

ILLUSTRATION: MARGARET MCGEE

THE BEST OF
BROCHUREDESIGN8
ILLUSTRATION: MARGARET MCGEE

BOOKPORT
DESIGN8

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ABOUT THE AUTHOR

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INTRODUCTION

The basic purpose of a bookcover is to make information understandable. Beyond a basic communication, there are many other important objectives: capturing design, clarifying, selling, inspiring, informing, pleasing aesthetically, and creating memorability. A bookcover also speaks volumes about its content in history, a bookcover describes culture, ideas, technologies, techniques, and the values and qualities of designers and organizations that create within worthy of representing.

From nearly one thousand entries, we selected 183 bookcovers. The selections that we chose by design excellence: ideas layout, resources, appropriateness (audience, message, content, use of materials), coherence, craftsmanship, and aesthetics.

Receiving hundreds of bookcovers each week, we assessed each entry based on its effectiveness as a communication tool. We noted the entries into three levels: Exceptional, Superior, and Standard. After our initial screening, there were more than 200 bookcovers in the Exceptional category. With more than 200, our criteria for selection became critical.

Looking across to contemporary techniques and performance results, we looked for four categories in all six criteria and selected additional quantities with to exceptional entries: use of layout, visual representation, typography, cultural impact, information handling, and experimental techniques.

Although the majority of entries were submitted in English, more than half of the bookcovers were submitted from outside the U.S. Extra care was taken to ensure that the bookcovers were submitted in a range of languages, including non- and non-alphabetic, detail, copyright, organizational, and corporate.

It is obvious that the common thread running through the work is the designers' and clients' vision for quality and meaning. What is not obvious in this book is addressed in later figures in the designers' use in sophisticated abstract ideas and information into language and computing experiences. The final selections for **The Book of Numbers** image 8 focus the designers and organizations that each found good to great.

We thank each of you for submitting inspiring bookcovers from every corner. It is good to see so much talent and such commitment to communication excellence.

Ann Willoughby and the Willoughby Design Team
Kansas City, Missouri







ART DIRECTORS
Alexander Ivry
Diane Karp

REDAZIONE
 Paolo Bonaiuti
 Luciano

current:
Modern Media

note:
QuarkPress

WEATHER:
Monadnock

A black and white photograph showing two hands holding wooden blocks. The left hand holds blocks spelling 'NEW' and the right hand holds blocks spelling 'WAY'. The blocks are arranged to form the words 'NEW' and 'WAY' respectively. The image is part of a larger advertisement for the New Way brand.

SK DESIGN GROUP, INC.
CIVIL ENGINEERS SINCE 1889

EAT ADVERTISING & DESIGN, INC.

Capabilities Brochure/Engineering Firm

ART DIRECTOR
 Patricia Ellis
 1999-2000

DESIGNED BY:
John Wiley

Client:
SA Design

TOOLS:
Adobe Photoshop
Adobe Illustrator
QuarkXPress

RESULTS

[illegible]

5th Design Group has extensive experience in the civil design of the following project types:

- **Site Development**
 - Commercial Facilities
 - Industrial Facilities
 - Institutional Facilities
 - Suburban Developments
 - Urban Core Facilities
 - Planning
 - Parks and Recreation
 - Retail Facilities
 - Industrial Facilities
- **Roads / Highways**
 - Rural Roadways
 - Rural Roadway Interchanges
 - Urban Roadways
 - Urban Interchanges
 - Interchanges
 - Interchanges
- **Relations**
 - Government Agencies
 - Agencies
- **Wastewater Wastelines**
- **Waterlike Studies**
- **Utilities**
- **Storm Drainage**
- **Sanitary Sewers**
- **Wastewater Treatment**

013

CORPORATE



GRAPHIC DESIGN Target

ART DIRECTOR
Aaron Rabinowitz

CLIENT
Target Corporation

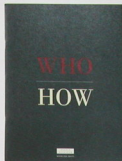
PHOTO
Robert Rabinowitz

PHOTOGRAPH BY SALTERBAXTER



014

THE BULLY OF
BULLYING TARGET



SALTERBAXTER

Boodie Hatfield Corporate Brochure

ART DIRECTOR
Alan Dargatzis

DESIGNER
Alan Dargatzis

CLIENT
Boodie Hatfield

PHOTO
QuinnPruitt

PHOTOGRAPH
Robert Rabinowitz (client)
Robert Rabinowitz (client)



015

CORPORATE



THE ORIGAMI PRIVATE BANK: THE ART OF INVESTMENT

THE ORIGAMI PRIVATE BANK: THE ART OF INVESTMENT

BANDUJO DONKER & BROTHERS

Citigroup Private Bank—Investment Expertise

ART DIRECTION:
Paul Brodbeck

DESIGNER:
Laura Adule

CLIENT:
Citigroup Private Bank

TOOLS:
Adobe Photoshop
QuarkXPress

MATERIALS:
Michael Nevegg



BANDUJO DONKER & BROTHERS

Citigroup Private Bank—The Tailored Group

ART DIRECTION:
Paul Brodbeck

DESIGNER:
Laura Adule

CLIENT:
Citigroup Private Bank

TOOLS:
Adobe Photoshop
QuarkXPress

MATERIALS:
Michael Nevegg

016

THE BEST OF
BROCHURE DESIGN 9

017

CORPORATE

EVOKE

Exclusive
Experienced
Passionate
Driven
Committed
Reputable

PENTAGRAM DESIGN/SF
Brand Standards Manual

地址: 北京市朝阳区
电话: 010-64601111

DESIGNER:
Leslie Strife

CLIENT:
Evolve Software Co.

TOOLS:
Adobe Photoshop
Adobe Illustrator
QuarkXPress

Keeping the *Enka* legend strong requires that all the religious elements of our shared identity must be surrounded by the bulk of our shared values and characteristics—the ones not separate when nobody's watching. And the more we live the principles of our shared values, the more naturally our shared identity will come to cement itself.

020

THE BEST OF
BROCHURE DESIGN 8

B[®]and

Consulting

A Convergence

TOWARDS EXCELLENCE
AND BEYOND

ZUCCHINI DESIGN PTE LTD
PSB Consulting Marketing Brochure

ART DIRECTION
Tom Scott, N.Y.

DESIGNER:
Tara Scott, Inc.

CLIENT:
IBM Corporation

附錄 10-1 續 1

MATERIALS:
 Translucent PVC 012 mm
 (cover sleeve)
 Centun White 230 gum
 (cover)
 Rasire 130 gum
 (read)

PLANNING — Shopping Around

021



BAUMANN & BAUMANN Siemens Brand Elements

ART DIRECTION:
Baumann and Gerd
Baumann

DESIGNER:
Baumann and Gerd
Baumann

CLIENT:
Siemens AG
Corporate
Communications

TITLE:
Aldo In-Design
Aldo Phindling
Baumann's Photoshop

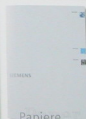
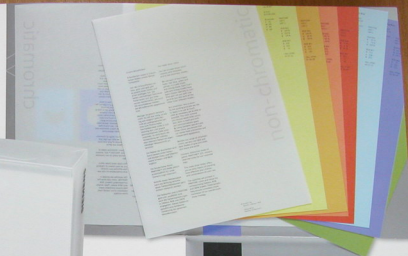
MATERIAL:
Porsche Motion



022

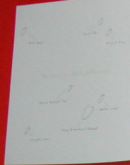
THE BEST OF
BRAND DESIGN 8

Elements



023

CORPORATE



So you see, at Ecometech Services, we are experts in seeing what others don't. Specifically in the areas of pulping, bleaching, pulp and paper testing, microscopy & wood technology, process chemical analysis and environmental analysis. And since the company was formed in 1972, we've grown to be one of the largest independent pulp and paper testing laboratories in the world.

Ecometech Services is a leading provider of pulp and paper testing services. Our facilities are equipped with state-of-the-art equipment and staffed with highly trained professionals. We offer a wide range of services, including pulping, bleaching, pulp and paper testing, microscopy & wood technology, process chemical analysis and environmental analysis. Our services are used by a wide range of clients, including pulp and paper mills, chemical companies, and environmental agencies. We are committed to providing high-quality, reliable testing services to our clients.

HEARD & CREATIVE GROUP Equation Brochure

DESIGNER
The Wolf

CLIENT
Equation Services

PALETTE
Black/White

REMARKS
Equation Services
(see and copy)



Equation Services is a leading provider of pulp and paper testing services. Our facilities are equipped with state-of-the-art equipment and staffed with highly trained professionals. We offer a wide range of services, including pulping, bleaching, pulp and paper testing, microscopy & wood technology, process chemical analysis and environmental analysis. Our services are used by a wide range of clients, including pulp and paper mills, chemical companies, and environmental agencies. We are committed to providing high-quality, reliable testing services to our clients.

024

THE WOLF OF
PENTAGRAM DESIGN & CO.



PENTAGRAM DESIGN/SF Corporate Communications

ART DIRECTOR
Al Brinkley

DESIGNER
David Apple

CLIENT
Gargantuan Sharehold

TITLE
Shareholder
Article Illustration
Quadrifera



The
Gargantuan Shareholder
"How Are We Doing?"
Coming to Shareholders
List of Shareholders
Shareholders
Quadrifera
Guide

025

CORPORATE



Table 1: Summary of Investment Data

Investment	Value	Return	Risk	Duration
Equity	100	10%	High	10-15
Debt	100	5%	Low	5-10
Real Estate	100	8%	Medium	10-20
Commodities	100	12%	High	10-15
Art Collection	100	15%	Very High	10-20

BANDJO DONKER & BROTHERS Cigroup Private Bank—Alternative Investments

ART DIRECTOR
Bob Brothers

DESIGNER
Laurie Kato

CLIENT
Cigroup Private Bank

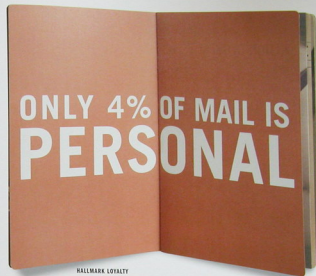
TOOLS
Adobe Photoshop
QuarkXPress

MATERIALS
Mothawk Nanqu



026

THE BEST OF
BROCHURE DESIGN 8



HALLMARK LOYALTY How to Stand Out in the Crowd: Profiting from Personalization

ART DIRECTOR:
Christopher Porthouse
DESIGNER:
Christine Taylor

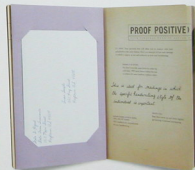
EDITORIAL DIRECTOR:
Stacy Blue
CONTRIBUTOR:
Janet Moore

PHOTOGRAPHY:
Anderson & Associates,
Chicago
PAINTER:
Nancy Artcraft, St. Louis

CLIENT
State Farm

TOOLS
QuarkXPress

MATERIALS
Mothawk Superfine



027

CORPORATE



EQUUS DESIGN CONSULTANTS PTE LTD
Corporate Brochure

ART DIRECTOR:
Andrew Thomas

DESIGNERS:
Fu Chin Thiam
Andrew Thomas

CLIENT:
Equus International

TITLE:
Asian Presence
QuintPress

MATERIALS:
Illustrations

028

THE BEST OF
BRIGHT DESIGN 8



UNLOCKED

ALL THE ROOMS
REFLECT OUR
HALLMARK
ATTENTION TO
DETAIL, WITH
EACH FULLY
EQUIPPED FOR
YOUR BUSINESS
NEEDS, **WHATEVER**
THEY MAY BE.

029

CORPORATE

BERTZ DESIGN GROUP
Bausch & Lomb 150th Anniversary Book

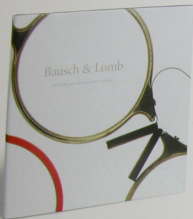
ART DIRECTOR
Andreas Weisheit

DESIGNER
Andreas Weisheit

CLIENT
Bausch & Lomb

TOOLS
Adobe Photoshop
QuarkXPress

MATERIALS
Sustainable Bausch
Lenses
Bausch & Lomb 150th
Bright White 100 g
(2000)



030

THE BEST OF
BROCHURE DESIGN 9

DNIM ARCHITECTS
Los Angeles County Natural History Museum

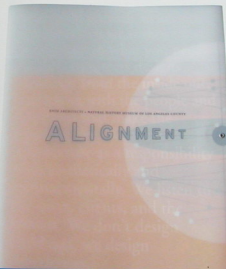
ART DIRECTOR
Jack Dinkeliger

DESIGNER
Eric Spivey

CLIENT
Los Angeles County
Natural History Museum

TOOLS
Adobe Photoshop
Adobe Illustrator

MATERIALS
8 x 11 offset wrapped
stamped with white back
when (front) and
align



031

CORPORATE

Dealer Merchandising Program



Enhancing the Customer Experience

Herman Miller

BBK STUDIO

HMI Dealer Merchandising Program

ART DIRECTOR:
Sharon Gattisack

DESIGNER:
Brian Rauch

CLIENT:
Herman Miller

TOOLS:
QuarkXPress

MATERIALS:
Carnival Pink White
80 lb C Smooth

032

THE BEST OF
BROCHURE DESIGN 4



THE POINT GROUP

Marketing Services Sales Brochure

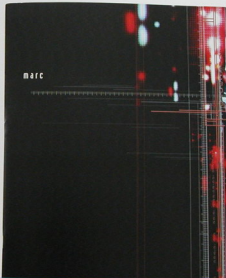
ART DIRECTOR:
David Howard

DESIGNER:
Elizabeth Robinson

CLIENT:
MARC

TOOLS:
QuarkXPress

MATERIALS:
Matthew Seidig



033

CORPORATE

NAT TRICK DESIGN
30 Gresham Street

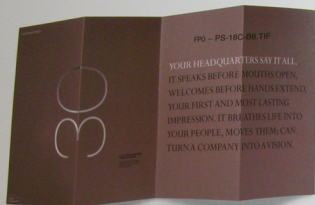
ART DIRECTOR:
Sarah Kinn
David Kinn
Jim Sutherland
Adam Giles

DESIGNER:
Sarah Kinn
David Kinn
Jim Sutherland
Adam Giles

CLIENT:
Lamb Securities

TOOL:
Adobe Photoshop
Adobe Illustrator
QuarkXPress

MATERIAL:
Mattecoat Glass
Applique Vinyl
Cardstock



034

THE BEST OF
BRISBANE DESIGN 8

035

CORPORATE



038

THE BEST OF
BROCHURE DESIGN 9



SALTERBAXTER
Directions 3 Report

ART DIRECTOR:
Alan Dargatzis

DESIGNER:
Alan Dargatzis

CLIENT:
Salterbaxter

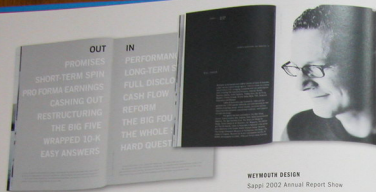
TOOL:
QuarkXPress

MATERIALS:
Flockage cover



039

ANNUAL REPORTS



WEYMOUTH DESIGN
Sappi 2002 Annual Report Show

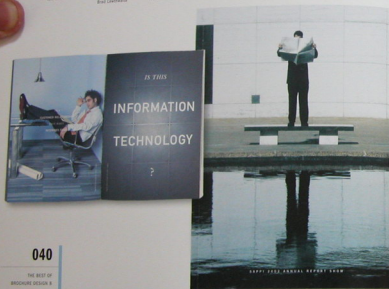
ART DIRECTION:
Sam Lottman

DESIGNER:
Robert Kinnick
Brad Lindhardt

CLIENT:
Sappi Fine Paper
North America

TOOLS:
QuarkXPress
Adobe Photoshop

MATERIALS:
Sappi Fine Paper



040

THE BEST OF
BROCHURE DESIGN &



SALTERBAXTER
Ernst & Young Annual Review 2003

DESIGNER:
Mark Pelling

CLIENT:
Ernst & Young

TOOLS:
QuarkXPress

MATERIALS:
Naturalis Arctic White
smooth 250 gsm (cover)

MATERIALS:
Naturalis Arctic White
smooth 135 gsm (text)



041

ANNUAL REPORTS

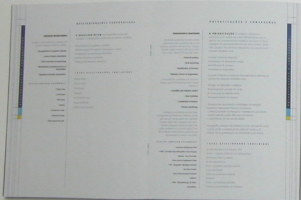


GRAFIKZ
Brasilpar

ART DIRECTOR:
André Pinheiro

CLIENT:
Brasilpar

TOOLS:
Adobe Illustrator
QuarkXPress



042

THE BEST OF
BROCHURE DESIGN 8

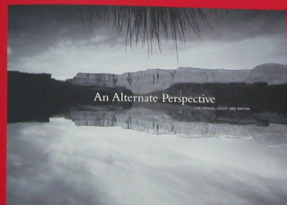


CARBONE SMOLAN AGENCY
Imagine

ART DIRECTOR:
John Hagan

CLIENT:
Imagine Restaurant

DESIGNER:
Michael Schmitt



043

THE BEST OF
BROCHURE DESIGN 9



HOWRY DESIGN ASSOCIATES
Xoma 2003 Annual Report

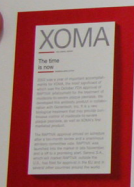
ART DIRECTOR:
Jon Howry

DESIGNER:
Ty Whittington

CLIENT:
Xoma

TOOLS:
Adobe Photoshop
QuarkXPress

MATERIALS:
Matte Ink Superior
Stretchmark Opaque



Q&A:1

Should faster transportation fueling...
How will the PARTNER approval impact XOMA?

How will the PARTNER approval impact XOMA?

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TPO MIMETIC

TPO MIMETIC



HOWRY DESIGN ASSOCIATES
Viusus 2003 Annual Report

ART DIRECTOR:
Jon Howry

DESIGNER:
Ty Whittington

CLIENT:
Viusus Inc

TOOLS:
Adobe Photoshop
QuarkXPress

MATERIALS:
Wheat & Matte Ink





WEYMOUTH DESIGN
Millipore AR 2003

ART DIRECTOR:
Michael Weymouth

DESIGNER:
Ben Scherman

WRITER:
Tom Anderson

PHOTOGRAPHER:
Michael Weymouth

TOOLS:
Adobe Photoshop
Adobe Illustrator
QuarkXPress

MATERIALS:
100% Recycled Matte
(cover)
100% Recycled Matte
(text)



046

THE BEST OF
BROCHURE DESIGN 2



PERKS DESIGN PARTNERS

Australian Pacific Airports Corporation, Annual Report 2003

ART DIRECTOR:
Chris Perks

DESIGNER:
Rena Kinross

CLIENT:
Australia Pacific
Airports Corporation

TOOLS:
QuarkXPress

MATERIALS:
Savoy



047

ANNUAL REPORTS



SALTERBASTER
B Sky B Annual Report 2003

ART DIRECTOR
Penny Baxton

DESIGNER
Joan Angel

CLIENT
B Sky B Group PLC

TOOLS
QuarkXPress

MATERIALS
Futura 3.5 1.5 (text)
H-Spread Futura 3.5 (text)
120 gsm (text)
270 Color Plan (covers, ink)



048

THE BEST OF
BROCHURE DESIGN 8



SALTERBASTER
British Library Annual Report 2002-2003

ART DIRECTOR
Penny Baxton

DESIGNER
Nathan Griffiths

CLIENT
British Library

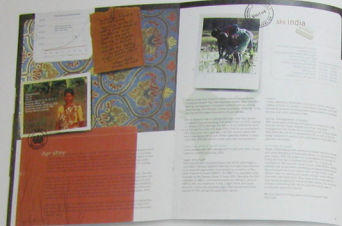
TOOLS
QuarkXPress

MATERIALS
Futura 3.5 1.5 (text)
H-Spread Futura 3.5 (text)
120 gsm (text)
270 Color Plan (covers, ink)



049

ANNUAL REPORTS



MONSTER DESIGN
Unitus Annual Report

ART DIRECTOR:
Thomas Wenzel
Harald Wigel

DESIGNER:
Mathias Eiche

CLIENT:
Unitus

TOOLS:
Adobe Photoshop
Macromedia Freehand
QuarkXPress



050

THE BEST OF
BROCHURE DESIGN 4



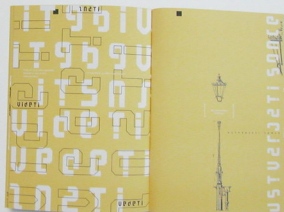
IMELDA AGENCY
Corporate Annual Report

Art Director:
Uriskalo Sane

Designer:
Uriskalo Sane

Client:
Energetika Ljubljana

Materials:
on offset



051

ANNUAL REPORTS



POPUP INITIATIVE Fall 2003 Annual Report - ON

ART DIRECTION
Tom Linton

DESIGNERS
Alec Smit
Eugene Smit

TOOLS
Onyx, InDesign, Photoshop
QuarkXPress

INKS
Pantone Process
Pantone Process

MATERIALS
For Paper
Communication
Communication
Communication



ONLINE AND ON TV

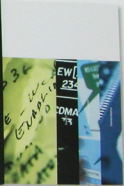
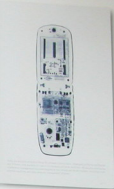
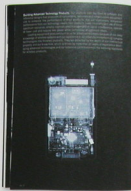


052

THE NEW YORK
COMMUNITY COLLEGE

ON

COMMUNITY COLLEGE
2003 ANNUAL REPORT



WEYMOUTH DESIGN InterDigital 2003 Annual Report

ART DIRECTION
Tom Linton

DESIGNERS
Alec Smit
Eugene Smit

CLIENT
InterDigital
Communications
Corporation

TOOLS
Adobe Illustrator
QuarkXPress

MATERIALS
Super Heavy Ink

053

ANNUAL REPORTS

DO I PRESCRIBE
TOO MUCH
OR TOO LITTLE?

ADDICTION
SCARES ME.

I CAN'T FIND A
SAFE DRUG FOR
MY PATIENTS WITH
IRRITABLE BOWEL
SYNDROME.

I JUST WANT
SOMETHING
THAT WORKS.

HOWRY DESIGN ASSOCIATES
Pain Therapeutics 2003 Annual Report

ART DIRECTOR:
Jill Hawry

DESIGNER:
Todd Richards

CLIENT:
Pain Therapeutics

TOOLS:
Adobe Photoshop
QuarkXPress

MATERIALS:
McGraw Hill 100 lb.
130 lb.



054

THE BEST IN
BROCHURE DESIGN 4



HORNALL ANDERSON DESIGN WORKS, INC.
Tree Top 2003 Annual Report

ART DIRECTOR:
Kathie Station

DESIGNER:
Kathie Station
Tiffany Place
John Andrite
Bretton Myrd

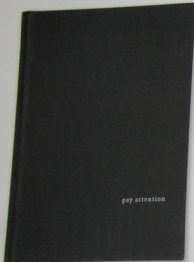
CLIENT:
Tree Top

TOOLS:
Adobe Photoshop
QuarkXPress

MATERIALS:
McGraw Hill 100 lb.
Superfine Text Smooth
Ultrasuede (text)
McGraw Hill 10 lb. Superfine
Text Smooth Ultrasuede
(cover)
McGraw Hill 100 lb.
Superfine Cover Smooth
Ultrasuede (cover)

055

ANNUAL REPORTS



WEYMOUTH DESIGN
 Courier 2003 Annual Report

ART DIRECTION:
 Robert Kinnick

DESIGNER:
 Aaron Hansant

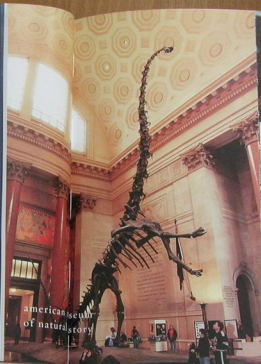
CLIENT:
 Courier Corporation

TOOLS:
 Adobe Photoshop
 Adobe Illustrator
 QuarkXPress

MATERIALS:
 Scott McCas
 Finch Design

056

THE BEST OF
 BROCHURE DESIGN 8



057

ANNUAL REPORTS





EQUIS DESIGN CONSULTANTS PTE LTD
Brochure

060

THE REST OF
BROCHURE DESIGN B

ART DIRECTOR:
Andrew Thomas

DESIGNERS:
Andrew Thomas
Gan Hong Tong

CLIENT:
Equiscan Co. Pte Ltd

TOOLS:
Adobe Photoshop
Adobe Illustrator
QuarkXPress

MATERIALS:
Magenta Snow

STRETCHING THE BOUNDARIES



At Equiscan, our philosophy has always been to anticipate our customer's needs, and invest in technology, equipment or we already dominate the market or people have extended our capabilities to cover press and prepresses as well - in other words, the complete hat trick. And despite the service or technology, you can be sure we have invested in the available, from high-end drum scanners and the latest digital imaging technologies, to Heidelberg presses outpacing facilities. To top it all, we can receive any client format up, from traditional flat artwork to broadband file transmission Computer-to-Plate (CTP) technologies.

By only customer service or facilities or technology, Equiscan has always been a player in the market. The only way to be able to serve our clients, we have extended our capabilities to cover press and prepresses as well - in other words, the complete hat trick. And despite the service or technology, you can be sure we have invested in the available, from high-end drum scanners and the latest digital imaging technologies, to Heidelberg presses outpacing facilities. To top it all, we can receive any client format up, from traditional flat artwork to broadband file transmission Computer-to-Plate (CTP) technologies.



061

PRODUCTS | SERVICES



BAKKEN CREATIVE CO. Vintners Inn Brochure

ART DIRECTOR:
Michael Bakken

DESIGNER:
Erica Woodruff

CLIENT:
Vintners Inn

TOOLS:
Adobe Illustrator

MATERIALS:
Dustmaster Pencils



062

THE BEST OF
BROCHURE DESIGN &



VOICE Education Brochure

ART DIRECTOR:
Anthony DePaolo

DESIGNER:
Anthony DePaolo

CLIENT:
Colour Cosmetics

TOOLS:
Macmillan PhotoLab
QuickPress

MATERIALS:
PhotoLab Laser
200 gsm (base)
PhotoLab Laser
100 gsm (top)



063

PRODUCTS | SERVICES



ROYCROFT DESIGN
Paper Promotion

ART DIRECTOR: Jonathan Jaxon
DESIGNER: Jonathan Jaxon
CLIENT: QuarkPress
TOOLS: QuarkPress
MATERIALS: 100% cotton



064

THE BEST OF
BROCHURE DESIGN 6

JASON & JASON
Y-Point Brochure

ART DIRECTOR: Jonathan Jaxon
DESIGNER: Jonathan Jaxon
CLIENT: KLS
TOOLS: Adobe Photoshop
Macromedia Freehand
MATERIALS: Glossy paper 300 gsm



065

PRODUCTS | SERVICES



The client sought assistance in the design of a sales brochure for their new resort. The brochure was to be used to attract guests to the resort and to provide information about the resort's amenities and services.



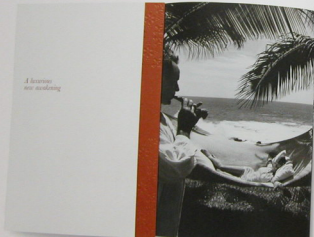
PENTAGRAM DESIGN/SF
Sales Brochure

ART DIRECTOR:
Brian Jacobs

DESIGNER:
Takan Wanga

CLIENT:
One + Only Resorts

TOOLS:
Adobe Photoshop
Adobe Illustrator
QuarkPress



HORNALL ANDERSON DESIGN WORKS, INC.
Chef's Catalog

ART DIRECTORS:
Kathy Sato
Jack Anderson
Lisa Comany

DESIGNERS:
Sonya Wae
Alan Cooperstein

CLIENT:
Chef's

TOOLS:
Adobe Photoshop
QuarkPress

MATERIALS:
Barnes Superfine
80 lb. paper



CF NAPA
Golden State Vineyards Brochure

ART DIRECTOR
David Schwartzman

DESIGNER
CF Napa

CLIENT
Golden State Winery

TOOLS
QuarkXPress

MATERIALS
Paper with natural clay texture



Golden State Winery
Napa Valley
The Golden State Winery is a family-owned and operated winery located in the heart of Napa Valley. We are proud to offer a variety of wines that are both delicious and affordable. Our wines are made from the finest grapes and are aged in the best barrels. We are committed to providing our customers with the highest quality wines at the lowest prices. We are also committed to providing our customers with the best customer service possible. We are proud to be a part of the Napa Valley wine community and we are looking forward to serving you for many years to come.

070

THE BEST OF
BROCHURE DESIGN 9

BRUKETA & ZINIC
Hotel Brochure and Signs

ART DIRECTOR
Mark Rado

DESIGNER
Mark Rado

CLIENT
Boski

TOOLS
Adobe Photoshop
Macromedia Freehand

MATERIALS
Fountain



071

PRODUCTS | SERVICES



SALVA O'RENICK
Salva O'Renick Image Brochure

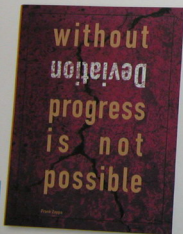
ART DIRECTOR
Basil Brinker

DESIGNER
Basil Brinker

CLIENT
Salva O'Renick

TOOLS
Adobe Photoshop
QuarkXPress

MATERIALS
Milliken Papermate
Cotton White 100 lb
Ecofree
Milliken SunSpec 60 lb
(text)



072

THE BEST OF
BROCHURE DESIGN 8

WEYMOUTH DESIGN
Bradford TrendScape Brochure

ART DIRECTOR
Tom Lottin

DESIGNERS
Aria Kasper Santos
Brad Leathearts

CLIENT
Bradford Soap
Berk, Mo.

TOOLS
QuarkXPress

MATERIALS
Super Micro Ink



073

PRODUCTS | SERVICES



ABOUT THE

The longer "Baby" and the more you can hear from the baby, the more you can hear from the baby. The longer "Baby" and the more you can hear from the baby, the more you can hear from the baby. The longer "Baby" and the more you can hear from the baby, the more you can hear from the baby.

GRAPHICULTURE Getting to Know...

ART DIRECTOR:
Cheryl Wilson

CLIENT:
Target

TOOLS:
Adobe Illustrator
QuarkXPress

MATERIALS:
dull coated stock

Who is the Target Buyer?

Who is the Target Buyer? The Target Buyer is the person who is the Target Buyer. The Target Buyer is the person who is the Target Buyer. The Target Buyer is the person who is the Target Buyer. The Target Buyer is the person who is the Target Buyer.



Getting to Know the Target Buyer



074

THE BEST OF
BROCHURE DESIGN II



Creating Experiences with Audio Architecture

PENTAGRAM DESIGN/SF Capabilities Brochure

ART DIRECTOR:
Katy Kinsdale

DESIGNER:
Laurie Scott

CLIENT:
Music

TOOLS:
Adobe Photoshop
Adobe Illustrator
QuarkXPress



Music. Some people call it our passion. Others, our obsession. Inspired by the art of Audio Architecture, Music gives you more than just music. We give you music that creates an experience — a powerful experience, a persuasive experience, an experience that captures the image, energy and soul of your business. Our music builds a connection with listeners that is contained in their hearts and held in their memories. It's an emotional force, making what your customers hear as important as what they see or touch. Our motivation is to put that force to work in a meaningful way. We do it for thousands of clients every day. We'd like to do the same for you. Enough said. Let's take a listen.



075

PRODUCTS | SERVICES

We'd like to talk to you about insurance. But we know you'd probably rather talk about your family, your job, your vacation, your home, your neighbors, your recipe for lasagna, your boat, your dreams, your hobbies, your aunt, your dog, your cat, your llama, your shoes, your favorite restaurant or almost anything else. So we'll be brief.

HORRALL ANDERSON DESIGN WORKS, INC. Sales & Corporate Brochure

ART DIRECTOR
John Anderson
John Anderson

DESIGNER
John Anderson
John Anderson

DESIGNER
John Anderson
John Anderson

TOOLS
Adobe Photoshop
Adobe Photoshop



Okay, we're excited.

Auto: Can an complicated. Automatically reducing the premium on your insurance as soon as you qualify is one way we're trying to make it easier.

Home: What is your home worth today? We eliminate the worry by making it easy for you to insure your home for 100% of its replacement value.



Really?



Yes. We know you are much more excited about the things you own than the insurance you protect them with. So we want the process of buying and owning insurance to be as easy for you as possible. One word sums it up: uncomplicated. And it starts now.

076

THE POINT GROUP
Upscale Development Introductory Brochure



THE POINT GROUP Upscale Development Introductory Brochure

ART DIRECTOR
David Hume II

DESIGNER
Cassandra Zimmerman

CLIENT
Victory Series

TOOLS
Adobe Photoshop
QuarkXPress

MATERIALS
Minimum Options



feel the rush

Experiencing the city's early high-rise buildings, Victory is a major multi-building development with three high-rise towers and one low-rise building, totaling 1,000,000 sq. ft. of space.

location

Located in the heart of the city, Victory is a major multi-building development with three high-rise towers and one low-rise building, totaling 1,000,000 sq. ft. of space.

design

The design of the buildings, with its distinctive, modern look, is a major multi-building development with three high-rise towers and one low-rise building, totaling 1,000,000 sq. ft. of space.

price

The price of the buildings, with its distinctive, modern look, is a major multi-building development with three high-rise towers and one low-rise building, totaling 1,000,000 sq. ft. of space.

materials

The materials of the buildings, with its distinctive, modern look, is a major multi-building development with three high-rise towers and one low-rise building, totaling 1,000,000 sq. ft. of space.

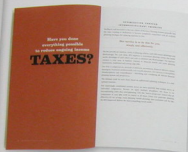
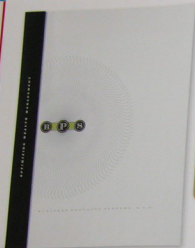


It's not about the price, it's about the quality. The culture of the city is a major multi-building development with three high-rise towers and one low-rise building, totaling 1,000,000 sq. ft. of space.

price

077

PRODUCTS | SERVICES



TANAGRAM PARTNERS
Business Planning Systems
Capabilities Brochure

ART DIRECTOR:
Grant Davis

CLIENT:
Business Planning
Systems

MATERIALS:
Minimax Superfine
Eggshell



THE POINT GROUP
Upscale Real Estate Brochure

ART DIRECTOR:
Dany Howard

DESIGNER:
Constance Zimmerman

CLIENT:
W Hotel & Residences

TOOLS:
Adobe Photoshop
Adobe Illustrator
QuarkXPress

MATERIALS:
Prestar Shimmers
Corvus white



Getting your message across the world is no easy task. There are only 256 characters to work with, and the varying alphabets, word orders and grammatical structures of each state, often leading to design misunderstandings.

Verbum provides a basic solution for companies who want to make their messages as clear as possible. Through a series of icons and symbols, the company's mission, vision, and core values are communicated in a way that is easy to understand. The icons are designed to be simple and clear, and the company's mission, vision, and core values are communicated in a way that is easy to understand.

With Verbum, you can let your words do the right thing at the right time.



"I want to see the world better."

HAT-TRICK DESIGN Verbum Brochure

ART DIRECTOR:
Gert Haeff
Zoe Haeff
Jim Haeff

DESIGNER:
Jim Haeff
Adam Bore

CLIENT:
Verbum

TOOLS:
Adobe Photoshop
QuarkXPress

WEBSITE:
Verbum.com

KEEP RIGHT



by Verbum & Haeff

verbum.

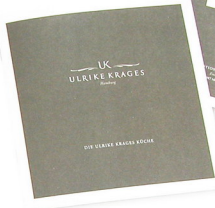
082

THE BEST OF
BROCHURE DESIGN 8

Please
Disturb

Please
Disturb

"I want to see the world better."



MARIUS FÄHNER DESIGN Ulrike Brochure for a Designer

ART DIRECTOR:
Marius Fähler

DESIGNER:
Marius Fähler

CLIENT:
Ulrike Krages

TOOLS:
Adobe Photoshop

WEBSITE:
UlrikeKrages.com



083

PRODUCTS - NEW YORK

USINE DE BOUTONS
TRAVEL BOOK

ART DIRECTOR:
Lorena Roman

DESIGNER:
Lorena Roman
Chaque Garbano

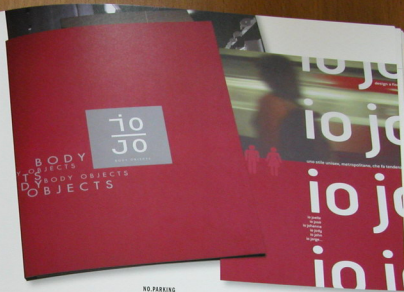
CLIENT:
JESUSITA SPA

TITLE:
Bottle Illustration



084

THE BEST OF
BROCHURE DESIGN 8



NO PARKING

Presentation Brochure for Franchising Store (single sheets and folder)

ART DIRECTOR:
Caterina Romo

DESIGNER:
Caterina Romo

CLIENT:
Non-Body Objects

TITLE:
Quadrifone

MATERIAL:
Magnover 120 g



085

PRODUCTS | SERVICES



ANTTARM INC. (CHANGING TO KAMPER BRANDS)
Stevens Square Condos

DESIGNER: Don Berwick
Patrick Crowe

CLIENT: Real Estate Development Group

TABLE: Kristin Plutowski
Adele Hunsicker



086

THE BEST OF
BROCHURE DESIGN 8



Darfen wir Sie herzlich willkommen heißen! Schließlich sind wir jetzt ganz nah. Denn wir in den besten Tagen der schönsten Städte weltweit, hat die Deloitte & Company nicht mehr, sondern die Sperrung ist stattdessen. Chr. Die, die sich auch nicht mehr, die die... Dienstag gibt in ihrer Nähe haben und die Pläne haben mit Rat und Tat besser stehen - sowohl im Immobilienbereich und gelegentlich auch einmal darüber hinaus. Schnell, direkt und kompetent.



MARIUS FAHNER DESIGN

Real Estate Company Image Brochure

ART DIRECTOR: Marius Fahner

DESIGNER: Marius Fahner

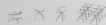
TITLE: Macromedia Flashhand

MATERIAL: Ignis Support 170-200 g



087

PRODUCTS | SERVICES



TRAVERO & VIGHY
 ARCHITECTS
 1000 15TH AVENUE, SUITE 1000
 NEW YORK, NY 10019
 TEL: 212 692 1000
 FAX: 212 692 1001
 WWW.TVARCHITECTS.COM



NO PARKING
 Exhibition Catalogue illustrating the Works
 of the Architects "Traverso & Vighy"

ART DIRECTION:
 Catherine Ramirez

DESIGNER:
 Elisa Dell'Angelo

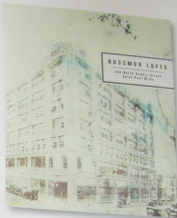
CLIENT:
 Traverso & Vighy

TOOLS:
 QuarkXPress

MATERIALS:
 Magnamatt 100 g
 48 pages

088

THE BEST OF
 BROCHURE DESIGN 8



ANTASM INC.
 (CHANGING TO KAMPER BRANDS)
 Rossmor True Lofts

DESIGNER:
 Dan Schwartz
 Patrick Crowe

CLIENT:
 P&A Properties

TOOLS:
 Adobe Photoshop
 Adobe Illustrator

MATERIALS:
 Four-color process
 Pantone 877
 10x11 cm



089

PRODUCTS | SERVICES



PERKS DESIGN PARTNERS
Dairy Culture Educational Kit

ART DIRECTOR:
Chris Pells

DESIGNER:
Maurice Lai

CLIENT:
Dairy Australia

TOOLS:
Adobe Illustrator
QuarkPress



090

THE BEST OF
BROCHURE DESIGN 8



IMAGINE
2 Busy Pack

ART DIRECTOR:
David Courie

DESIGNER:
David Courie

CLIENT:
2 Busy Lifestyle
Management

TOOLS:
Adobe Illustrator
QuarkPress



091

PRODUCTS | SERVICES

S·B·C |  | 800-4-A-CHILD
www.sbc.org | 1-800-4-A-CHILD

GRAPHICULTURE

Self-Simple Solutions

ART DIRECTOR:
Caryll Watson

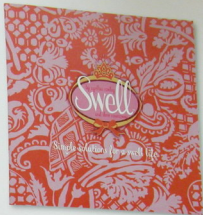
CLIENT:

9846

Adobe Photoshop
Adobe Illustrator
QuarkXPress

Adapted Illustration

● **重要事項**





TRACY DESIGN COMMUNICATIONS
Jennifer-Anne Promotional Brochure

ART DIRECTOR:
Jan Rupp

DESIGNER:
Patrick Simon

CLIENT:
Jennifer Anne

TITLE:
Anne Illustration
QuarkPress



094

THE BEST OF
BROCHURE DESIGN 2



INARIA
Restaurant Brochure

ART DIRECTOR:
Andrew Thomas

DESIGNER:
Andrew Thomas
Debra Berard

CLIENT:
Mexico

TITLE:
Anne Photograph
Anne Illustration
QuarkPress

MATERIALS:
Corrugated
Metal Box



095

PRODUCTS | SERVICES

Muzak. Just as your business has a certain look, feel, and personality, it also has a sound. **A music all its own** and a **distinct voice** that says, "This is who we are." Let us listen in, and we'll bring it to life. Muzak captures the emotional power of music and the personal power of voice to express the **soul of your brand**. Whether you're a small boutique, a major national retailer, an office or a restaurant, **Muzak will create an experience** that enhances your business.



For the spirit of Muzak



What does your business sound like?



What does your business sound like?



What does your business sound like?





BAILEY/FRANKLIN
Teas of Origin Brochure

ART DIRECTOR:
Dan Franklin
Danae Lightner

DESIGNER:
Danae Lightner
Dan Franklin

CLIENT:
Bapt Caffe Company

TOOLS:
Adobe Photoshop
QuarkXPress

MATERIALS:
Vintage teacup



098

THE BEST OF
BROCHURE DESIGN 8

SOPHIE BANTHO & ASSOCIATES
QMedia - Media Kit

ART DIRECTOR:
Lawrence Kennedy

DESIGNER:
Lawrence Kennedy

CLIENT:
Australian Consolidated
Press (ACP)

TOOLS:
Adobe Illustrator
QuarkXPress

MATERIALS:
Wireless Pergo



099

PRODUCTS | SERVICES



POMME STUDIO
Eight Promotional Brochures for Sales Reps

ART DIRECTOR
Patricia Zuckler

DESIGNER
Patricia Zuckler

CLIENT
Lambert-Hult

TOOLS
QuarkPress

MATERIALS
Bossmann Packaging
mats



100

THE BEST OF
BROCHURE DESIGN II

STYLE NOTEBOOK

Frame Some of the most iconic and timeless art is the simple, elegant, and functional frame.

Each surface Surface of paper, canvas, or other material, should be treated as a canvas.

Frame Frame is the most important element in the design.

Frame Frame is the most important element in the design.

Frame Frame is the most important element in the design.

Frame Frame is the most important element in the design.

Frame Frame is the most important element in the design.

Project Some of the most iconic and timeless art is the simple, elegant, and functional frame.

Each surface Surface of paper, canvas, or other material, should be treated as a canvas.

Frame Frame is the most important element in the design.

Frame Frame is the most important element in the design.

Frame Frame is the most important element in the design.

Frame Frame is the most important element in the design.

Frame Frame is the most important element in the design.



Setting the tone with color, texture, and shape, and using these elements to create a cohesive and functional design.



Setting the tone with color, texture, and shape, and using these elements to create a cohesive and functional design.



NO. PARKING
Folded Brochure/Poster

ART DIRECTOR
Sabine Lentsch

DESIGNER
Sabine Lentsch

CLIENT
Dink - Digital Internet
Agency

TOOLS
QuarkPress

MATERIALS
Magnum 100 g

101

PRODUCTS | SERVICES

PENTAGRAM DESIGN/SP
Sales Brochure

ART DIRECTOR
Brian Jacobs

DESIGNER
Sandra Morgan

CLIENT
One & Only Resorts

TOOLS
Adobe Photoshop
Adobe Illustrator
QuarkXPress



102

THE BEST OF
BROCHURE DESIGN 3



CACAO DESIGN
Events Menu/Brochure

ART DIRECTOR
Creative Team

DESIGNER
Anna Carlomag

CLIENT
Tulu

TOOLS
Adobe InDesign

103

PRODUCTS | SERVICES



NO.PARKING
Product Catalog

ART DIRECTOR:
Erica Sael Angelo

DESIGNER:
Erica Sael Angelo

CLIENT:
EVA - other production company

TOOLS:
QuarkXPress

MATERIALS:
Magnamatt 100 g (cover)
cardboard
spiral bound



104

THE BEST OF
BROCHURE DESIGN 9



HIPPO STUDIO
WOW Product Brochure

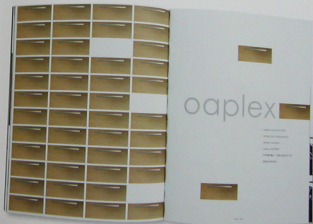
ART DIRECTOR:
William Ho Siu Chuen
Chiu Lee Wo

DESIGNER:
William Ho Siu Chuen
Chiu Lee Wo
Jeffrey Wong

PROOFREADER:
Ada KC Cheung

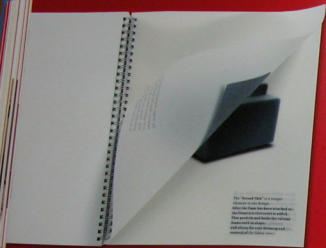
CLIENT:
HK

TOOLS:
Adobe Photoshop
Adobe Illustrator



105

PRODUCTS | SERVICES



The "Naked Star" is a simple
element in our design.
After the Star has been placed flat the
the design is transformed to add a
the power of the Star. The design
the power of the Star. The design
the power of the Star. The design
the power of the Star. The design

SARAF CERAMIC DESIGN OFFICE
Prestige Brochure

ART DIRECTION
Alexa Lloyd

DESIGNER
Alexa Lloyd

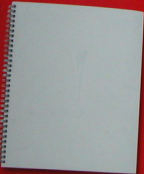
CLIENT
Saraf Ceramic Design Office

TOOLS
Macromedia Photoshop

MATERIALS
Ceramic



The ceramic design is used
to design the vase in the
design.
The design is used to design
the vase in the design.
The design is used to design
the vase in the design.
The design is used to design
the vase in the design.
The design is used to design
the vase in the design.



106

THE DESIGN
PROCESS



LLOYDS GRAPHIC DESIGN LTD
Olive Oil Producer Promotional Brochure

ART DIRECTION
Alexander Lloyd

DESIGNER
Alexander Lloyd

CLIENT
Toscani Bay Olives, Elov

TOOLS
Adobe Photoshop

MATERIALS
miller incised stick

107

PRODUCTS | SERVICES



LISIKA + ASSOCIATES, INC.
The Cass Gilbert Brochure

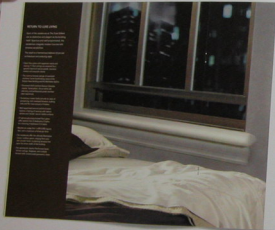
ART DIRECTOR:
Teresa Quirk

DESIGNER:
Teresa Quirk
Hans-Joachim Murrer

CLIENT:
Douglas Elliott
The Cass Gilbert

TOOLS:
Adobe Photoshop
Adobe Illustrator
QuarkXPress

MATERIALS:
Millwork Superflex with
white smooth 100 lb
linen



108

THE RITZ-CARLTON
BROCHURE DESIGN &



MODELHART GRAFIK-DESIGN
Brochure for Meissl Large Umbrellas

ART DIRECTOR:
Herbert G. Modelhart

DESIGNER:
Herbert G. Modelhart

CLIENT:
Meissl GmbH

TOOLS:
Adobe Photoshop
Adobe Illustrator
QuarkXPress

MATERIALS:
Line & Drop off paper
Studio ink coated

109

PRODUCTS | SERVICES



110

THE BEST OF
BROCHURE DESIGN 4



USINE DE BOUTONS TEKRAY

ART DIRECTOR:
Lorenzo Borsari

DESIGNER:
Lorenzo Borsari
Chiara Grandesso

CLIENT:
INTECTA SpA

TOOLS:
Adobe Illustrator



111

PRODUCTS | SERVICES





ART DIRECTOR
David Schimmel



DESIGNER
Susan Brinkman



IT'S ABOUT TIME

NCJW'S VOICE: THE VOICE OF THE JEWISH COMMUNITY

FOR OVER A CENTURY THE NATIONAL COUNCIL OF JEWISH WOMEN HAS BEEN AT THE FOREFRONT OF JEWISH CAUSING. CONSIDERING WOMEN'S PROGRESSIVE STANCE ON ISSUES SUCH AS REPRODUCTIVE CHOICES, EQUAL RIGHTS AND THE JEWISH JEWISH ORGANIZATION FIGHTING TO PROTECT THAT PROGRESS.

92% OF THE JEWISH COMMUNITY IS PRO-CHOICE

IT IS TIME TO BRING THE POWER AND THE VOICE OF THE COMMUNITY TOGETHER

NCJW'S BENCHMARK ALREADY TAKING ACTION

CONSIDERING AND NEGOTIATING THE PROGRESS OF WOMEN'S RIGHTS

LEADING PRO-CHOICE POLICY AND ADVOCACY TO ADDRESS THE CHALLENGES

BUILDING STRONG COALITIONS

KEEPING KEY LEADERS AND ORGANIZATIONS TO MEET WITH STRATEGISTS

CONSIDERING OUR OWN ACTIONS AND INTERESTS AND THE

NOW, IT'S YOUR TURN
LOG ON TO WWW.BENCHMARKONE.ORG
AND JOIN BENCHMARK TODAY

AND PARTNERS

It's About Time: NCJW's Campaign to Save Roe

ART DIRECTOR
David Schimmel

DESIGNER
Susan Brinkman

CLIENT
National Council of Jewish Women

FOOD
Active Partnership
Downtown

RETAILER
Produce



IT'S ABOUT TIME

THE DIVISION OF FREEDOM IS A SLIPPERY SLOPE. IF THE LOOSE REPRODUCTIVE RIGHTS, OTHER CORE RIGHTS—LOVE, RELIGIOUS LIBERTY AND CIVIL RIGHTS—WILL BE CLARER BEHIND.

THE FUTURE WILL BE SET BY JUDGES WHO HOLD LIFETIME SEATS ON THE FEDERAL BENCH. ANTI-CHOICE JUDGES ARE ALREADY ATTACKING THE RIGHT TO ABORTION. AND MORE ANTI-CHOICE NOMINEES ARE WAITING IN THE WINGS—POSITIONED TO RENDER DECISIONS THAT WILL DEFINE FREEDOM FOR GENERATIONS TO COME.

FIND YOUR VOICE. IT'S
AND FIGHT BACK. ON
THE SUPREME COURT
CONSTITUTIONAL RIGHT
IN ITS LANDMARK ROE
TODAY THIS RIGHT IS
COURTROOMS ACROSS
CAN DO SOMETHING
ACTION TODAY, BEFORE

TIME TO SPEAK OUT
JANUARY 22, 1973
AFFIRMED WOMEN'S
TO ABORTION
V. WADE RULING.
UNDER ATTACK IN
THE COUNTRY. YOU
ABOUT IT. TAKE
IT'S TOO LATE.

TEJMATO KOSIR

Key Slovenia Contemporary Slovenian Humanists & Social Scientists

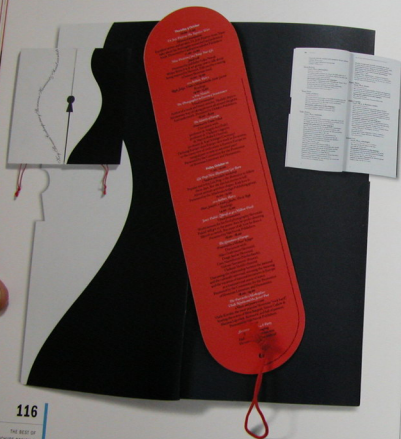
ART DIRECTOR
Tomaž Kosir

DESIGNER
Tomaž Kosir

CLIENT
Ministry of Culture
Republic of Slovenia

TOOL
QuindPhone

MATERIALS
Magne Metal Sato
Pedregal Cotton Laid



116

THE BEST OF
BROCHURE DESIGN 4



ALTERPOP

The Nature Conservancy Brochure

ART DIRECTOR
Doreen Harrington

DESIGNER
Kimberly Powell
Kern Top

CLIENT
The Nature Conservancy

TOOL
Adobe InDesign



117

NONPROFIT | EDUCATIONAL
INSTITUTIONAL



KCOP
AFDA Brochure

ART DIRECTOR
Brian Palmer

DESIGNER
Brian Palmer

CLIENT
AFDA

TOOLS
Adobe Photoshop
Macromedia Freehand

MATERIALS
Unique white 130gsm
Printed on spot colors
Kraft paper (adhesive)
Fusion adhesive paper
Wire binding



118

THE REST OF
BROCHURE DESIGN 8

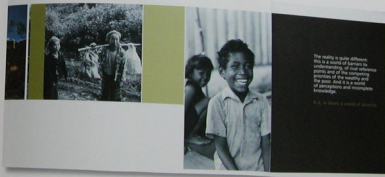


WATTS DESIGN
Enesar Brochure

DESIGNER
Natacha Izander

CLIENT
Enesar

TOOLS
Adobe Photoshop
QuarkXPress



119

NONPROFIT | EDUCATIONAL
INSTITUTIONAL



CONCRETE

School of Architecture, Washington University
in St. Louis, 2004 Bulletin

ART DIRECTOR:
Jill Senn

DESIGNER:
Jill Senn
Ragan Todd

CLIENT:
School of Architecture
Washington University
in St. Louis

TABLE:
QuarkPress

MATERIALS:
Fitch Fine
Sage Porcelain



120

THE BEST OF
BROCHURE DESIGN 8



GEORGE TSCHERRY, INC.
Hunt! We Made It—Brochure



ART DIRECTOR:
James H. Brubaker

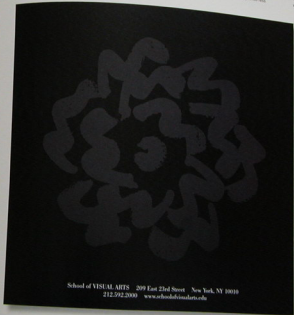
DESIGNER:
George Tscherry
Matthew Coates

PHOTOGRAPHY:
Joseph Senn

CLIENT:
School of Visual Arts

TABLE:
Adobe Photoshop
QuarkPress

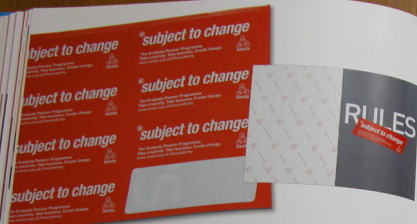
MATERIALS:
Century white dust
white 85 lb cover



School of VISUAL ARTS 209 East 23rd Street New York, NY 10010
212.592.2000 www.schoolofvisualarts.edu

121

NONPROFIT | EDUCATIONAL
INSTITUTIONAL



NAT-TRICK DESIGN
The Graduate Pioneer Programme

ART DIRECTOR:	DESIGNER:	CLIENT:	TOOLS:	MATERIALS:
Sarah Roper David Knapton Jon Sutcliffe	David Knapton Jon Sutcliffe Mark Whitworth	Nat-Track	Adobe Photoshop QuarkXPress	Naturalis



122
THE REST OF
BROCHURE DESIGN 8



NESADNY + SCHWARTZ
Case Western Reserve University
Peter B. Lewis Grand Opening
Dedication Brochure

ART DIRECTOR:	DESIGNER:	CLIENT:	TOOLS:	MATERIALS:
Mark Schwartz Michelle Mueller Gregory Ormowich Stacie Ross	Michelle Mueller Gregory Ormowich Stacie Ross	Case Western Reserve University and Weatherhead School of Management	Adobe Photoshop Adobe Illustrator QuarkXPress	Michael Sartin Acromedica Benetti

123

NONPOINT | EDUCATIONAL
INSTITUTIONS



REDPATH

Moving with the Times

ART DIRECTOR
Andrew Ruster

DESIGNER
Sarah Coxworth

CLIENT
British Council
(Bulgaria)

TOOLS
Adobe Illustrator
QuarkXPress

MATERIALS
Marian Lynn 350 gsm
170 gsm

МАСТОТО НА ЕКЗЕКУЦИЯТА

Or, translated back into English, 'A Place of Execution' by Scottish writer Val McDermid. Translated back from which language? Bulgarian. The McDermid novel, along with 'Lanark' by Alexander Gray and 'Wair' by William McIlvanney have all been translated into Bulgarian following the British Council's highly successful 'Scottish Writers in Bulgaria' Literature Festival held in Sofia in October 2001.

There was a significant presence of Scottish writers at the festival - in addition to the writers mentioned above, Liz Lochhead, Irvine Welsh, Robin Robertson, David Cunningham and Martin Macquillan joined fifteen Bulgarian writers and literary critics for the three day event.

124

THE BEST OF
BROCHURE DESIGN 2



Next steps

When the Department of Culture in Bulgaria set out a strategy for publishing in moving the country to a digital marketplace, the British Council was asked to produce a portfolio of books to be published in Bulgaria.

For the material to be published in Bulgaria, it was necessary to produce a portfolio of books to be published in Bulgaria. The material was produced in a digital marketplace, the British Council was asked to produce a portfolio of books to be published in Bulgaria.

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125

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INSTITUTIONS

TypeItWrite

and prepare your documents professionally

a Vivaldi Project

126

THE BOLD & BOLD
PRODUCTION DESIGNER

ART DIRECTOR:
David Schwartz

DESIGNER:
David Schwartz
Andrew Smith

VOICE
Type It Write

CLIENT:
None

TOOLS:
Microscopic Treatment
Quadrant



RUTGERS UNIVERSITY
Rutgers Study Abroad—Recruitment Brochure

ART DIRECTOR:
John Van Cleef

DESIGNER:
John Van Cleef

CLIENT:
Rutgers Study Abroad

TOOLS:
Adobe Photoshop
QuarkXPress

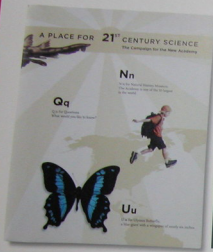
NATURAL:
French Paper-Journal
Rutgers, at white 100 lb.
100 lb. paper

NATURAL:
French Paper-Journal
Rutgers, at white 100 lb.
100 lb. paper



127

NONPROFIT / EDUCATIONAL
INSTITUTIONAL



ALTERPOP
California Academy of Sciences Brochure

ART DIRECTION:
Dorothy Armstrong

DESIGNER:
Christopher Simmons

CLIENT:
California Academy
of Sciences

TOOLS:
Adobe Photoshop
Adobe InDesign



For more than 150 years, the California Academy of Sciences has been aiding and answering questions about our natural world in ways that make science exciting and meaningful to people of all ages and cultures. While Academy scientists have enriched our understanding of the world's biodiversity with their discoveries, more than 100 million visitors have passed through the Academy's doors, leaving with new insight and inspiration.

The California Academy of Sciences is currently facing challenges that will require innovative solutions. We are seeking a new vision of the Academy's future, one that will ensure its continued relevance and impact for generations to come. We are seeking a new vision of the Academy's future, one that will ensure its continued relevance and impact for generations to come.



KASSAR DESIGN Primary School Brochure

ART DIRECTION:
Lucy Kassar

DESIGNER:
Margherita Trombadori

CLIENT:
Louise Wegmann

TOOLS:
Adobe Photoshop
Adobe Illustrator
QuarkXPress

MATERIALS:
Sennheiser 240 10
gk 1000
Sennheiser 100 10
gk 1000



Collège Louise Wegmann
مدرسة لوي فكممان

Power the Promise: The Campaign for Planned Parenthood

KESNADY • SCHWARTZ

Planned Parenthood Federation of America Campaign

ART DIRECTOR:
Mark Schwartz
Mark Kesnady
Gregory Gonschik

DESIGNERS:
Irene Neisidly
Gregory Gonschik
Dana Ross

CLIENT:
Planned Parenthood
Federation of America

TOOLS:
Adobe Photoshop
Adobe Illustrator
QuarkXPress

MATERIALS:
Stapel
Vie

era of choice, freedom, and access.

tomorrow

Planned Parenthood has enabled generations to dream, plan, and make their own choices, nurturing strong, healthy families across the country. It's time to ensure that every woman has the same opportunities, resources, and support to make her own choices. Help us keep the promise.

opportunity
It is in your power. Help us keep the promise.

power

Power the Promise: The Campaign for Planned Parenthood

130

THE BEST OF
BROCHURE DESIGN 8

power promise

Power the Promise: The Campaign for Planned Parenthood

power

global

information power

This new century brings with it exciting advances in health and learning. We all share the responsibility of ensuring that these opportunities are not out of reach for the people who need them the most.

Power the Promise: The Campaign for Planned Parenthood

THE DAILY LIFE OF AMERICAN WOMEN TO MAKE THEM

FREEDOM

WITHOUT INTERFERENCE FROM THE GOVERNMENT.

131

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INSTITUTIONAL



passion
leadership
exploration
opportunity
community
investment
creativity
inspiration
challenge
innovation
growth
wealth
change
aspiration



Welcome to
'knowledge',
a celebration of
RMIT University's
passion and
commitment to
make a difference
through education,
research and
innovation.

PERKS DESIGN PARTNERS
RMIT Capabilities Document

ART DIRECTOR: DESIGNER: DEVELOPER:



Chris Perks

ART DIRECTOR: DESIGNER: DEVELOPER:



INARIA
Ball Programme 2003

ART DIRECTOR: Andrew Thomas
DESIGNER: Andrew Thomas
CLIENT: Art-Square
TOOLS: Adobe Photoshop
MATERIALS: Adobe Illustrator
QuarkPress

132

THE BEST OF
BROCHURE DESIGN 8

133

NEWSPRINT 3 EDUCATIONAL
INSTITUTIONAL



Plantez les poireaux en bords de square ou bords de l'J y pour coloriser les bords des collines. Il se décline en plusieurs couleurs : carottes, chou-fleur, tomates, poireaux rouges, tomates-poireaux rouges, asperges. Vous avez également puéble les tomates et à bord plus. Plantez-les pour se glisser dans tous les coins et en bords, en collines.



DANIELLE FOUSHÉE DESIGN
4 Days of Fashion Announcement
and FIDM Scholarship Brochure

ART DIRECTOR:
Danielle Fournier

DESIGNER:
Danielle Karschke

15.000

The Fashion Institute of Design & Merchandising	Adobe Photoshop Adobe Illustrator
----------------------------------------------------	--------------------------------------

1984-85

Adobe Photoshop
Adobe Illustrator

2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 2679, 2680, 2681, 26

Wagner Dual 100 lb
(Cover)

NONPROFIT | EDUCATIONAL
INSTITUTION

re-

think

STORM VISUAL COMMUNICATIONS INC.
Forestry Brochure

ART DIRECTOR:
Chantal Lancaster

DESIGNER:
Chantal Lancaster

CLIENT:
Natural Sciences and
Engineering Research
Council of Canada

TOOLS:
Adobe Photoshop
Adobe Illustrator
QuarkXPress



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THE BEST OF
BROCHURE DESIGN 8

CHAQUE MINUTE DE CHAQUE HEURE CHACUN NOUS TIENT À CŒUR

O
H
F

STORM VISUAL COMMUNICATIONS INC.
Legacy Brochure

ART DIRECTOR:
Robert Smith

DESIGNER:
Robert Smith

CLIENT:
Ottawa Hospital
Foundation

TOOLS:
Adobe Photoshop
Adobe Illustrator
QuarkXPress

MATERIALS:
Dark blue textured
cardstock and
brighter blue
cardstock



137

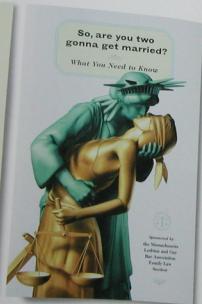
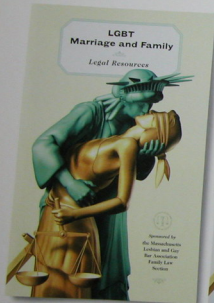
NONPROFIT | EDUCATIONAL
INSTITUTIONAL

MIRKO ILIC CORP.
Massachusetts Lesbian & Gay Bar
Association Brochures

ART DIRECTOR:
Mike Ilic

CLIENT:
Massachusetts Lesbian
& Gay Bar Association

TRUL:
QuarkPress



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THE BEST OF
BROCHURE DESIGN 8

MELISSA WEHRMAN
AIGA Boston Membership Mailer

DESIGNER:
Melissa Wehrman

CLIENT:
AIGA Boston

TRUL:
AIGA Printing
AIGA Creative
QuarkPress

MATERIALS:
Frost Smooth Inks
400 lb to 1000



139

MEMBERSHIP | EDUCATIONAL
MATERIALS



ART DIRECTION:
Jared O'Donoghue

DESIGNER:
Julie Greenberg
Shuman

CLIENT:
Museum of Fine Arts,
Boston

TOOLS:
Adobe Photoshop
QuickHype

MATERIALS:
Frost Pink untreated
100 lb. cover



140

THE BEST OF
BROCHURE DESIGN 9

HAMMERPRESS Young Architects Forum

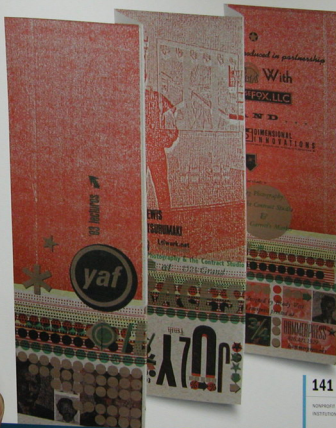
ART DIRECTION:
Brady Neel

DESIGNER:
Brady Neel

CLIENT:
Young Architects Forum

TOOLS:
Illustrator

MATERIALS:
offsetwhite



141

NONPROFIT | EDUCATIONAL
INSTITUTIONAL





USINE DE BOUTONS
CARILLON

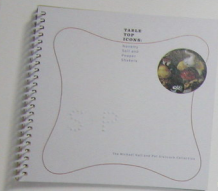
ART DIRECTOR:
Claire Grandjean

DESIGNERS:
Chiara Grandesso
Lionella Boretti

CLIENT:
REPLAY & SONS

TABLE:
Adobe Illustrator





ART DIRECTOR:
Paula Kelly

DESIGNER:
Paula Kelly

PAULA KELLY DESIGN
Gallery Exhibit Catalog for Collection
of Vintage Salt and Pepper Shakers

CLIENT:
Greenwich House Pottery
Janae Network Gallery

TOOLS:
Adobe Illustrator
QuarkXPress

MATERIALS:
Vintage Tea
(over 400 sets)



146

THE BEST OF
BROCHURE DESIGN B



What if you could lead
the region or the nation
toward a new vision
for industry?



What if you could
turn your waste
into a product that
had market value?



BRIM ARCHITECTS
By-Product Synergy Brochure

ART DIRECTOR:
Zack Shubagat

DESIGNER:
Zack Shubagat

CLIENT:
Kansas City Regional
By-Product Synergy
Initiative

TOOLS:
Adobe InDesign
Adobe Illustrator

MATERIALS:
Barnett (cover)
Matthew (text)

147

SELF-PROMOTIONAL

CELO LETNI LISTA VEC

TOMATO KOSIR
Flipbook Calendar "Celoletni Listavec"

ART DIRECTOR:
Tomato Kosir

DESIGNER:
Tomato Kosir

CLIENT:
South Service Center,
Kragj

TOOLS:
Adobe Illustrator

MATERIALS:
Magny map



148

THE BEST OF
BROCHURE DESIGN 8



GRETEMAN GROUP

Read & Reap

ART DIRECTOR:
Sonia Gredman
CREATIVE DIRECTOR:
Sonia Gredman

DESIGNERS:
Sonia Gredman
Craig Thomas

ILLUSTRATOR:
Jenna George
COPYWRITER:
Sonia Gredman
Kathryn Stricker

CLIENT:
Gredman Group

TOOLS:
Macromedia Freehand



149

SELF-PROMOTIONAL



RUTH HUIJERIND
The Retro-Flavour Christmas Booklet
of the Paper Company

ART DIRECTOR:
Ruth Huijerind

DESIGNER:
Jari Louw

CLIENT:
Map East

TABLE:
Macromedia Frontend

MATERIALS:
Century Aquavella
Stance Grass

150

THE BEST OF
BRANDING DESIGN 8



BBK STUDIO
Pique Catalog

ART DIRECTORS:
Yang Kim
Michelle Charlier

DESIGNER:
Michelle Charlier

CLIENT:
Pique

TABLE:
Adobe Photoshop
Adobe Illustrator
QuarkXPress

MATERIALS:
Minotaur Anagram
Super smooth



151

SELF-PROMOTIONAL



DESIGNER:
Dean Coker

HANGAR 18 CREATIVE GROUP
Starbrite Paper Brochure

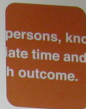
CLIENT:
Unisource Paper

TABLE:
QuarkPress

MATERIALS:
Starbrite Paper

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THE BEST OF
BROCHURE DESIGN 8



TRACY DESIGN COMMUNICATIONS
Recruitment Desk/Brochure

ART DIRECTOR:
Jan Tracy

DESIGNER:
Patrick Simon

CLIENT:
Cerner Corp.

TABLE:
Aldine Photography
Aldine Studio
QuarkPress

MATERIALS:
Unisource Premium



153

SELF PROMOTIONAL



IRON DESIGN
Mini Portfolio

ART DIRECTOR:
Todd Edmunds

DESIGNER:
Todd Edmunds
Kerrie Watzsch

CLIENT:
Iron Design

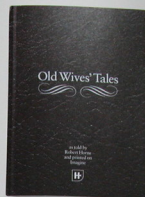
TOOLS:
Adobe Illustrator

MATERIALS:
Mattebox



156

THE BEST OF
BROCHURE DESIGN 8



CBT DESIGN
Promotional Brochure

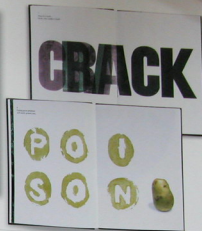
ART DIRECTOR:
Christian Abrams

DESIGNER:
Sophia Papillon

CLIENT:
Robert Hume Group

TOOLS:
Adobe Photoshop
Adobe Illustrator
QuarkXPress

MATERIALS:
Inkjet



157

SELF PROMOTIONAL



DESIGN AHEAD
Image Brochure for a Design Agency

158

THE BEST OF
BROCHURE DESIGN 8

ART DIRECTOR:
Aael Siss

DESIGNER:
Aael Siss

CLIENT:
Design Ahead

TOOLS:
Adobe Photoshop
Macromedia Freehand

MATERIALS:
Four-color gloss copper
metallic embossing
on card
Three books bound
in silver

USINE DE BOUTONS
Self-Promotion

ART DIRECTOR:
Lionelle Borelli

DESIGNER:
Lionelle Borelli

CLIENT:
Usine de Boutons

TOOLS:
Adobe Illustrator

MATERIALS:
Permagrip Silk Paper



159

SELF-PROMOTIONAL



160

THE BEST OF
BOOKING DESIGN 8



SAGMEISTER INC.
Zuntobee Annual Report

ART DIRECTOR
Nathan Sagmeister

DESIGNERS
Nathan Sagmeister
Wynne Kinsinger

CLIENT
Zuntobee

TOOLS
Adobe Photoshop
QuarkXPress

MATERIALS
Mixed media sculpture



161

SELF-PROMOTIONAL



DUFFY SINGAPORE

A Photographer's Self-Promotion Brochure

ART DIRECTOR:
Christopher Lee

DESIGNER:
Christopher Lee

CLIENT:
Wizards of Light

TOOLS:
Macromedia Freehand

MATERIALS:
Aluminum
Art Paper



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THE BEST OF
BROCHURE DESIGN 8

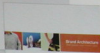


Put your feet up, this building
isn't going anywhere.

The design team for the building
has a unique vision of the future, using
efficiency, flexibility, and creative thinking
to create a space that will evolve with the
city of Los Angeles. The design team
has a vision that is not just a building,
but a way of life.



100



DNIM ARCHITECTS

Brand Architecture Brochure

ART DIRECTOR:
Zack Shulzinger

DESIGNER:
Zack Shulzinger

CLIENT:
Bernstein Ross
Adlerberg

TOOLS:
Adobe InDesign
Adobe Illustrator
Adobe Photoshop

MATERIALS:
Aluminum Paper
Wheatstone Velum cover
Balsam (100%)
Inkjet prints



We want to build a home for
your family at Bernstein-Ross
for generations to come.



163

SELF-PROMOTIONAL



INSIGHT DESIGN COMMUNICATIONS
Eric Fisher Salon Mission Brochure

ART DIRECTOR:
Tracy Holliman

DESIGNER:
Lee Carmichael

CLIENT:
Eric Fisher Salon

TOOLS:
Macromedia Freehand

MATERIALS:
Winkler Royal Filter
smooth white



164

THE BEST OF
BROCHURE DESIGN &



TRACY DESIGN COMMUNICATIONS
DDM Morris Photography Promotional

ART DIRECTOR:
Jan Tracy

DESIGNER:
Tony Magliana
Rachel Karaca

CLIENT:
David Morris

TOOLS:
Adobe Photoshop
Adobe Illustrator
QuarkXPress



165

SELF-PROMOTIONAL



VINE360
VINE360 Brochure

DESIGNER:
Jay MacDonald

CLIENT:
VINE360

TOOLS:
Adobe Photoshop
Adobe Illustrator

MATERIALS:
Single-side CD
after Winpress
print cardboard
for individual
customization



166

THE BEST OF
BROCHURE DESIGN II



LOGOSBRANDS
Self-Promotion Brochure

ART DIRECTION:
Farah Dhanila

DESIGNER:
Sunny Chan
Ali Khan

CLIENT:
Logosbrands

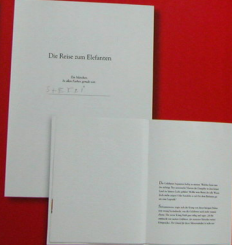
TOOLS:
Adobe Photoshop
Adobe Illustrator
QuarkXPress

MATERIALS:
Sticke Premium One &
Sunde



167

SELF-PROMOTIONAL



DESIGNER:
Jean-François Plante

CLIENT:
Pierre-François Duvallet
Art Contemporain

TABLE 1
Adult Photo
Qualities

KOLEGRAM
Art Exhibit Brochure

NATURALS

[illegible]



NESNADNY • SCHWARTZ
SMART Knightkote Brochure

ART DIRECTOR:
Mark Schwartz
Joan Nesnadny
Monette Mueller

DESIGNER:
Monette Mueller

CLIENT:
SMART Papers

TOOLS:
Adobe Photoshop
Adobe Illustrator
QuarkPress

MATERIAL:
SMART Knightkote



170

THE BEST OF
BROCHURE DESIGN 8

KODA
Fox River: Color on Starwhite

ART DIRECTOR:
Jim Burt

DESIGNER:
Janie Dinning

CLIENT:
Fox River Paper Company

TOOLS:
Adobe Photoshop
Adobe Illustrator
QuarkPress

MATERIAL:
Fox River Starwhite Paper
Starwhite Koda
Starwhite Series in various weights and finishes



171

SELF PROMOTIONAL



WEYMOUTH DESIGN
Weymouth Design Hands On Self Promotional

ART DIRECTOR:
Michael Weymouth

DESIGNER:
Rob Kallman
Chris Kirby

WRITER:
Alan English

PHOTOGRAPHY:
Michael Weymouth

ILLUSTRATION:
Cathy Pharmaceutical
Jeffrey Decoster
CIMA
Mark S. Fisher

TABLE:
Aldine Pharmaceutical
Aldine Pharmaceutical
QuarkPress

MATERIALS:
Michael Nader (P&H) 100 lb
Gloria Nader Cover 29 lb
Case Sound Book



172

THE NEW YORK
BOOK DESIGNER



173

SELF PROMOTIONAL



ZIGZAG DESIGN
Zigzag Design Promo Piece

ART DIRECTOR
Rachel Karcia

DESIGNER
Rachel Karcia

CLIENT
Zigzag Design

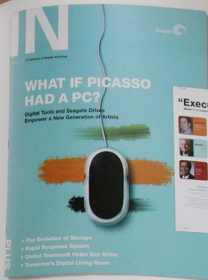
TOOLS
Adobe Photoshop
Adobe Illustrator

MATERIAL
French Specimens
Rubber



174

THE BEST OF
BROCHURE DESIGN 8



ART DIRECTOR
Joshua Seaback

DESIGNER
Charlotte Jones

CLIENT
Liquid Agency Inc.

TOOLS
Adobe Photoshop
Adobe Illustrator
QuarkPress

"Execution is Paramount"



LIQUID AGENCY INC.
IN (Spring 03) Internal Brochure



175

SELF PROMOTIONAL

PAULA KELLY DESIGN
Micro Pocket Portfolio

ART DIRECTION
Paula Kelly

DESIGNER
Paula Kelly

CLIENT
Paula Kelly Design/NTC

TRAIL
QuarkPress

MATERIALS
Schwabe
Pica/Kent
100 lb (40)



176

THE BEST OF
BROCHURE DESIGN A

Some pairs bring out the best in each other. Others, like comedy is right. They complement each other's strengths, offer timely support, and create something better and more interesting. Without which, that comic Ranger would be just a masked man (and in his hands, without Hanson, Santa would still be abundant in the that brown, gummy stuff that sticks to the end of your And vice versa. As the best to be a winning pair.

GREAT PAIRINGS

admit. Behind every great printer is a great printer. That's the reason we have about a new Designer Awards component to the 2004 Super North America Printer of the Year program. A panel of nationally expert designers will judge all design entries, with the top 18 winners showcased in a traveling exhibition and full-color show catalog. What's more, all 18 design winners (and a guest) will be honored at an all-expense-paid gala celebration at a five-star resort this spring. But hurry, the entry deadline is January 15.



PENTAGRAM DESIGN/SF
Call for Entries

ART DIRECTION
Kip Boudin

DESIGNER
Boris Ivan

CLIENT
Sagor Fine Paper

TRAIL
Adobe Photoshop
Adobe Illustrator
QuarkPress

MATERIALS
McClay Ink 100 lb (40)
McClay Green 100 lb (40)



177

SELF PROMOTIONAL

Marketing Schizophrenia

"I want to be unique!"

THE DAVE AND ALEX SHOW
The Dave and Alex Show Broadside

Trying Too Hard

They play on the prey and the hunter on his head.



THE DAVE AND ALEX SHOW
The Dave and Alex Show Broadside

ART DIRECTORS
Alex Viny
Dave Goldenberg

DESIGNER
Dana Meiss

CLIENT
The Dave and Alex Show

TOOLS
QuarkPress

MATERIALS
Neoprene



HORNALL ANDERSON DESIGN WORKS, INC.
Washington Wizards 2004 Mini Brochure

ART DIRECTOR
Jack Anderson

DESIGNERS
Jack Anderson
Eileen Gelsi Cruz
Henry Yu
Bernice Boering

DESIGNER
Joe Kilian
Buckley Boyd
Jeff Woot
Alan Caporaso

CLIENT
Washington Wizards

TOOLS
Adobe Photoshop
QuarkPress



178

THE BEST OF
BROCHURE DESIGN II

A Broadside from The Dave and Alex Show

179

SELF PROMOTIONAL



NESKADNY + SCHWARTZ
SMART Papers Kromekote Brochure

ART DIRECTION:
Mark Schwartz
Joan Resendiz
Gregory Ransawich

DESIGNER:
Helen Resendiz
Gregory Schwach
Stacie Ross

CLIENT:
SMART Papers

TOOLS:
Adobe Photoshop
Adobe Illustrator
QuarkXPress

MATERIALS:
SMART Kromekote

180
THE BEST OF
BROCHURE DESIGN 8



WATTS DESIGN
Spicers Paper Synthetic Paper Promotion

ART DIRECTOR:
Peter Ratta

DESIGNER:
Peter Ratta

CLIENT:
Spicers Paper

TOOLS:
Adobe Photoshop
Adobe Illustrator

MATERIALS:
Synthetic Paper range



181
SELF PROMOTIONAL

could be
platinum until you
no annual fee
learn more



MAGMA (BÜRO FÜR GESTALTUNG) & CHRISTIAN ERNST
VERSUS FIS_VS_PIX

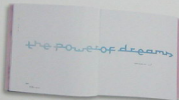
ART DIRECTOR:
Lars Wacker
Ulrich Rapp
Christian Ernst

DESIGNER:
Lars Wacker
Ulrich Rapp
Aart Binkmann

TYPE DESIGN:
Boris Kutt
Lars Wacker
Aart Binkmann

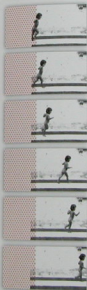
CLIENT:
Wolfgang Tye

TOOLS:
Adobe Photoshop
Adobe Illustrator
Macromedia Freehand
Macromedia PageMaker
QuarkXPress



182

THE BEST OF
BROCHURE DESIGN II



USINE DE BOUTONS
Maya Run

ART DIRECTOR:
Charles Gendreau

DESIGNER:
Charles Gendreau
Lionel Bonnet

CLIENT:
USINE DE BOUTONS

TOOLS:
Adobe Photoshop



183

SELF-PROMOTIONAL



TRACY DESIGN COMMUNICATIONS
DDM Morris Photography Promotional

ART DIRECTOR:
Jan Tany

DESIGNERS:
Sony Magliana
Rachel Karaca

CLIENT:
David Morris

TOOLS:
Adobe Photoshop
Adobe Illustrator
QuarkXPress



BUNGALOW CREATIVE
The Bungalow Book

ART DIRECTOR:
Christopher Rothbard

DESIGNER:
Christine Taylor

WRITER/EDITOR:
Stacey Ross

PHOTOGRAPHER:
Jesse Johnston

CLIENT:
Bungalow Creative

PROOFER:
Hennepine Lithopress

TOOLS:
Adobe Photoshop
QuarkXPress

NATURALS:
Katie Sullivan
Newspoint
Stockroom selected
natural areas used
Chapman International
Katie Ross International





PENTAGRAM DESIGN/SF
Self-Promotion

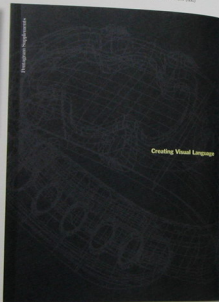
ART DIRECTOR:
Kris Winick

DESIGNER:
David Razi

CLIENT:
Pentagram

TOOLS:
Adobe Photoshop
Adobe Illustrator
QuarkXPress

MATERIALS:
MacCity 100 is
uncoated (cover)
MacCity 100 is ink (back)



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THE BEST OF
BROCHURE DESIGN 8

WETMOUTH DESIGN Linger 3

ART DIRECTOR:
Tom Leith

DESIGNER:
Robert Krasch
Brad Leithmeyer

CLIENT:
Wet Mouth Paper

TOOLS:
QuarkXPress
Adobe Photoshop

MATERIALS:
Wet Mouth Paper



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SELF-PROMOTIONAL



WEYMOUTH DESIGN, INC.
Capabilities Brochure



ART DIRECTOR:
Dan Lindlow

DESIGNER:
Jonathan Grove

CLIENT:
Dynagrat, Inc.

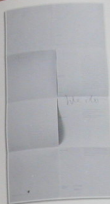
TOOLS:
Adobe Photoshop
Adobe Illustrator
QuarkPress

MATERIALS:
Mylar Six mats
velvet, glass, untreated



188

THE BEST OF
BROCHURE DESIGN B



DOPPIO DESIGN
Self-Promotional Piece



ART DIRECTOR:
Mauro Bertolini

DESIGNERS:
Andrei Kuchel
Mauro Bertolini

CLIENT:
Doppio Design

TOOLS:
Adobe Photoshop
Adobe Illustrator

MATERIALS:
Velvet, Gold Laminated
100 gm



189

SELF-PROMOTIONAL



BAUMANN & BAUMANN
A Twenty-Six-Letter Book

ART DIRECTOR:
Barbara Baumann
Gerd Baumann

DESIGNERS:
Barbara Baumann
Gerd Baumann

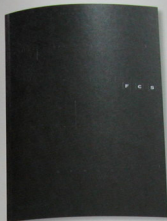
CLIENT:
Pete Carr, Oxfords

TOOLS:
Macromedia Freehand



190

THE BEST OF
BROCHURE DESIGN 8



HIPPO STUDIO
FCS Company Brochure

ART DIRECTORS:
William Ho Siu Chun
Chin Lee Ma
Chin Lee Ma

DESIGNERS:
William Ho Siu Chun
Chin Lee Ma
Stone Lam

CLIENT:
FCS Limited

TOOLS:
Adobe Photoshop
Adobe Illustrator

MATERIALS:
Cottons Marcella Weave
Imprinted Marcella Weave



191

SELF PROMOTIONAL

FLIGHT CREATIVE
Flight Creative Promotional Brochure

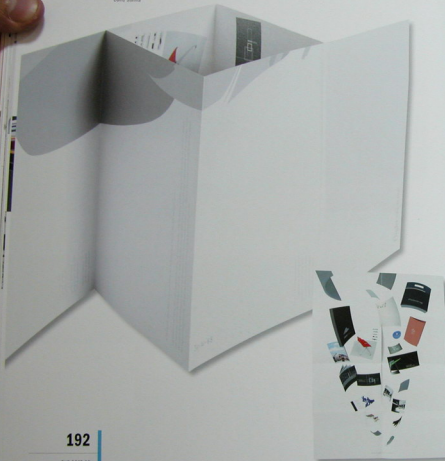
ART DIRECTOR:
Lisa Norenberg

DESIGNER:
Lisa Norenberg
Alex Pagan
David Berman

CLIENT:
Flight Creative

TITLE:
Address Illustration
20 Seattle Way

MATERIALS:
Kodak Dia 100 print
Chromalith 200 and 300



192

THE BEST OF
BROCHURE DESIGN 9



Ö GRANTUK HÖNNUN

Self-Promotion

ART DIRECTOR:
Einar Gylfason

DESIGNER:
Einar Gylfason

CLIENT:
Ö1

TITLE:
Macromedia Postcard

MATERIALS:
Munken-Lin



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SELF-PROMOTIONAL



PENTAGRAM DESIGN, INC.
Doris Mitsch: Scanning

ART DIRECTOR:
Michael Bernall

DESIGNER:
Kerrie Powell

CLIENT:
Malware Paper Mills, Inc.

MATERIALS:
Malware
Superfine
Eggshell
White



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THE BEST OF
BROCHURE DESIGN 8



HAT-TRICK DESIGN
now here's a funny thing . . .

ART DIRECTOR:
Garath Rowat
David Rungten
Jon Sutherland

DESIGNERS:
Garath Rowat
Jon Sutherland

CLIENT:
Scott Perry

TOOLS:
QuarkPress

MATERIALS:
Super Paper



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SELF-PROMOTIONAL





KOLEGRAM

Opera Lyra Ottawa Season Brochure

DESIGNER
Gordon Burt

CLIENT
Opera Lyra Ottawa

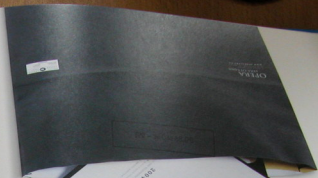
TOOLS
Adobe Photoshop
Adobe Illustrator
QuarkXPress

MATERIALS
Dorland Paperford



200

THE BEST OF
BROCHURE DESIGN R



201

ARTS | ENTERTAINMENT
EVENTS



La Chambre des Cultures
Artist Catalogue

KOLEGRAM

La Chambre des Cultures Artist Catalogue

ART DIRECTOR:
Mike Teasdale

DESIGNER:
Mike Teasdale

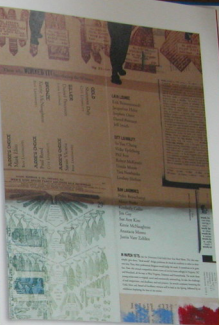
CLIENT:
Aurore 7

TOOLS:
Adobe Photoshop
QuarkXPress



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THE BEST OF
BRUCHURE DESIGN 8



FUSION COLLABORATIVE Real Show Reception

ART DIRECTOR:
John Foster

DESIGNER:
John Foster

CLIENT:
AOCW

TOOLS:
Adobe Photoshop
Adobe Illustrator
QuarkXPress

NATURAL:
Damon Thomas

203

ARTS + ENTERTAINMENT
EVENTS

GREENZWEIG DESIGN

Art Jam 6-Buyers Invitation

ART DIRECTOR
Tim Greenzwieg

DESIGNER
Tim Greenzwieg

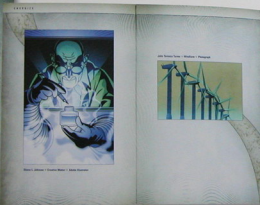
CLIENT
Graphic Artists Guild
Seattle

TOOLS
Adobe Photoshop
QuarkXPress



204

THE BEST OF
BROCHURE DESIGN 8



POULIN + MORRIS INC.

Dahesh Museum of Art Public Information Brochures

ART DIRECTOR
L. Richard Poulin

DESIGNERS
L. Richard Poulin
Brian Brindley
Anna Orlov

CLIENT
Dahesh Museum of Art

TOOLS
QuarkXPress

MATERIALS
Zanders Stone Book Sales



205

ARTS | ENTERTAINMENT
EVENTS

customs house

gallery

BLUE RIVER DESIGN LTD.
Customs House Gallery Brochure

ART DIRECTOR:
Cathy Easton

DESIGNER:
Cathy Easton

CLIENT:
Customs House Gallery

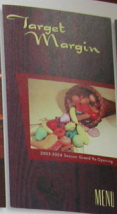
TOOLS:
QuarkXPress

MATERIALS:
Artes Volume 170 gsm



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THE BEST OF
BROCHURE DESIGN 8



ART DESIGN

These Very Serious Jokes Brochure, Joan of Arc
Brochure, 2003-2004 Season Brochure

ART DIRECTOR:
Joan Scott

CLIENT:
Target Margin Theater

TOOLS:
Adobe Photoshop
Adobe InDesign
QuarkXPress

MATERIALS:
Process Chroma Fine
20% post consumer
recycled paper
ink ink



207

ARTS | ENTERTAINMENT
EVENTS

DUFFY SINGAPORE
A Programme Guide for a Play

ART DIRECTOR:
Christopher Le

BESIDE
Agi Taro

CLIENT:
The Necessary Stage

TOOLS:
Macromedia Freehand

MATERIALS:
Clipboard (cover)



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THE BEST OF
BROCHURE DESIGN 8

DATA-BASED ART • A FULL DAY'S
INVESTIGATION INTO HOW ARTISTS
CREATE NEW ELECTRONIC AND
DIGITAL MEDIA WORKS FROM THE
MANIPULATION, PROCESSING AND
ANALYSIS OF INFORMATION 18.09.

SENIOR 10:00 - 10:00, 4:00 (and Special Family) Live Performance
 Sessions will explore the historical context and current challenges of immigrant and refugee populations by location, origin, and type of asylum seeking. Topics include: South Africa, Thailand, Myanmar, Afghanistan, Somalia, Cambodia and Laos. Moderator: Chantel de Bont, Co.

Special places are limited and pre-booking is essential. Email info@worldoftheatre.com or telephone 019 478 4916. For further information visit www.worldoftheatre.com

WINTER SENIOR Brian Duffy and his Modified Tax Orchestra, **10:00**, **4:00** (and Special Family) **10:00 - 10:00, 4:00**, **Free**, **ca**, **Cuba**

Senior 10:00 is a world-wide and performed in Birmingham. The work includes record production, installation, the performance of a range of musical styles, a variety of electronic music. Strong and a record time and with the show is recorded. The show is a unique and musical experience. A further opportunity to workshop and record info@worldoftheatre.com

Not pre-booking required

LEV MANOVICH **SOFT CINEMA**
CORNELIA SOLLFRANK STEVE DIETZ
GRAHAM HARWOOD SARAH COOK
SEBASTIAN CAMPION **SEMINAR**
BRIAN DUFFY **MODIFIED TOY ORCHESTRA**
3 RUPERT HUBER **RADUTOPIA**

EXHIBITION: Latin Musicists, South America 10:00 - 11:00, First Level
Orchestra: Space

Latin Musicists is a digital music event and performance in a specially set-up hall. And because of technical issues, although we have a large number of artists, we cannot have them all. Come and enjoy the latest developments in this dynamic, multimedia artwork.

www.museuminternational.com

Not just looking sideways

NOV PERFORMANCE: Russian Ballet
November 20:00 - 20:00, First Level
Dance: Performance Space

Supporting the exhibition is a series of dance performances by the Russian Ballet. The programme includes a new work by the choreographer and dancer, Anna Yegorova, and a new work by the choreographer and dancer, Anna Yegorova, and a new work by the choreographer and dancer, Anna Yegorova.

NOV PERFORMANCE: Russian Ballet
November 20:00 - 20:00, First Level
Dance: Performance Space

Supporting the exhibition is a series of dance performances by the Russian Ballet. The programme includes a new work by the choreographer and dancer, Anna Yegorova, and a new work by the choreographer and dancer, Anna Yegorova.

NOV PERFORMANCE: Russian Ballet
November 20:00 - 20:00, First Level
Dance: Performance Space

Supporting the exhibition is a series of dance performances by the Russian Ballet. The programme includes a new work by the choreographer and dancer, Anna Yegorova, and a new work by the choreographer and dancer, Anna Yegorova.

BALTIC



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ELEMENT

CSCA Call For Entries

ART DIRECTOR:
Jeremy Dagle

DESIGNER:
Jeremy Dagle

CLIENT:
Columbus Society of
Community Arts

TOOLS:
Adobe InDesign
Macromedia Freehand

MATERIALS:
Scheffelin Phoenix
Winton White



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THE BEST OF
BROCHURE DESIGN 8



THE HUMAN RACE Theatrical Invitation

ART DIRECTOR:
Kathie Maybank

DESIGNER:
Kathie Maybank

CLIENT:
Neville Smith,
Theatrical Director

TOOLS:
Adobe Photoshop
Adobe Illustrator

MATERIALS:
1 Color
Uncoated Stock



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ARTS | ENTERTAINMENT
EVENTS



VESTIBULE STUDIO
Robot Films Catalogue

ART DIRECTOR:
Susan Ting
Bruno Ricard

DESIGNER:
Susan Ting
Bruno Ricard

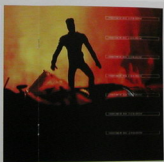
CLIENT:
Pace Foundation for Arts
& Creative Tech

TOOLS:
Adobe Photoshop
Adobe Illustrator
QuarkXPress



PREFACE

THE ROBOT FILMS CATALOGUE IS A COLLECTION OF FILMS THAT HAVE BEEN PRODUCED BY THE ROBOT FILMS STUDIO. THE CATALOGUE IS A COLLECTION OF FILMS THAT HAVE BEEN PRODUCED BY THE ROBOT FILMS STUDIO. THE CATALOGUE IS A COLLECTION OF FILMS THAT HAVE BEEN PRODUCED BY THE ROBOT FILMS STUDIO.



KATSHI DESIGN OFFICE INC.
Tategumi Yokogumi Morisawa Quarterly 2002, No. 57

ART DIRECTOR:
Mitsuo Katoh

DESIGNER:
Mitsuo Katoh
Takeshi Nakano

CLIENT:
Morisawa & Company Ltd.

TOOLS:
Adobe Photoshop
Adobe Illustrator

MATERIALS:
Fancy papers





HORNALL ANDERSON DESIGN WORKS, INC.
Seattle Super Sonics 2004 Brochure

ART DIRECTOR:
Jack Anderson

DESIGNER:
Jack Anderson
Andrew Wicklund

CLIENT:
Seattle SuperSonics



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THE BEST OF
BROCHURE DESIGN 9



ELFEN
Craft Catalogue

ART DIRECTOR:
Guto Evans

DESIGNER:
Matthew James

CLIENT:
Wicks Arts
International

TOOLS:
Macromedia Freehand
QuarkXPress

NOTES:
Curtis King
Britt Hunt



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ARTS | ENTERTAINMENT
EVENTS



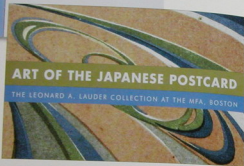
THE RUSSO-JAPANESE WAR

The Russo-Japanese War (1904-1905) was a conflict between the Russian Empire and the Japanese Empire. It was the first time that a European power had been defeated by an Asian power in a major war. The war was fought primarily in Manchuria and Korea, and it resulted in a significant shift in the balance of power in the region. The Japanese victory was a major triumph for the young nation and a blow to Russian prestige.



NEW YEAR'S POSTCARDS

New Year's postcards are a popular tradition in Japan. They are often sent to family and friends to wish them a happy and prosperous new year. The postcards typically feature illustrations of the new year's theme, such as the zodiac sign or the season. They are also often decorated with calligraphy and other traditional Japanese motifs.



ART OF THE JAPANESE POSTCARD

THE LEONARD A. LAUDER COLLECTION AT THE MFA, BOSTON

MUSEUM OF FINE ARTS, BOSTON
Japanese Postcard Exhibit Brochure

ART DIRECTOR:
Janet O'Donoghue

DESIGNER:
Melissa Mathman

CLIENT:
Museum of Fine Arts
Boston

TRULS:
Konica PhotoShop
QuarkXPress

MATERIALS:
Monoduck America S/A
Text 100 lb



POSTCARDS AS ADVERTISEMENTS

Postcards as advertisements are a common sight in Japan. They are often used to promote local businesses, events, and attractions. The postcards typically feature illustrations of the subject being advertised, and they are often distributed in large quantities. This type of postcard is a unique way of combining art and commerce.



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THE BEST OF
BROCHURE DESIGN 8



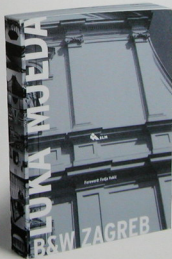
MIRO ILIC CORP.
B/W Zagreb

ART DIRECTOR:
MIRO ILIC

DESIGNER:
MIRO ILIC

CLIENT:
SLM

TRULS:
QuarkXPress



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ARTS | ENTERTAINMENT
EVENTS



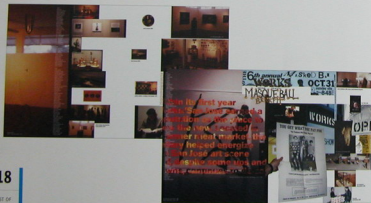
JOE MILLER'S COMPANY
Works 25th Anniversary Catalog

DESIGNER:
Joe Miller

CLIENT:
Works/San Jose

TOOLS:
Adobe Photoshop
Adobe Illustrator
QuarkXPress

MATERIALS:
Crushed Leaf Sparkles
(2002)
Crushed Leaf (1992)
Sandstone (2002)
Copper, Antique White
(1992)

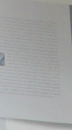


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THE BEST OF
BROCHURE DESIGN 1



the first quarter-century



KOLECRAN
An Exhibit Brochure

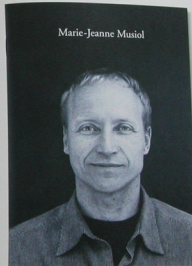
ART DIRECTOR:
Mike Tassinari

DESIGNER:
Mike Tassinari

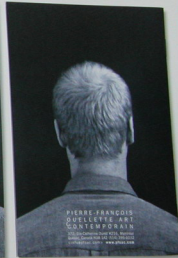
CLIENT:
Pierre-François Guellette
Art Contemporain

TOOLS:
Adobe Photoshop
QuarkXPress

MATERIALS:
Antique White



Marie-Jeanne Musiol



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ARTS | ENTERTAINMENT
EVENTS

Ann Willoughby is the Founder and Chief Creative Officer of **Willoughby Design Group**, a brand strategy and identity design firm started in 1978. The firm specializes in integrated brand identity, communications and product design in the retail, fashion, dining, and entertainment industries.

Clients include Three Dog Bakery, Einstein Bros. Bagels, Noodles and Company, Lee Jeans, Hallmark, Buckle, LLC, Playtex, and a new start-up restaurant concept, SPIN.

Willoughby's approach to design and business is reflected in the company's unique studio environment—a collaborative space where designers work alongside entrepreneurs and CEOs to visualize new retail concepts. The office, complete with a meditation room and the off-site Willoughby Design Barn retreat helps attract and retain top creative talent and brings forward-thinking clients to Kansas City.

Ann serves as a Director on the AIGA National Board. She was the Chair for the 2004 National AIGA Gain Conference in New York. Ann also serves on the national AIGA Brand Experience Board and is a member of the editorial board of *HOW*.



WILLOUGHBY DESIGN GROUP OFFICE



WILLOUGHBY DESIGN BARN

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Deb Nagelands
Paul Lettvice
Ryan Jones

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