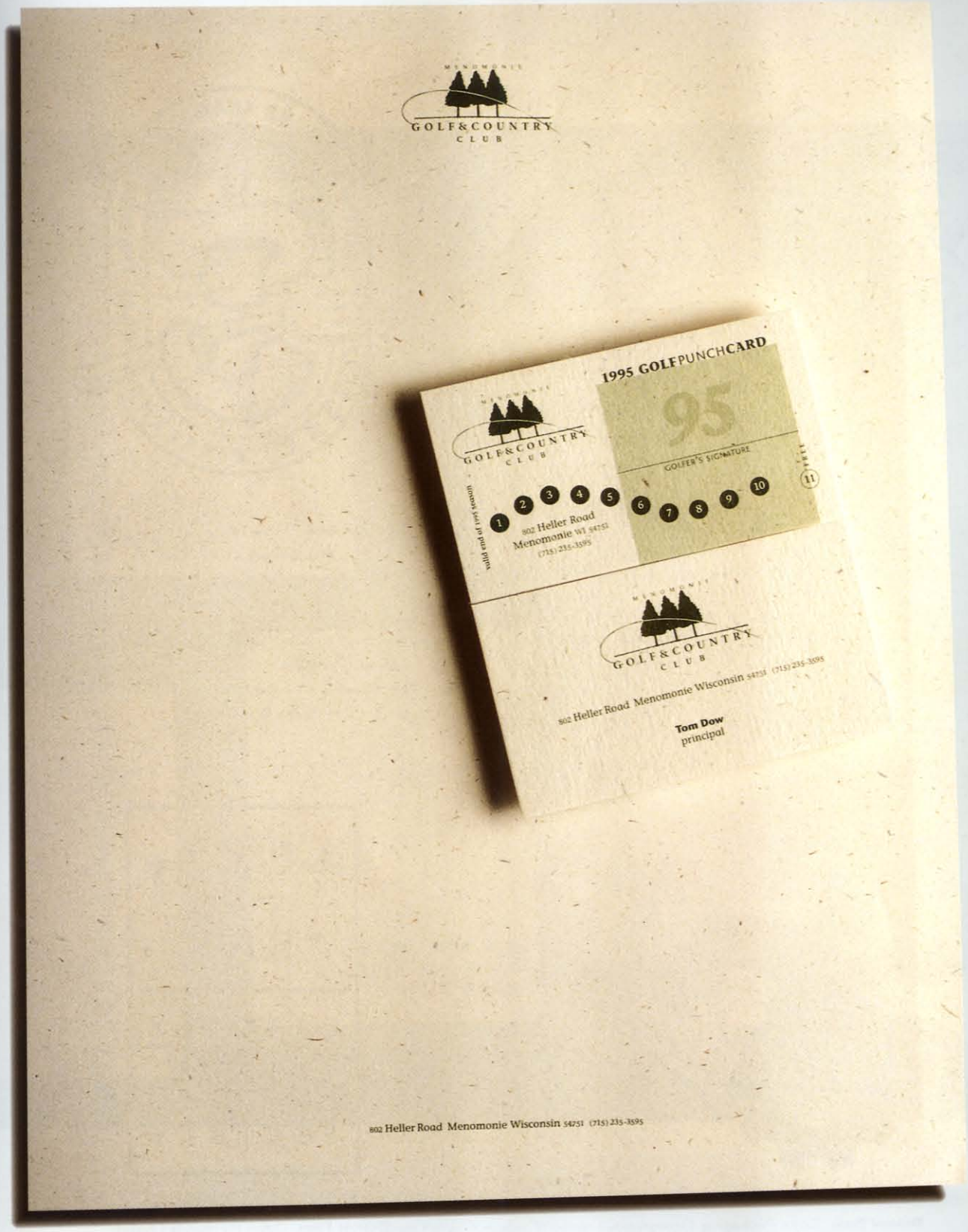

CHINOOK
WINDS
TRADING CO
131 SOUTH MAIN STREET • LIVINGSTON, MT
CINDY SPOTT
OWNER



Design Firm ZGraphics Ltd.
Art Director Joe Zeller
Designer Eric Halloran
Client Muffler Max USA
Paper/Printing Strathmore Writing Bright White Wove

Design Firm Corridor Design
All Design Ejaz Saifullah
Client East Shore Llamas
Paper/Printing French True White, Rooney Printing Co.
Tools Adobe Illustrator, QuarkXPress

All logo components, except type, were drawn on paper and fine tuned in Illustrator. Footprints were taken using mud and paper and were later scanned. The stationery was typeset in QuarkXPress.



Design Firm Corridor Design
All Design Ejaz Saifullah
Client Menomonie Golf & Country Club
Paper/Printing French True White Speckletone, Rooney Printing Co.
Tools Adobe Illustrator, QuarkXPress

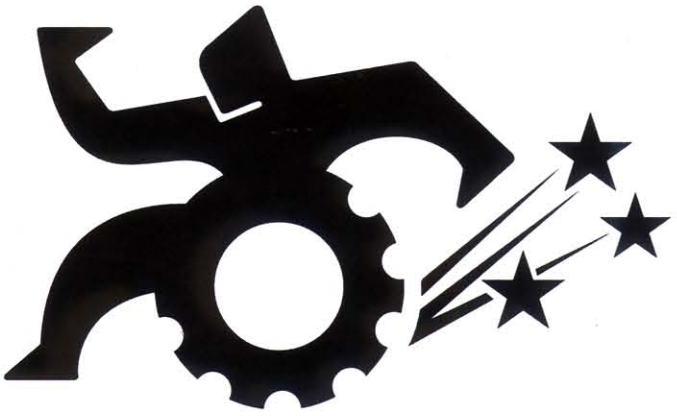
All logo components, except type, were drawn on paper and fine tuned in Illustrator. The stationery was typeset in QuarkXPress.

Design Firm Plaid Cat Design
Designer/Illustrator Eric Scott Stevens
Client Fish Camp Jam, Gaston Festivals

Since fish is the main focus of Fish Camp Jam, fish forms part of the logo. The logo and type were created by hand and then later taken into the computer to add coloration.

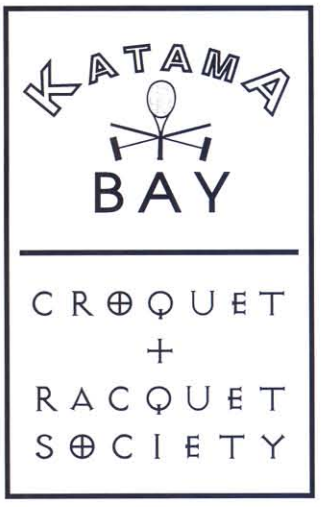
Design Firm Price Learman Associates
All Design Ross West
Client Kirkland Chamber of Commerce
Tool Aldus FreeHand

Taste! Kirkland is an annual summer event that features local restaurants and their assortment of foods and beverages. The shoreline community of Kirkland is situated on Lake Washington.



Design Firm Love Packaging Group
All Design Brian Miller
Client Adaptive Athletics
Tool Macromedia FreeHand

This is a proposed logo for an annual race for wheelchair athletes. It started as a pencil sketch, was scanned into the computer and traced/refined in FreeHand.

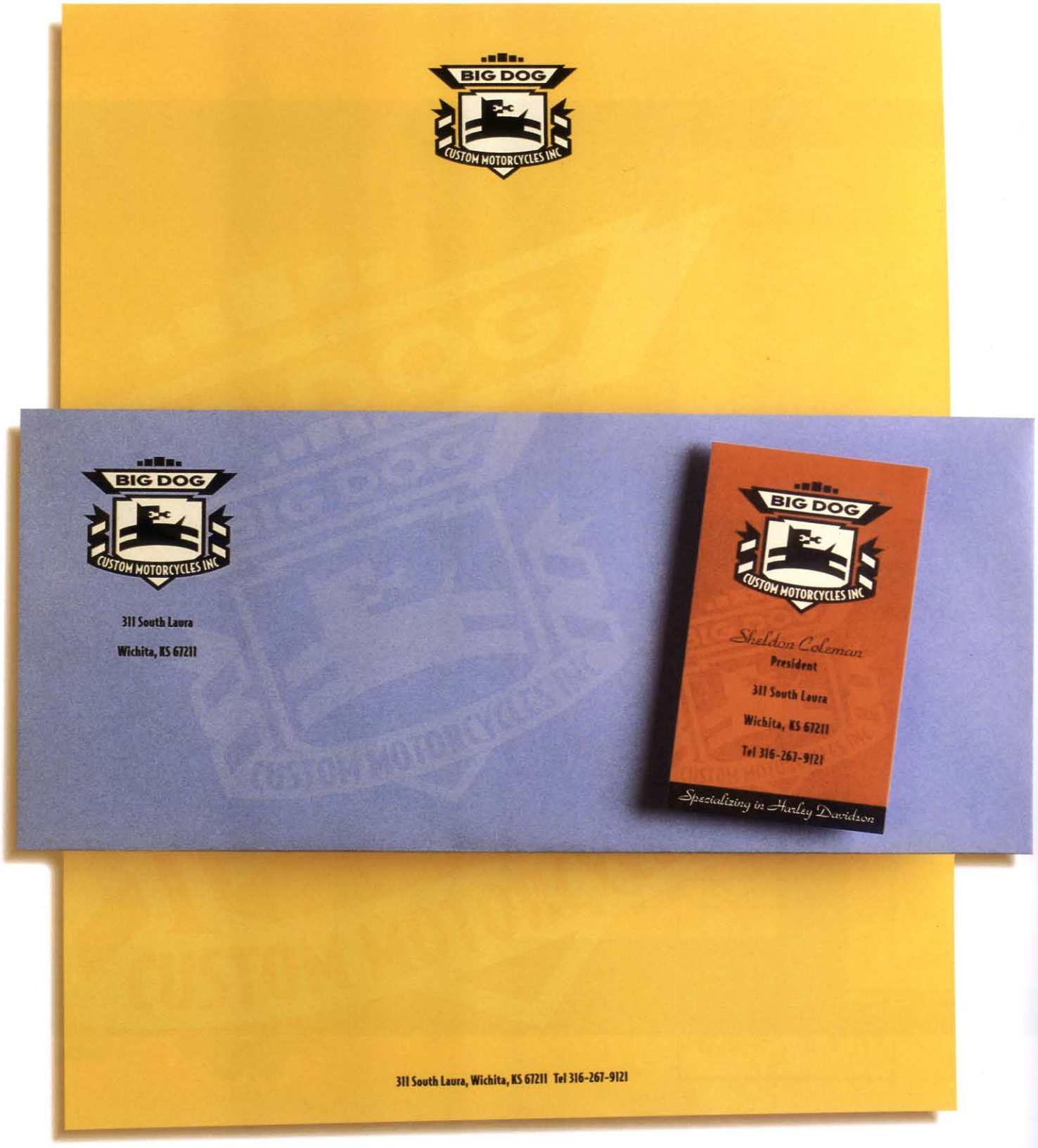


Design Firm John Reynolds Design
Art Director/Designer John Reynolds
Client Katama Bay Croquet + Racquet Society
Paper/Printing Apple Laserwriter Pro 600
Tools Adobe Illustrator, QuarkXPress

The racquet was scanned and the mallets were drawn in Illustrator. The "Croquet" font modified in Fontographer; the "Katama" font was created in Illustrator. The logo was assembled in QuarkXPress.

Design Firm Vaughn Wedeen Creative
Art Director/Designer Rick Vaughn
Client Rippelstein's
Paper/Printing Confetti, Academy Printing
Tools Aldus FreeHand, QuarkXPress

The '50s photo of a small, freckle-faced boy represents the little boy in everyone. The photo was scanned, retouched in Photoshop, and screened back using a large dot pattern.



Design Firm Incite Design Communications
All Design Sherrie and Tracy Holdeman
Client Big Dog Custom Motorcycles
Paper/Printing Classic Crest
Tool Macromedia FreeHand

Tests were run to determine the exact screen percentage of the ghosted back logos. To achieve the contrast on each piece, the yellow was screened black 70 percent, the blue 85 percent, and the orange 80 percent.

Design Firm Sackett Design Associates
Art Director/Designer Mark Sackett
Illustrator Chris Yaryan
Client The AART Group
Paper/Printing Simpson Starwhite Vicksburg 80 lb. text, offset lithography, black and one match color

Design Firm I.E. Mitchell Design
All Design Ina Mitchell
Client Mundy Park Christian Fellowship
Paper/Printing Cambric Text New Ash, PMS 187, 3285, black, block printing by Stan Potma M.P.C.F.

This logo, created from a freehand drawing, incorporates the "reformed" tradition in a modern, inviting style. Teal color represents the neighboring woodlands and red is symbolic of the blood of Christ.

Design Firm Melissa Passehl Design
Art Director/Designer Melissa Passehl
Illustrator Mercedes McDonald
Client Mercedes McDonald

This was designed to appear as if the artist/illustrator designed it herself. A logotype represents the artist's signature, and the paper colors reflect the artist's palette.

Design Firm Palmquist & Palmquist Design
Art Directors Kurt and Denise Palmquist
All Design Kurt Palmquist
Client Chinook Winds Trading Co.
Paper/Printing Evergreen hickory, 1 PMS to 2 PMS and black
Tool Aldus FreeHand

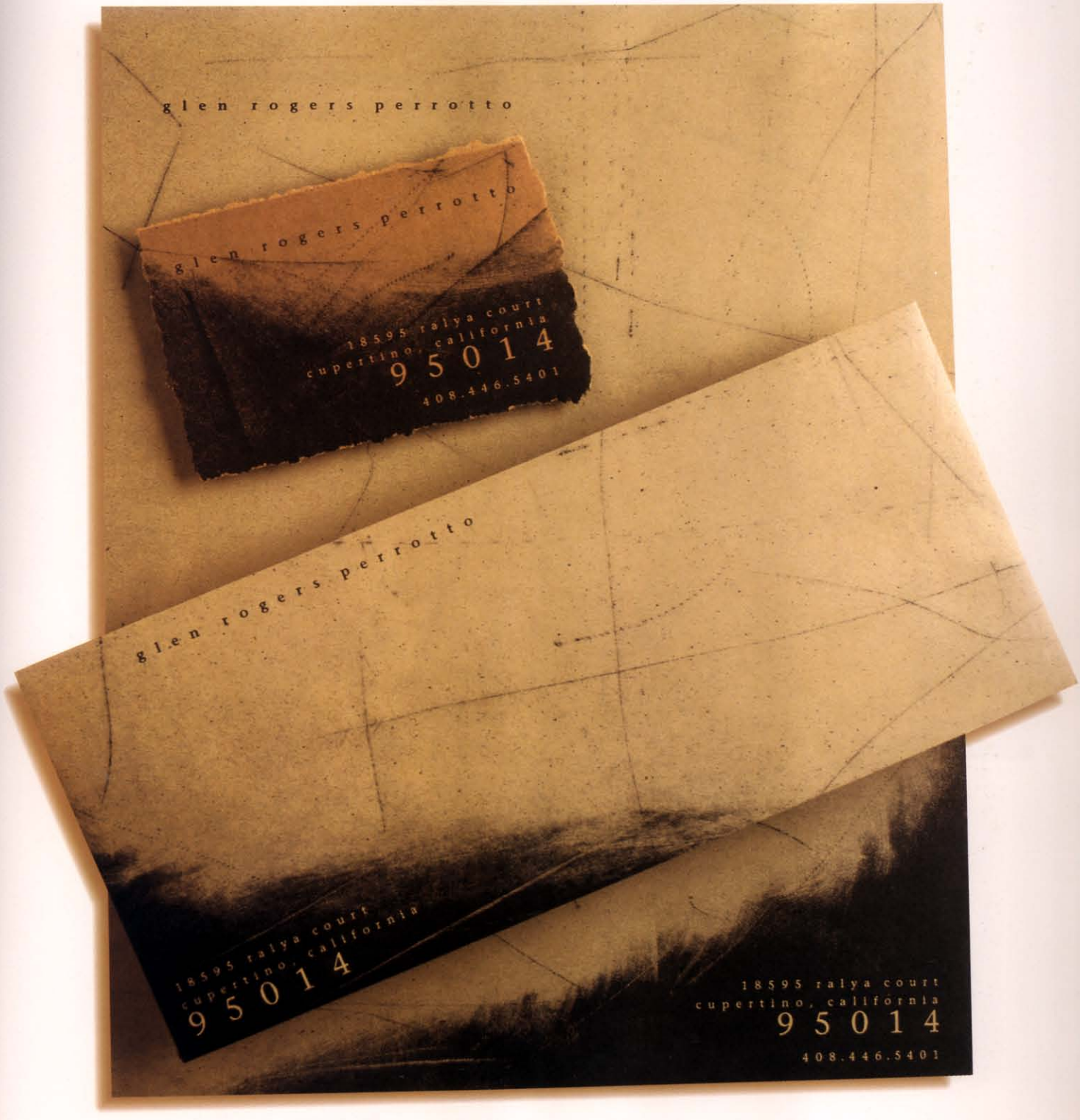
The objective was to design a logo with a western that was not "Cowboys & Indians." The entire logo was hand illustrated on scratchboard.

Design Firm Joanna Roy Illustration

All Design Joanna Roy

Paper/Printing Jam Paper, offset printing

An existing scratchboard flower illustration was used. The type was created by hand in scratchboard. Earthy colors were chosen. All these elements combine to give a natural, handmade, non-tech feeling.



Design Firm Melissa Passehl Design
Art Director/Designer Melissa Passehl
Artist Glen Rogers Perrotto
Client Glen Rogers Perrotto

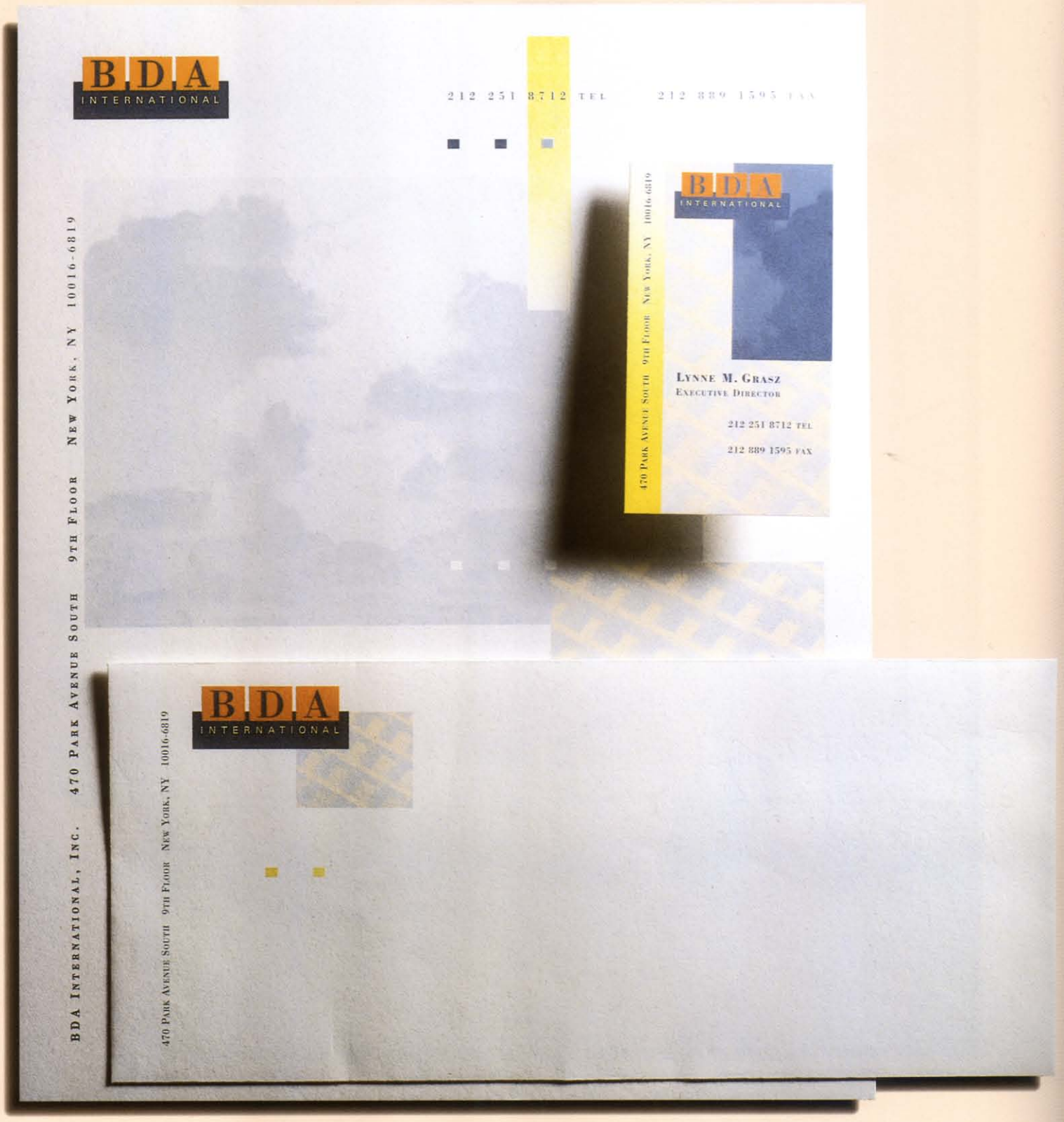
The artist created background art that was reproduced as line art. The business cards are hand-torn to reinforce the handmade element.

Design Firm THARP DID IT
Art Director Rick Tharp
Designers Rick Tharp, Laurie Carberry
Illustrator Susan Jaekel
Client Chapter Two Booksellers
Paper/Printing Simpson Evergreen Recycled, two match colors, offset lithography

The illustration was rendered by hand and scanned into the computer. The art and type was lino output, and traditional mechanicals were produced for all print materials.

Design Firm S.A. Design Group
All Design Daniel Rogall
Client ConBrio Teamwork Inc.
Paper/Printing Circa '83 Nantucket Grey, one PMS color and silver foil

This client wanted a memorable image representing teamwork. Since the client was concerned about the cost of a foil stamp, the silver foil was reproduced using a tint of the PMS color.



Design Firm Supon Design Group Inc.
Art Director Supon Phornirunlit
Designer David Carroll
Client Broadcast Designers Association
Paper/Printing Environment, offset
Tools Adobe Illustrator and Photoshop, QuarkXPress

Design Firm Supon Design Group Inc.
Art Director Supon Phornirunlit
Designer/Illustrator Richard Lee Heffner
Client Diverse Handel
Paper/Printing Environment, offset
Tools Adobe Illustrator, QuarkXPress

The playful illustration reflects European style.

Design Firm Natsuko
All Design Laura Natsuko Symanski
Client Renaissance Gallery
Paper/Printing Classic Natural (envelope, letterhead); Mohawk Natural Vellum (business card); PMS 876 and black
Tools Aldus FreeHand, QuarkXPress

The client wanted a logo design with a column. A standard column icon evolved into the abstract spiral. The logo was created in FreeHand; all collateral materials created in QuarkXPress.

Design Firm Images
Art Director/Designer Julius Friedman
Client Images Friedman Gallery
Paper/Printing Simpson Vicksburg Star White, offset

Design Firm Greteman Group
Art Director/Designer Sonia Greteman
Client City of Wichita

This logo is for a community program. The lion with wing represents community courage with leadership.

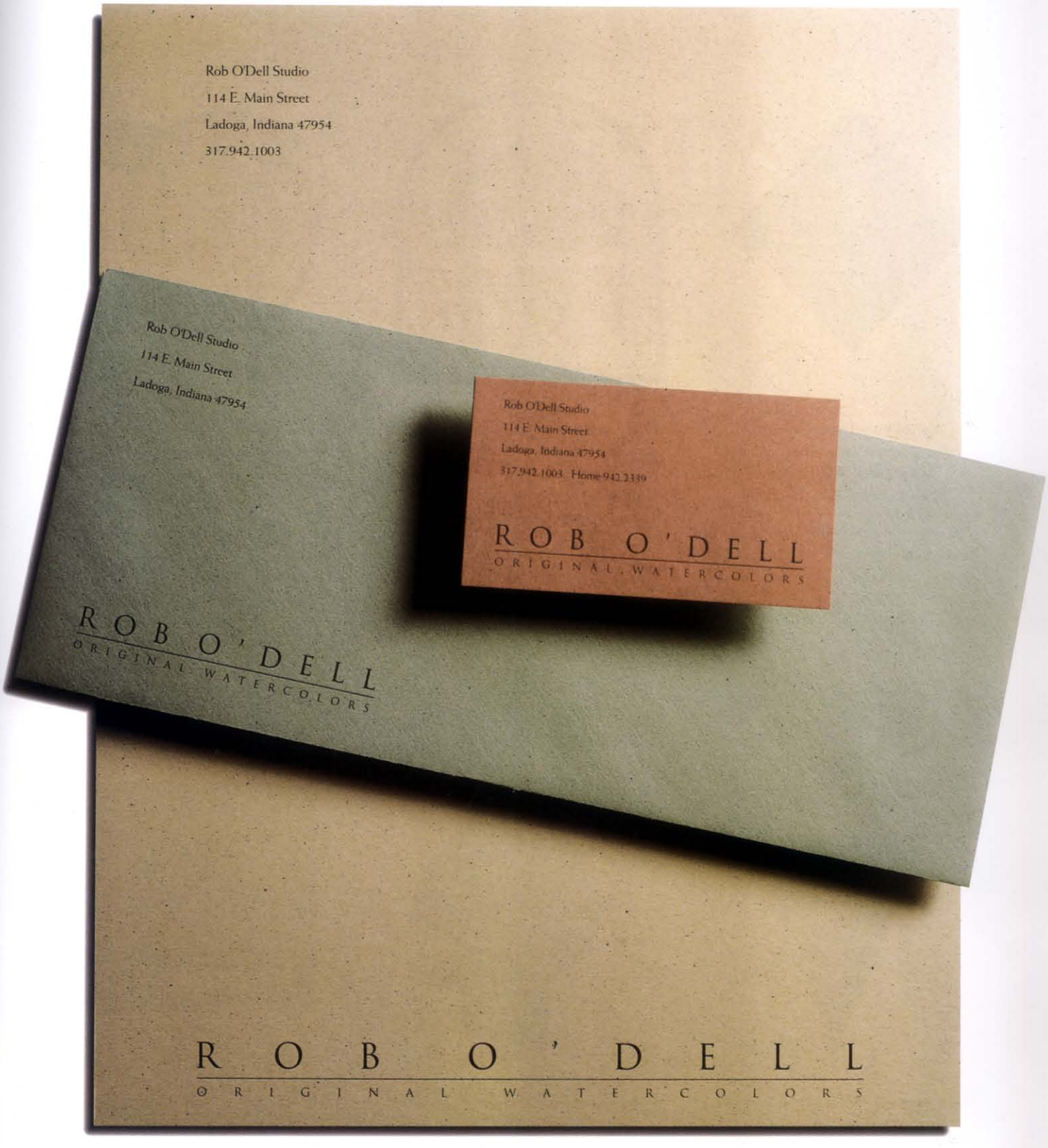
Design Firm John Evans Design
All Design John Evans
Client N.E. Waz
Tool Adobe Illustrator

This series of symbols was developed for a line of T-shirts produced by a new clothing manufacturer. The themes were golf, fishing, basketball, and Americana.

Design Firm Cato Design Inc.
Designer Cato Design Inc.
Client Hyatt Regency Surabaya

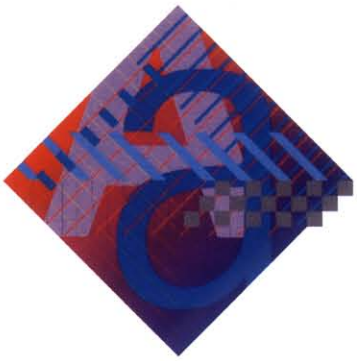
This Indonesian hotel was conceived as a "wealthy western mansion" that displayed national artifacts. The identity had to appeal to local residents and tourists. The final logo was hand drawn.

Design Firm Swieter Design U.S.
Art Director John Swieter
Designer Kevin Flatt
Client Night Louie Jazz Band
Tool Adobe Illustrator



Design Firm Kelly O. Stanley Design
Art Director/Designer Kelly O'Dell Stanley
Client Rob O'Dell
Paper/Printing Simpson Quest
Tool QuarkXPress

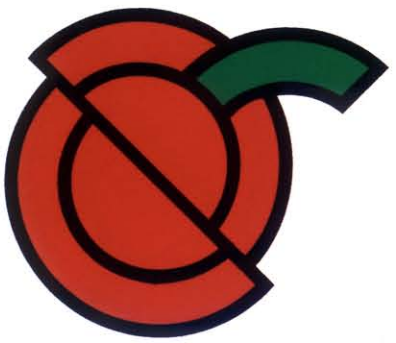
Since the project was limited to 1-color, color was brought into the identity pieces by using three different colors of paper—colors found throughout the client's work.



Design Firm Eskind Waddell
Art Director Malcolm Waddell
Designer Maggi Cash
Client The Aradia Ensemble

The logo was conveys tone and rhythm through an orderly laying of rules and screens at different angles. The 1-color logo can appear in newspapers; 2-color versions reflect individual concerts.

Design Firm Swieter Design U.S.
Art Director/Designer John Swieter
Illustrator Paul Munsterman
Client Red Roof Farm Antiques
Tool Adobe Illustrator and Photoshop



Design Firm Félix Beltrán + Asociados
Art Director/Designer Félix Beltrán
Client Trade Center, New York
Tool CorelDRAW

This logo is to promote a big apple sculpture for the Trade Center. CorelDRAW was used for printing the initial sketches. The final logo was silk-screened to improve the color.

Design Firm Swieter Design U.S.
Art Director John Swieter
Designer Mark Ford
Client Virtual Integration
Tool Adobe Illustrator

Design Firm Swieter Design U.S.
Art Director John Swieter
Designer Paul Munsterman
Client Shower Head Shampoo
Tool Adobe Illustrator

Design Firm Swieter Design U.S.
Art Director John Swieter
Designer Mark Ford
Client Connectware Inc.
Tool Adobe Illustrator

Kemma RPS is a product icon.

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Powerhouse Designs
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Pasadena, CA 91101

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Carol Lasky Studio
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3121, AUSTRALIA

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David Carter Design
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7026

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ISBN 1-56496-398-5
$34.99
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