

1

**Business Card****Design** Oliver Munday, New York**Client** Robson Desouza**Principal Type** Univers**Dimensions** 3.5 x 2 in. (8.9 x 5.1 cm)

2

**Greeting Card****Design** Masayo Anton-Ozawa, New York**Lettering** Masayo Anton-Ozawa**Photography** Theresa Stebe, Deer Park, NY**Principal Type** handlettering**Dimensions** 5 x 7 in. (12.7 x 17.8 cm)

3

**Greeting Card****Design** Katy Fischer and Eric Thoeke, St. Louis, Missouri**Copywriter** Geoff Story**Studio** TOKY Branding + Design**Client** St. Louis Public Library Foundation**Principal Type** typewriter**Dimensions** 4.5 x 6.25 in. (11.4 x 15.9 cm)

4

**Invitation****Design** Craig Welsh, Lancaster, Pennsylvania**Studio** Go Welsh**Client** Society of Design**Principal Type** Gothic wood type**Dimensions** Closed: 5 x 8 in. (12.7 x 20.3 cm)

Opened: 100 x 8 in. (254 x 20.3 cm)

5

**Brochure****Design** Tobias Heidmeier, Hamburg**Creative Direction** Jan Kruse**Agency** Ligalux GmbH**Client** fischerAppelt, relations GmbH**Principal Type** various**Dimensions** 3.8 x 5.8 in. (9.6 x 14.8 cm)

6

**Brochure****Design** Henrik Kubel and Scott Williams, London**Design Office** A2/SW/HK**Client** A2-TYPE**Principal Type** various**Dimensions** 5.9 x 8.3 in. (15 x 21 cm)

7

**Book Jacket****Design** Christopher Sergio, New York**Design Office** Christopher Sergio Design**Publisher** HarperCollins Publishers**Principal Type** Fette deutsche Schrift and Knockout**Dimensions** 6.25 x 9.25 in. (15.9 x 23.5 cm)

8

**Book Jacket****Design** Melissa Chang, New York**Art Direction** Hana Nakamura**Creative Direction** Matteo Bologna**Lettering** Melissa Chang**Design Office** Mucca Design**Client** Rizzoli**Principal Type** handlettering**Dimensions** 8.75 x 5.5 in. (22.2 x 14 cm)

9

**Book Jacket**

**Design** Demetri Martin, New York  
**Art Direction** Elizabeth Connor  
**Creative Direction** Anne Twomey  
**Publisher** Grand Central Publishing  
**Principal Type** Electra and handlettering  
**Dimensions** 5.75 x 8.5 in. (14.6 x 21.6 cm)

10

**Book Jacket**

**Design** Ariane Spanier, Berlin  
**Design Office** Ariane Spanier Design  
**Client** Fukt Magazine, Björn Hegardt  
**Principal Type** handlettering  
**Dimensions** 6 x 9 in. (15.2 x 22.9 cm)

11

**Book**

**Design** Catherine Casalino, New York  
**Creative Direction** Anne Twomey  
**Photography** Ryann Cooley  
**Design Office** Catherine Casalino Design  
**Publisher** Grand Central Publishing  
**Principal Type** Briem Mono and custom metal letters  
**Dimensions** 6 x 9 in. (15.2 x 22.9 cm)

12

**Book Jacket**

**Design** Gregg Kulick, New York  
**Illustration** Gregg Kulick  
**Publisher** Penguin Group (USA)  
**Principal Type** Gotham Rounded and hand drawn found types  
**Dimensions** 6.1 x 9.25 in. (15.6 x 23.5 cm)

13

**Book**

**Design** Underware, The Hague, Netherlands  
**Principal Type** Fakir  
**Dimensions** 5.3 x 8.3 in. (13.5 x 21.1 cm)

14

**Book**

**Art Direction** Reginald Wagner, Hamburg  
**Creative Direction** Katrin Oeding  
**Photography** Ulrike Kirmse and Guido Stanke  
**Illustration** Sarah Gossner  
**Copywriters** Till Grabsch and Delia D. Marti  
**Agency** Kolle Rebbe/KOREFE  
**Client** Borkebjjs.com  
**Principal Type** Borkebjjs  
**Dimensions** 4.8 x 5.9 in. (12.2 x 15 cm)

15

**Corporate Identity**

**Design** Christy Thrasher, Santa Monica, California  
**Creative Direction** Robert Louey and Regina Rubino  
**Vice President Food & Beverage International Operations**  
Achim Lenders, Chicago  
**Vice President Culinary Operations** Susan Terry, Chicago  
**General Manager** Toni Hinterstoisser, New York  
**Design Offices** Regina Rubino/IMAGE: Global Vision LLC and  
Robert Louey Design/Pagenova  
**Clients** Andaz Wall Street, New York, and Grand Hyatt New York  
**Principal Type** ATChevalier Regular (modified) and  
Engravers MT Regular  
**Dimensions** various

16

**Packaging**

**Design** Christy Thrasher, Santa Monica, California  
**Creative Direction** Robert Louey and Regina Rubino  
**Vice President & Managing Director** Matt Adams, New York  
**Vice President Culinary Operations** Susan Terry, Chicago  
**Design Offices** Regina Rubino/IMAGE: Global Vision LLC and  
Robert Louey Design/Pagenova

**Client** Grand Hyatt New York

**Principal Type** various

**Dimensions** various

17

**Visual Identity**

**Design** Sascha Thoma, Ben Wittner, and Bjoern Wolf, Berlin  
**Studio** Eps51 graphic design studio  
**Client** uqbar, Berlin  
**Principal Type** Berthold Akzidenz-Grotesk, House Slant, Rosewood,  
and Soda Script  
**Dimensions** Books: 7.9 x 10.2 in. (20 x 26 cm)  
Posters: 33.1 x 23.4 in. (84.1 x 59.4 cm)

18

**Posters**

**Design** Oliver Munday, New York  
**Client** 826DC  
**Principal Type** Bickham Script, Univers, and Walbaum  
**Dimensions** 18 x 24 in. (45.7 x 61 cm)

19

**Packaging**

**Design** Christine Celic Strohl, New York  
**Art Direction** Christine Celic Strohl  
**Creative Direction** Matteo Bologna  
**Design Office** Mucca Design  
**Client** Icon Group  
**Principal Type** One Atlantic Book, One Atlantic Text Light,  
and One Atlantic Light Italic  
**Dimensions** 2 x 4 in. (5.1 x 10.2 cm)

20

**Packaging**

**Design** Eduardo del Fraile Carbajo and Andrés Guerrero, Murcia, Spain  
**Studio** Eduardo del Fraile  
**Client** Soso Salt  
**Principal Type** Helvetica Bold  
**Dimensions** 4.9 x 3.5 in. (12.5 x 9 cm)

21

**Book Jackets**

**Design** Michaela Kneissl and Christian Otto, Munich  
**Design Office** Geviert  
**Client** C.H.Beck oHG dtv  
**Principal Type** various  
**Dimensions** 4.3 x 7.1 in. (11 x 18 cm)

22

**Brochure**

**Creative Direction** Karlheinz Müller and Paul Wagner, Munich  
**Translator** Ross M. Benjamin, New York  
**Agency** Freie Radikale Werbung  
**Client** Heidelberger Druckmaschinen AG  
**Principal Type** United Stencil  
**Dimensions** 7.9 x 7.9 in. (20 x 20 cm)

23

**Catalog**

**Design** Clea Forkert, Toronto  
**Creative Direction** Claire Dawson and Fidel Peña  
**Design Office** Underline Studio  
**Client** The Robert McLaughlin Gallery,  
McMaster Museum of Art  
**Principal Type** Helvetica Neue, Hoefler Text, and Hoefler Titling  
**Dimensions** Flat 39.2 x 10 in. (99.45 x 25.4 cm)  
Folded 7.5 x 10 in. (19.1 x 25.4 cm)

24

**Catalog**

**Design** Andrew Byrom, Long Beach, California

**Writers** Andrew Byrom and Renée Cossutta

**Clients** La Sierra University and  
University of Massachusetts Lowell

**Principal Type** various

**Dimensions** 5.5 x 8.5 in. (14 x 21.6 cm)

25

**Catalog**

**Design** Olaf Jäger and Regina Jäger, Überlingen, Germany

**Agency** Jäger & Jäger

**Client** Nils Holger Moormann GmbH

**Principal Type** ITC Franklin Gothic

**Dimensions** 8.9 x 11.2 in. (22.5 x 28.5 cm)

26

**Catalog**

**Design** Bondé Prang, Philadelphia

**Art Direction** Andy Cruz, Wilmington, Delaware

**Photography** Carlos Alejandro

**Photography Studios** Carlos Alejandro Photography  
and The Herman Miller Archive

**Text Showings** Erik van Blokland and Ben Kiel,  
The Hague, Netherlands, and Yorklyn, Delaware

**Design Office** House Industries, Yorklyn, Delaware, and  
The Eames Office, Santa Monica, California

**Principal Type** Eames Century Modern and Eames Exhibits

**Dimensions** 4.5 x 8.25 in. (11.4 x 21 cm)

27

**Book Jacket**

**Design** Mario J. Pulice, New York

**Creative Direction** Mario J. Pulice

**Artwork** Karen Green

**Publisher** Hachette Book Group / Little, Brown and Company

**Principal Type** Gotham Book

**Dimensions** 6.1 x 9.5 in. (15.6 x 24.1 cm)

28

**Book Jacket**

**Design** Keith Hayes, New York

**Lettering** Keith Hayes and Ronald Kurniawan

**Art Direction** Keith Hayes

**Creative Direction** Mario J. Pulice

**Illustration** Ronald Kurniawan

**Publisher** Hachette Book Group / Little, Brown and Company

**Principal Type** Futura Book and handlettering

**Dimensions** 6.1 x 9.5 in. (15.6 x 24.1 cm)

29

**Book Jacket**

**Design** Oliver Munday, New York

**Client** 826DC

**Principal Type** Block Gothic and Freight Micro

**Dimensions** 6 x 9 in. (15.2 x 22.9 cm)

30

**Book Jacket**

**Design** Christopher Brand, New York

**Art Direction** Roseanne Serra

**Creative Direction** Paul Buckley

**Lettering** Christopher Brand

**Illustration** Sam Weber

**Publisher** Penguin Books

**Principal Type** handlettering

**Dimensions** 5.1 in x 7.75 in. (13 x 19.7 cm)

31

**Book**

**Design** Katrin Schacke, Offenbach, Germany  
**Author** Dr. Frank Berzbach, Bonn, Germany  
**Marketing** Karin Schmidt-Friderichs, Mainz, Germany  
**Printer** Universitaetsdruckerei H. Schmidt Mainz  
**Publisher** Verlag Hermann Schmidt Mainz  
**Principal Type** Adobe Garamond and DTL Nobel T  
**Dimensions** 5.3 x 8.2 in. (13.5 x 21 cm)

32

**Book**

**Design** Till Beckmann, Jenny Hasselbach, and  
Franziska Morlok, Berlin  
**Design Office** Rimini Berlin  
**Client** Revolver Publishing  
**Principal Type** Schulbuch Nord  
**Dimensions** 5.1 x 6.7 in. (13 x 17 cm)

33

**Catalog**

**Design** Masumi Briozzo and Angus Hyland, London  
**Design Office** Pentagram Design London  
**Client** Barbican Art Gallery  
**Principal Type** Archer, Bickham Script Pro, Caslon Pro, and  
Lettres ombrées ornées  
**Dimensions** 7.1 x 9.1 in. (18 x 23 cm)

34

**Books**

**Design** Tom Ising, Munich  
**Agency** Herburg Weiland Design Agency  
**Client** Martin Wöhrl  
**Principal Type** Helvetica  
**Dimensions** 7.1 x 9.1 in. (18 x 23 cm)

35

**Self-Promotion**

**Design** Mattia Montanari, Milan  
**Art Direction** Mattia Montanari  
**Creative Direction** Francesco Guerrera and Nicola Lampugnani  
**Agency** TBWA\ITALIA SPA  
**Client** FirstFloorUnder.com  
**Principal Type** Oblio  
**Dimensions** 27.6 x 39.4 in. (70 x 100 cm)

36

**Packaging**

**Design** Kellie Campbell-Hillingworth, Adelaide, Australia  
**Creative Direction** Matthew Remphrey  
**Lettering** Kellie Campbell-Hillingworth  
**Design Office** Parallax Design  
**Client** Antipodean Vintners  
**Principal Type** Akzidenz-Grotesk, Newzald, and handlettering  
**Dimensions** 7.7 x 6.7 in. (19.5 x 17 cm)

37

**Posters**

**Design** Mette Hornung Rankin, Portland, Oregon  
**Lettering** Mette Hornung Rankin  
**Design Office** Bureau of Betterment  
**Principal Type** handlettering  
**Dimensions** 17.25 x 23 in. (43.8 x 58.4 cm)

38

**Packaging**

**Design** Yoichi Kondo, Minato-ku, Japan  
**Agency** ENJIN Inc.  
**Client** LOTTE Co., LTD.  
**Principal Type** custom  
**Dimensions** 3 x 0.8 in. (7.5 x 2 cm)

39

**Apparel**

**Design** Richard The, New York  
**Art Direction** Stefan Sagmeister  
**Studio** Sagmeister Inc.  
**Principal Type** Pixel Belt Holes

40

**Apparel**

**Design** Richard The, New York  
**Art Direction** Stefan Sagmeister  
**Studio** Sagmeister Inc.  
**Principal Type** custom

41

**Self-Promotion**

**Design** Kathryn Bernadette Fabrizio, Philadelphia  
**In-House Department** Anthropologie  
**Principal Type** Helvetica Neue  
**Dimensions** 3 x 2 in. (7.5 x 5 cm)

42

**Book Jacket**

**Design** Charlotte Strick, New York  
**Publisher** Farrar, Straus and Giroux  
**Principal Type** Pelso  
**Dimensions** 6.1 x 9.2 in. (15.6 x 23.3 cm)

43

**Packaging**

**Design** Thomas Lehner, Berlin  
**Fine Arts** Christine Gertsch, Zürich  
**Photography** Michael Koritschan, Studio Koritschan  
**Copywriter** Julius Weiss  
**Design Office** Thomas Lehner, Visual Communications  
**Client** Rezept-Destillate, Wettingen, Switzerland  
**Principal Type** Apotheke and Replica  
**Dimensions** 2.4 x 14.8 x 2.4 in. (6 x 37.5 x 6 cm)

44

**Self-Promotion**

**Design** Valentina Ascione, Cristiano Bottino, Serena Brovelli,  
Libero Corti, Luigi Farrauto, Barbara Forni, Sergio Menichelli,  
and Paolo Tesei  
Milan  
**Printer** CTS Grafica  
**Studio** studio FM milano  
**Principal Type** Insects  
**Dimensions** 18.9 x 26.5 in. (47.9 x 67.3 cm)

45

**Self-Promotion**

**Design** Jennifer Daniel, Brooklyn, NY  
**Principal Type** Courier  
**Dimensions** 3.5 x 2 in. (8.9 x 5.1 cm)

46

**Poster**

**Design** Sascha Lobe and Dirk Wachowiak, Stuttgart  
**Art Direction** Simon Brenner  
**Creative Direction** Sascha Lobe  
**Lettering** Sascha Lobe and Simon Brenner  
**Studio** L2M3 Kommunikationsdesign GmbH  
**Client** 100 Beste Plakate e. V.  
**Principal Type** handlettering  
**Dimensions** 16.5 x 23.4 in. (42 x 59.4 cm)

47

**Corporate Identity**

**Design** Joshua C. Chen, Debbie Ladas, and Max Spector  
San Francisco

**Creative Direction** Joshua C. Chen

**Design Office** Chen Design Associates

**Client** Tell Tale Preserve Company

**Principal Type** Bickham Script, Craw Modern, Joanna, and  
Knockout

**Dimensions** various

48

**Book**

**Creative Direction** Kirsten Dietz, Stuttgart

**Design Office** Strichpunkt Design

**Client** Taschen

**Principal Type** AGaramond Pro, Scala Sans, and Vineta

**Dimensions** 6.9 x 8.6 in. (17.5 x 21.8 cm)

49

**Poster**

**Design** Harry Pearce, London

**Photography** Richard Foster

**Design Office** Pentagram Design London

**Client** Haiti Poster Project

**Principal Type** Courier and handdrawn

**Dimensions** 27.3 x 39.1 in. (69.4 x 99.4 cm)

50

**Book**

**Art Direction** Flo Gaertner and Patrick Hubbuch

Karlsruhe, and Ubstadt-Weiher, Germany

**Design Office** MAGMA Brand Design GmbH & Co. KG

**Client** b\_books, Tim Stüttgen (editor)

**Principal Type** Monotype Grotesque and Times New Roman

**Dimensions** 6.3 x 9.1 in. (16 x 23 cm)

51

**Book**

**Design** Jan Kiesswetter, Karlsruhe, Germany

**Art Direction** Lars Harmsen and Flo Gaertner

**Assistant Editor** Julia Kahl

**Design Offices** MAGMA Brand Design GmbH & Co. KG

**Client** Birkhäuser Verlag

**Principal Type** Executive

**Dimensions** 8.9 x 11.2 in. (22.5 x 28.5 cm)

52

**Calendar**

**Art Direction** Boris Kahl, Karlsruhe, Germany

**Creative Direction** Lars Harmsen and Raban Ruddigkeit,  
Karlsruhe, and Berlin, Germany

**Project Manager** Marina Friedrich

**Design Offices** MAGMA Brand Design GmbH & Co. KG, and  
ruddigkeit corporate ideas

**Client** Verlag Hermann Schmidt Mainz

**Principal Type** Copy

**Dimensions** 3.7 x 5.1 x 1.6 in. (9.5 x 13 x 4 cm)

53

**Student Project**

**Design** James Provenza, San Francisco

**School** California College of the Arts

**Instructor** Bob Aufuldish

**Principal Type** FF Meta and FF Meta Serif

**Dimensions** 4 x 9 in. (10.2 x 22.9 cm)

54

**Chair**

**Design** Stefan Sagmeister, New York

**Photography** Karim Charlebois-Zariffa

**Text** Stefan Sagmeister

**Manufacturer** Bali Rattan, Bali, Indonesia

**Principal Type** custom

**Dimensions** 47.2 x 31.1 in. (120 x 79 cm)

55

**Unpublished**

**Design** Cardon Webb, East Elmhurst, New York

**Client** Vintage/Anchor Books

**Principal Type** Garage Gothic Regular

**Dimensions** 5.2 x 8 in. (13.2 x 20.3 cm)

56

**Magazine Cover**

**Design** Patricia Kim, Gina Maniscalco, Maayan Pearl,  
and Lee Wilson, New York

**Design Direction** Cynthia Hoffman

**Design Manager** Emily Anton

**Art Direction** Robert Vargas

**Creative Direction** Richard Turley

**Illustration** Nick White

**Publication** *Bloomberg Businessweek*

**Principal Type** Neue Haas Grotesque

**Dimensions** 10.5 x 7.9 in. (26.7 x 20.1 cm)

57

**Magazine Spread**

**Design** Todd Albertson, Washington, D.C.

**Studio** Todd Albertson Design

**Client** France Magazine

**Principal Type** custom

**Dimensions** 9 x 10.9 in. (22.9 x 27.7 cm)

58

**Magazine Spread**

**Design** Todd Albertson, Washington, D.C.

**Studio** Todd Albertson Design

**Client** *France Magazine*

**Principal Type** custom

**Dimensions** 9 x 10.9 in. (22.9 x 27.7 cm)

59

**Posters**

**Design** Ren Takaya, Tokyo

**Art Direction** Ren Takaya

**Design Studio** AD&D

**Client** Bihaku Watanabe Company and Tsujikawa Co., Ltd.

**Principal Type** Helvetica Neue Light

**Dimensions** 20.3 x 28.7 in. (51.5 x 72.8 cm)

60

**Posters**

**Design** Chen Pingbo, Shenzhen, China

**Agency** Chen Pingbo Graphic Design

**Client** Shenzhen Graphic Design Association (SGDA)

**Principal Type** Blackbold

**Dimensions** 27.6 x 39.4 in. (70 x 100 cm)

61

**Posters**

**Design** Ariane Spanier, Berlin

**Lettering** Ariane Spanier

**Design Office** Ariane Spanier Design

**Client** Kulturlabor e.V.

**Principal Type** handlettering

**Dimensions** 23.4 x 33.1 in. (59.4 x 84 cm)

62

**Experimental**

**Design** Kei Takimoto, Tokyo

**Art Direction** Kei Takimoto

**Creative Direction** Kei Takimoto

**Lettering** Kei Takimoto

**Principal Type** handlettering

**Dimensions** 23.4 x 33.1 in. (59.4 x 84.1 cm)

63

**Experimental**

**Design** Kei Takimoto, Tokyo

**Art Direction** Kei Takimoto

**Creative Direction** Kei Takimoto

**Lettering** Kei Takimoto

**Principal Type** handlettering

**Dimensions** 23.4 x 33.1 in. (59.4 x 84.1 cm)

64

**Magazine**

**Design** Elina Asanti, New York

**Art Direction** Jacob Wildschjødtz

**Studio** NR2154

**Client** *S Magazine*

**Principal Type** Akkurat, Austin, and Austin—S Display

**Dimensions** 9.1 x 11.8 in. (23 x 30 cm)

65

**Advertisement**

**Design** David Plunkert, Baltimore

**Art Direction** David Plunkert

**Lettering** David Plunkert

**Photography** Alexander Bassano, owned by Library of Congress

**Illustration** David Plunkert based on Thomas Gainsborough

**Studio** Spur Design

**Client** Film Shack

**Principal Type** handlettering

**Dimensions** 14.75 x 22 in. (37.5 x 55.9 cm)

66

**Student Project**

**Design** Michael Croxton, Brooklyn, New York

**School** School of Visual Arts, New York

**Instructor** Milton Glaser

**Principal Type** Odeon Condensed

**Dimensions** 18 x 24 in. (45.7 x 61 cm)

67

**Poster**

**Design** Christopher Silas Neal, Brooklyn, New York

**Lettering** Christopher Silas Neal

**Client** Shout Out Louds

**Principal Type** handlettering

**Dimensions** 19 x 25 in. (48.3 x 63.5 cm)

68

**Corporate Identity**

**Design** Djoko Hartioko, Jordan Marzuki, and Ignatius Hermawan Tanzil,  
Jakarta, Indonesia

**Art Direction** Ignatius Hermawan Tanzil

**Creative Direction** Ignatius Hermawan Tanzil

**Illustration** Djoko Hartioko, Radhinal Indra, and Jordan Marzuki

**Design Office** LeBoYe

**Client** dialogue

**Principal Type** Triumph Tippa

**Dimensions** various

69

**Corporate Identity**

**Design** Kellie Campbell-Illingworth, Adelaide, Australia

**Creative Direction** Matthew Remphrey

**Lettering** Kellie Campbell-Illingworth

**Design Office** Parallax Design

**Client** Robinson's Accident Repair Centre

**Principal Type** Akkurat Mono and handlettering

**Dimensions** various

70

**Poster**

**Design** Underware, The Hague, Netherlands

**Principal Type** Liza

**Dimensions** 32 x 46 in. (81.3 x 116.8 cm)

71

**Poster**

**Design** René Clément, Montréal  
**Creative Direction** Louis Gagnon  
**Lettering** Sériepop  
**Agency** Paprika  
**Client** Galerie Anatome  
**Principal Type** Helvetica and handlettering  
**Dimensions** 24 x 34 in. (61 x 86.4 cm)

72

**Book**

**Creative Direction** Anne Twomey, New York  
**Lettering** Darren Booth, St. Catharines, Canada  
**Publisher** Grand Central Publishing  
**Principal Type** Neutraface and handlettering  
**Dimensions** 6 x 9 in. (15.2 x 22.9 cm)

73

**Magazine**

**Art Direction** Jeremiah Chiu and Renata Graw, Chicago  
**Editor/Publisher** Ed Marszewski  
**Studio** Plural Design  
**Client** Lumpen  
**Principal Type** Bodoni BE, ITC Golden Type, Univers, and custom  
**Dimensions** 10 x 13 in. (25.4 x 33 cm)

74

**Magazine Spread**

**Art Direction** Drue Wagner, New York  
**Creative Direction** Dirk Barnett  
**Publication** *Maxim*  
**Principal Type** McCloud Black  
**Dimensions** 15.25 x 10.5 in. (38.7 x 26.7 cm)

75

**Student Project**

**Design** Sven Quadflieg, Neuss, Germany  
**School** Folkwang Universität der Künste  
**Professors** Thomas Rempfen and Peter Wippermann  
**Principal Type** Akkurat Bold and DTL Albertina Bold  
**Dimensions** 23.4 x 33.1 in. (59.4 x 84.1 cm)

76

**Logotype**

**Design** Elizabeth diGiacomantonio and Joseph Traylor  
Brooklyn, New York  
**Art Direction** Joseph Traylor  
**Studio** Ville  
**Client** Walk Up Press  
**Principal Type** custom

77

**Corporate Identity**

**Design** Vanessa Eckstein and Patricia Kleeberg, Toronto  
**Creative Direction** Vanessa Eckstein  
**Design Office** Blok Design  
**Client** Oveja Negra Lowe  
**Principal Type** Blender Bold, Helvetica, Helvetica Bold, and  
Univers Light Ultra Condensed  
**Dimensions** various

78

**Corporate Identity**

**Design** Patrick Bittner, Saarbrücken, Germany  
**Client** Martin Malcharek, Tri-Shop-Saar  
**Principal Type** Romain BP  
**Dimensions** various

79

**Invitation**

**Design** Patrick Bittner, Saarbrücken, Germany  
**Client** Bettina Hanstein, Initiative Synagoge Fénétrange  
**Principal Type** Excelsior and Synagogue-F  
**Dimensions** 5.8 x 8.3 in. (14.8 x 21 cm)

80

**Magazine**

**Design** Post Typography, Baltimore

**Art Direction** Dungjai Pungauthaikan, New York

**Creative Direction** Criswell Lappin

**Publication** Metropolis

**Principal Type** Scout

**Dimensions** 9 x 10.75 in. (22.9 x 27.3 cm)

81

**Magazine Spread**

**Art Direction** Katherine Bigelow, New York

**Creative Direction** Edward Levine

**Studio** Levine Design Inc.

**Client** *Psychology Today*

**Principal Type** Gotham and custom

**Dimensions** 16 x 10.5 in. (40.6 x 26.7 cm)

82

**Posters**

**Design** Akiko Masunaga, Osaka, Japan

**Art Direction** Akiko Masunaga

**Illustration** Akiko Masunaga

**Client** Heiwa Paper Co., Ltd.

**Principal Type** original

**Dimensions** 28.7 x 40.6 in. (72.8 x 103 cm)

83

**Signage**

**Design** Timothy Goodman, San Francisco

**Lettering** Timothy Goodman

**Illustration** Timothy Goodman

**Photography** Mark Dye

**Client** Ace Hotel

**Principal Type** handlettering with paint markers and Sharpie

**Dimensions** 120 sq. ft (11.2 sq. m)

84

**Signage**

**Design** Jessica Walsh, New York

**Art Direction** Stefan Sagmeister

**Studio** Sagmeister Inc.

**Client** Levi's

**Principal Type** custom

**Dimensions** 19.5 x 44 ft. (5.9 x 13.4 m)

85

**Signage**

**Design** Angelika Mathis and Verena Petrasch  
Dornbirn, Austria

**Art Direction** Angelika Mathis and Verena Petrasch

**Architecture** Arge HEIN-TROY & Thurnher ZT, Bregenz, Austria

**Client** Elementary School and Nursery School Satteins

**Principal Type** Dilthey Dot and Frutiger Next LT

**Dimensions** Glass wall: 15.5 x 78.7 x 1102.4 in. (39.4 x 200 x 2800 cm)

Doorplates: 5.7 x 5.9 in. (14.5 x 15 cm)

86

**Signage**

**Design** Andrew Freeman and Paula Scher, New York

**Art Direction** Paula Scher

**Lettering** Paula Scher

**Design Office** Pentagram Design New York

**Client** New York City Department of Cultural Affairs,  
New York City Department of Education, and  
New York City School Construction Authority

**Principal Type** handlettering

87

**Signage**

**Design** Andrew Freeman and Paula Scher, New York

**Art Direction** Paula Scher

**Lettering** Paula Scher

**Design Office** Pentagram Design New York

**Client** New York City Department of Cultural Affairs,  
New York City Department of Education, and  
New York City School Construction Authority

**Principal Type** handlettering

88

**Poster**

**Design** Yuki Nishimura, Osaka, Japan

**Design Team** D+

**Design Office** TryKID'S, Inc.

**Client** Fuji Xerox Co., Ltd.

**Principal Type** Helvetica Neue

**Dimensions** 28.7 x 40.6 in. (72.8 x 103 cm)

89

**Posters**

**Design** Hiroko Sakai, Tokyo

**Art Direction** Hiroko Sakai

**Design Office** coton design

**Principal Type** Futura

**Dimensions** 28.7 x 40.6 in. (72.8 x 103 cm)

90

**Experimental**

**Design** Hiroko Sakai, Tokyo

**Art Direction** Hiroko Sakai

**Design Office** coton design

**Principal Type** Utsuroi

**Dimensions** 28.7 x 40.6 in. (72.8 x 103 cm)

91

**Posters**

**Design** Kevin Brainard, Christopher Brand, Darren Cox, and  
John Fulbrook III, Norwalk, Connecticut

**Illustration** Brian Rea (Beyond Therapy)

**Photography** Darren Cox

**Studio** Pleasure

**Client** Westport Country Playhouse

**Principal Type** Alternate Gothic, Century Schoolbook, and handlettering

**Dimensions** 28 x 44 in. (71.1 x 111.8 cm)

92

**Poster**

**Design** Andrew Freeman and Paula Scher, New York

**Art Direction** Paula Scher

**Design Office** Pentagram Design New York

**Clients** Society of Typographic Arts and  
International Council of Graphic Design Associations

**Principal Type** Akkurat

**Dimensions** 24 x 36 in. (61 x 91.4 cm)

93

**Student Project**

**Design** Grant Gold, New York

**School** School of Visual Arts, New York

**Instructor** Olga Mezhibovskaya

**Principal Type** handlettering

**Dimensions** 11 x 15 in. (27.9 x 38.1 cm)

94

**Student Project**

**Design** Seung Hee Lee, New York

**School** School of Visual Arts, New York

**Instructors** Kevin Brainard and Darren Cox

**Principal Type** handlettering

**Dimensions** 8 x 10 in. (20.3 x 25.4 cm)

95

**Student Project**

**Design** Cristina Vasquez, New York

**School** School of Visual Arts, New York

**Instructors** Stephen Doyle and Erik Guzman

**Principal Type** custom

**Dimensions** Foot: 10 x 3.5 in. (25.4 x 8.9 cm)

Hand: 4 x 8 in. (10.2 x 20.3 cm)

96

**Corporate Identity**

**Design** Anja Geier and Marta Marek, Augsburg, Germany

**Art Direction** Christoph Sauter and Mara Weyel

**Creative Direction** Artur Gulbicki

**Brand Consulting** Tobias Sommer

**Design Office** KW Neun Grafikagentur

**Client** Stadtjugendring Augsburg KdöR

**Principal Type** Sabon Next

**Dimensions** 23.4 x 33.1 in. (59.4 x 84.1 cm)

97

**Book**

**Design** Friedrich-Wilhelm Graf and Alina Günter, Zürich

**Photography** Stefan Burger

**Printing and Binding** DZA, Druckerei zu Althernburg

**Lithography** Daniele Kaehr

**Editors** Urs Stahel, Fotomuseum, and Sabine Schaschl, Kunsthhaus

**Publisher** Christoph Merian Verlag, Basel, Switzerland

**Design Office** unfolded

**Clients** Fotomuseum Winterthur and Kunsthhaus Baselland

**Principal Type** Berthold Akzidenz Grotesk

**Dimensions** 8.3 x 10.6 in. (21 x 27 cm)

98

**Books**

**Design** Erica Heitman-Ford, New York

**Art Direction** Erica Heitman-Ford

**Creative Direction** Matteo Bologna

**Lettering** Erica Heitman-Ford

**Design Office** Mucca Design

**Client** Rizzoli USA

**Principal Type** handlettering

**Dimensions** La Cuisine: 10.25 x 7.25 in. (26 x 18.4 cm)

La Cucina: 10.25 x 7.25 in. (26 x 18.4 cm)

99

**Book Jacket**

**Design** Dustin Kilgore, Chicago

**Art Direction** Jill Shimabukuro

**Lettering** Dustin Kilgore

**Publisher** The University of Chicago Press

**Principal Type** ITC Tiepolo and handlettering

**Dimensions** 5.25 x 8 in. (13.3 x 20.3 cm)

100

**Book Jacket**

**Design** Christopher Silas Neal, Brooklyn, New York

**Lettering** Christopher Silas Neal

**Client** Vintage Books

**Principal Type** handlettering

**Dimensions** 5 x 8 in. (12.7 x 20.3 cm)

101

**Book Jacket**

**Design** Christopher Silas Neal, Brooklyn, New York

**Lettering** Christopher Silas Neal

**Client** Vintage Books

**Principal Type** handlettering

**Dimensions** 5 x 8 in. (12.7 x 20.3 cm)

102

**Book**

**Design** Nik Thoensen, Berlin

**Client** European Norway

**Principal Type** Blender Pro

**Dimensions** 7.1 x 10.2 in. (18 x 26 cm)

**103**

**Book**

**Design** Jiri Adamik-Novak, Stockholm, Sweden

**Art Direction** Jiri Adamik-Novak

**Client** Konstfack University Press

**Principal Type** Lexicon

**Dimensions** 5.4 x 9 in. (13.8 x 22.8 cm)

**104**

**Brochure**

**Art Direction** Flo Gaertner, Karlsruhe, Germany

**Second Art Direction** Matthias Kantereit

**Design Office** MAGMA Brand Design GmbH & Co. KG

**Client** Linotype GmbH

**Principal Type** ITC Charter, Helvetica Monospaced, and Times Modern

**Dimensions** 8.1 x 11 in. (20.5 x 28 cm)

**105**

**Poster**

**Design** Justus Oehler, Berlin

**Lettering** Justus Oehler

**Design Office** Pentagram Design Berlin

**Client** The Haiti Poster Project

**Principal Type** handlettering

**Dimensions** 17.7 x 23.6 in. (45 x 60 cm)

**106**

**Catalog**

**Design** Olaf Jäger and Regina Jäger, Überlingen, Germany

**Agency** Jäger & Jäger

**Client** Nils Holger Moormann GmbH

**Principal Type** Olympia Report de Luxe electric typewriter type

**Dimensions** 4.1 x 5.8 in. (10.5 x 14.8 cm)

**107**

**Poster**

**Design** Niklaus Troxler, Willisau, Switzerland

**Lettering** Niklaus Troxler

**Design Office** Niklaus Troxler Design

**Client** Jazz in Willisau

**Principal Type** handlettering

**Dimensions** 35.4 x 50.4 in. (90 x 128 cm)

**108**

**Plate**

**Creative Direction** Christopher Simmons, San Francisco

**Lettering** Danielle Davis, Lawton, Oklahoma

**Design Office** MINE™

**Principal Type** handlettering

**Dimensions** 8-inch (20.3-cm) diameter

**109**

**Poster**

**Design** Niklaus Troxler, Willisau, Switzerland

**Lettering** Niklaus Troxler

**Design Office** Niklaus Troxler Design

**Client** Jazz in Willisau

**Principal Type** handlettering

**Dimensions** 35.4 x 50.4 in. (90 x 128 cm)

**110**

**Poster**

**Design** Niklaus Troxler, Willisau, Switzerland

**Lettering** Niklaus Troxler

**Design Office** Niklaus Troxler Design

**Client** Mut Zur Wut, Götz Gramlich, Heidelberg, Germany

**Principal Type** handlettering

**Dimensions** 33.1 x 46.9 in. (84 x 119 cm)

**111**

**Business Card**

**Design** Oliver Munday, New York

**Principal Type** Franklin Gothic

**Dimensions** 2 x 3.5 in. (5.1 x 8.9 cm)

**112**

**Design** Cristina Vasquez, New York  
**School** School of Visual Arts, New York  
**Instructor** Steven Heller  
**Principal Type** Memoriam Pro  
**Dimensions** 12 x 18 in. (30.4 x 45.7 cm)

**113**

**Student Project**  
**Design** Min Hee Lee, Ridgewood, New Jersey  
**School** University of Pennsylvania  
**Instructor** Etta Siegel  
**Principal Type** handlettering  
**Dimensions** 18 x 24 in. (45.7 x 61 cm)

**114**

**Student Project**  
**Design** Jiwon Kim, New York  
**School** School of Visual Arts, New York  
**Instructor** Paula Scher  
**Principal Type** custom  
**Dimensions** various

**115**

**Student Project**  
**Design** Jiwon Kim, New York  
**School** School of Visual Arts, New York  
**Instructor** Julia Hoffmann  
**Principal Type** custom  
**Dimensions** 12 x 15 in. (30.5 x 38.1 cm)

**116**

**Student Project**  
**Design** Sangwon Bae, Geehyun Joo, Dajeong Kim, and  
Sukju Lee, Seoul  
**Art Direction** Jiwon Huh, Hyesoo Kim, Joonki Min, and  
Jisung Park  
**Creative Direction** Deborah Kim, Yujin Kim, and Jiyoung Lee  
**Lettering** Hyeran Choi, Suyeon Kim, Ryunghwa Rhee, and Chris Ro  
**Typographers** Haewon Ahn, Jihae Kim, Eunjung Lee, and  
Songeun Lee  
**Editors** Jin Yeol Jung and Yunim Kim  
**School** Better Days Institute  
**Instructors** Chris Ro and Jae Hyouk Sung  
**Principal Type** handlettering  
**Dimensions** 7.5 x 10 in. (19 x 25.5 cm)

**117**

**Student Project**  
**Design** Jenna Gesse, Bielefeld, Germany  
**School** Fachhochschule Bielefeld/Fachbereich Gestaltung  
**Professor** Dirk Fütterer  
**Principal Type** Futura and Swift  
**Dimensions** 4.3 x 7.1 in. (11 x 18 cm)

**118**

**Student Project**  
**Design** Stefan Kaetz, Hamburg  
**School** University of Applied Sciences, Hamburg  
**Professor** Heike Grebin  
**Principal Type** Trade Gothic  
**Dimensions** 10.4 x 14.8 in. (26.5 x 37.5 cm)

119

**Advertisements**

**Design** Christine Jones and Tim McCaffrey, Dearborn, Michigan

**Design Direction** Michele Silvestri

**Art Direction** Beth Hambly

**Chief Creative Officer** Toby Barlow

**Creative Direction** Eric McClellan

**Lettering** Graham Clifford

**Photography** John Roe, Farmington Hills, Michigan

**Copywriter** Susan Mersch

**Retoucher** Armstrong-White

**Strategy** Emilie Hamer

**Design Office** Graham Clifford Design, New York

**Agency** Team Detroit

**Client** Ford Motor Company

**Principal Type** Ford Antenna and handlettering

**Dimensions** 8.5 x 11 in. (21.6 x 27.9 cm)

120

**Magazine Spread**

**Design** Todd Albertson, Washington, D.C.

**Studio** Todd Albertson Design

**Client** *France Magazine*

**Principal Type** Helvetica Neue

**Dimensions** 9 x 10.9 in. (22.9 x 27.7 cm)

121

**Student Project**

**Design** Tara Odorizzi

**School** Savannah College of Art and Design

**Instructor** Rhonda Arntsen

**Principal Type** handlettering

**Dimensions** 10 x 24 in. (25.4 x 61 cm)

122

**Student Project**

**Design** Hiu Chui, Weehawken, New Jersey

**School** School of Visual Arts, New York

**Instructors** Kristina DiMatteo and Carin Goldberg

**Principal Type** ITC Officina Sans

123

**Student Project**

**Design** Yoonbin Lee, New York

**School** School of Visual Arts, New York

**Instructor** Carin Goldberg

**Principal Type** woodtype

**Dimensions** 20 x 25 in. (50.8 x 63.5 cm)

124

**Student Project**

**Design** Yujin Kim, Seoul

**School** Kookmin University Graduate School

**Instructor** Chris Ro

**Principal Type** various

**Dimensions** 23.4 x 33.1 in. (59.4 x 84.1 cm)

125

**Student Project**

**Design** Jean Tran, Montréal

**School** Université du Québec à Montréal (UQÀM)

**Instructor** Louis Gagnon

**Principal Type** DIN (modified), Helvetica Neue (modified), and custom

**Dimensions** various

126

**Student Project**

**Design** Jee Won Kim, Pasadena, California

**School** Art Center College of Design

**Instructor** Brad Bartlett

**Principal Type** Akkurat

**Dimensions** 24 x 36 in. (61 x 91.4 cm)

127

**Student Project**

**Design** Tomoko Ogino, Pasadena, California

**Photography** Kai Iwamoto

**School** Art Center College of Design

**Instructor** Brad Bartlett

**Principal Type** Gotham

**Dimensions** Posters: 40 x 11.8 in. (101.6 x 30 cm)

Calendar: 40 x 20.5 in. (101.6 x 52.1 cm)

128

**Student Project**

**Design** Rocco Cambareri, New York

**School** School of Visual Arts, New York

**Instructor** Andrew Castrucci

**Principal Type** Distorted type

**Dimensions** 24 x 30 in. (61 x 76.2 cm)

129

**Poster**

**Design** Gaku Ohsugi and Michi Takahashi

Tokyo

**Art Direction** Gaku Ohsugi

**Creative Direction** Fumiko Shirahama

**Design Office** 702 Design Works

**Client** Wa Ltd.

**Principal Type** custom

**Dimensions** 28.7 x 40.6 in. (72.8 x 103 cm)

130

**Poster**

**Design** Henrik Kubel, London

**Lettering** Henrik Kubel

**Design Office** A2/SW/HK

**Client** Royal College of Art

**Principal Type** Fern Italic, Fern Regular, and handlettering

**Dimensions** 27.6 x 39.4 in. (70 x 100 cm)

131

**Poster**

**Design** Rocco Piscatello, New York

**Design Office** Piscatello Design Centre

**Client** Fashion Institute of Technology

**Principal Type** Berthold Akzidenz Grotesk

**Dimensions** 23.4 x 33.1 in. (59.4 x 84.1 cm)

132

**Poster**

**Design** Jamus Marquette, New York

**Art Direction** Sam Eckersley

**Creative Direction** Stuart Rogers

**Design Office** Rogers Eckersley Design

**Client** Playwrights Horizons

**Principal Type** Knockout No. 70 Full Welterweight

**Dimensions** 22 x 36 in. (55.9 x 91.4 cm)

133

**Posters**

**Design** Alice Genaud, Jean-Paul Leheld, Jason Little,

and Brad Stevens, Paris

**Design Direction** Brad Stevens

**Creative Direction** Jason Little

**Agency** Landor Associates

**Client** Iggesund

**Principal Type** Arete Mono

**Dimensions** 23.4 x 33.1 in. (59.4 x 84 cm)

134

**Corporate Identity**

**Design** Becky Berkheimer and Kathryn Bernadette Fabrizio

Philadelphia

**Senior Design Direction** Alana McCann

**Art Direction** Carolyn Keer

**In-House Studio** Anthropologie

**Principal Type** Akzidenz Grotesk

**Dimensions** various

135

**Corporate Identity**

**Design** Edmond Ng, Toronto

**Creative Direction** Diti Katona and John Pylypczak

**Studio** Concrete Design Communications

**Client** Fabbrica

**Principal Type** ITC American Typewriter, Blender Pro, and custom

**Dimensions** various

136

**Magazine Cover**

**Design** John Gall, New York

**Design Direction** Chris Dixon

**Editor-in-chief** Adam Moss

**Publication** *New York*

**Principal Type** HTF Didot Light

**Dimensions** 7.6 x 10.5 in. (19.3 x 26.7 cm)

137

**Magazine Spread**

**Design** Anton loukhnovets, New York

**Design Direction** Fred Woodward

**Publication** *GQ*

**Principal Type** handlettering

**Dimensions** 16 x 10.75 in. (40.6 x 27.3 cm)

138

**Magazine Spread**

**Design** Delgis Canahuate, New York

**Design Direction** Fred Woodward

**Illustration** Mark Todd

**Publication** *GQ*

**Principal Type** handlettering

**Dimensions** 16 x 10.75 in. (40.6 x 27.3 cm)

139

**Student Project**

**Design** Rukiye Sahin, New York

**School** School of Visual Arts, New York

**Instructor** Paul Sahre

**Principal Type** unknown

**Dimensions** 11 x 15 in. (27.9 x 38.1 cm)

140

**Student Project**

**Design** Elizabeth Chan, New York

**School** School of Visual Arts, New York

**Instructor** Genevieve Williams

**Principal Type** Trade Gothic

**Dimensions** 11 x 15 in. (27.9 x 38.1 cm)

141

**Logotype**

**Design** Ken DeLago

**Client** Archer Stables

**Principal Type** handlettering

142

**Corporate Identity**

**Design** Jennifer Kinon and Bobby C. Martin Jr., New York

**Creative Direction** Jennifer Kinon and Bobby C. Martin Jr.

**Illustration** Joe Finocchiaro and Jasper Goodall, Brighton, UK

**Agency** OCD | The Original Champions of Design

**Client** Girl Scouts of the USA

**Principal Type** Avenir (modified) and Omnes

**Dimensions** various

143

**Magazine Spread**

**Art Direction** Drue Wagner, New York

**Creative Direction** Dirk Barnett

**Publication** *Maxim*

**Principal Type** Granat

**Dimensions** 15.25 x 10.5 in. (38.7 x 26.7 cm)

144

**Corporate Identity**

**Design** Craig Bailey, New York

**Art Direction** Craig Bailey

**Creative Direction** David Schimmel

**Photography** Kristy Leibowitz

**Studio** And Partners

**Client** Smythe & Rawls

**Principal Type** Forza and PNM Caecilia

**Dimensions** various

145

**Book**

**Design** Koshi Ogawa, Tokyo

**Client** The Society of Publishing Arts

**Principal Type** custom

**Dimensions** 10.2 x 8.5 in. (25.8 × 21.6 cm)

146

**Call for Entries**

**Design** Taylor Buckholz, Washington, D.C.

**Art Direction** Pum Lefebure

**Creative Direction** Jake Lefebure and Pum Lefebure

**Writer** Wayne Geyer

**Printer** Westland Enterprises

**Agency** Design Army

**Client** Art Directors Club of Metropolitan Washington (ADCMW)  
Annual Show 61

**Principal Type** Bodoni Poster, DIN, and Sahara Bodoni

**Dimensions** various

147

**Exhibition**

**Design** Natalie Herrera, New York

**Art Direction** Ingrid Chou

**Creative Direction** Julia Hoffmann

**Photography** Michael Nagle

**Museum** The Museum of Modern Art (MoMA),  
Department of Advertising and Graphic Design

**Client** Department of Education, The Museum of Modern Art (MoMA)

**Principal Type** MoMA Gothic Display and custom

**Dimensions** 354 x 87 ft. (107.9 x 26.5 m)

148

**T-shirt**

**Lettering** Erik Marinovich, San Francisco

**Studio** Friends of Type

**Client** Graniph

**Principal Type** handlettering

149

**Experimental**

**Design** Kevin Chan, Alhambra, California

**Studio** Sublurban

**Principal Type** Akzidenz-Grotesk and Gill Sans

**Dimensions** 18 x 24 in. (45.7 x 61 cm)

150

**Logotype**

**Design** Bruce Burton and Katy Fischer, St. Louis, Missouri

**Creative Direction** Eric Thaelke

**Studio** TOKY Branding + Design

**Client** Contemporary Art Museum St. Louis

**Principal Type** handlettering

151

**Poster**

**Design** Klaus Hesse, Düsseldorf

**Design Office** Hesse Design GmbH

**Client** Hochschule für Gestaltung Offenbach

**Principal Type** GE Arista and Replica Pro Bold

**Dimensions** 27.6 x 39.4 in. (70 x 100 cm)

152

**Magazine**

**Studio** leomaria grafikdesign

**Client** Alliance of German Designers (AGD)

**Principal Type** Helvetica Extra Compressed, Neoprint, and Sabon

**Dimensions** 9.2 x 11.8 in. (23.4 x 30 cm)

153

**Poster**

**Design** Akihiko Tsukamoto, Tokyo

**Art Direction** Akihiko Tsukamoto

**Lettering** Akihiko Tsukamoto

**Illustration** Harumi Kimura

**Design Office** Zuan Club

**Client** Hatter TORAYA

**Principal Type** handlettering

**Dimensions** 28.7 x 40.6 in. (72.8 x 103 cm)

154

**Student Project**

**Design** Henning Kreitel and Daniel Strohhäcker, Stuttgart

**School** Staatliche Akademie der Bildenden Künste Stuttgart

**Professor** Hans-Georg Pospischi

**Principal Type** handlettering

**Dimensions** 23.4 x 33.1 in. (59.4 x 84.1 cm)

155

**Poster**

**Design** Michael Bierut and Yve Ludwig, New York

**Art Direction** Michael Bierut

**Design Office** Pentagram Design New York

**Client** Yale School of Architecture

**Principal Type** News Gothic BT and Titling Gothic Compressed

**Dimensions** 22 x 34 in. (55.9 x 86.4 cm)

156

**Posters**

**Design** Tomoya Kaishi, Tokyo

**Art Direction** Tomoya Kaishi

**Studio** room-composite

**Client** Contemporary Art in Tokyo

**Principal Type** Fake Receipt Regular and custom

**Dimensions** 28.7 x 40.6 in. (72.8 x 103 cm)

157

**Experimental**

**Lettering** Erik Marinovich, San Francisco

**Studio** Friends of Type

**Principal Type** handlettering

**Dimensions** various

158

**Experimental**

**Lettering** Erik Marinovich, San Francisco

**Studio** Friends of Type

**Principal Type** handlettering

**Dimensions** 27 x 30 in. (68.6 x 76.2 cm)

159

**Posters**

**Design** Bernardo Margulis, Philadelphia

**Art Direction** Kelly Holohan

**Lettering** Bernardo Margulis

**Copywriter** Bernardo Margulis

**Principal Type** handlettering

**Dimensions** 12 x 16 in. (30.5 x 40.6 cm)

160

**Posters**

**Design** Anja Geier, Nelli Gulbicki, Markus Hasel, and Daniel Schäfer, Augsburg, Germany

**Art Direction** Christoph Sauter and Mara Weyel

**Creative Direction** Artur Gulbicki

**Brand Consulting** Tobias Sommer

**Design Office** KW Neun Grafikagentur

**Client** Kulturamt der Stadt

**Principal Type** Generika Mono

**Dimensions** 33.1 x 46.8 in. (84.1 cm x 118.9 cm)

161

**Poster**

**Design** Oliver Munday, New York

**Client** Maryland Institute College of Art (MICA)

**Principal Type** Century Schoolbook and custom

**Dimensions** 12 x 19 in. (30.5 x 48.3 cm)

162

**Posters**

**Design** Rob Alexander, Will Ecke, and Jason Schulte  
Boston and San Francisco

**Executive Creative Director** Tom Godici and Greg Ketchum, New York

**Worldwide Executive Creative Director** Susan Westre

**Art Direction** Tom Godici, Jason Schulte, and Lew Willig

**Creative Direction** Michael Paterson

**Vice Chairman of Creative** Chris Wall

**Writers** Rob Jamieson, Greg Ketchum, and Mike Wing

**Agency** Ogilvy & Mather, New York

**Studio Office:** Jason Schulte Design

**Clients** Ogilvy & Mather and IBM

**Principal Type** ITC Lubalin Graph

**Dimensions** various

163

**Promotion**

**Design** Pascal Béjean, Olivier Körner, and Nicolas Ledoux, Paris

**Creative Direction** Pascal Béjean, Olivier Körner, and Nicolas Ledoux

**Studio** Pascal Béjean, Olivier Körner & Nicolas Ledoux

**Client** Théâtre Nanterre-Amandiers

**Principal Type** Marcelle and Replica

**Dimensions** various

164

**Magazine**

**Design** Sonja Fritsch and Stephan Günther, Mainz, Germany

**School** Fachhochschule Mainz

**Professor** Ulysses Voelker

**Principal Type** Linotype Centennial and Letter Gothic LT

**Dimensions** 10.6 x 15 in. (27 x 38 cm)

165

**Signage**

**Design** Sebastian Fischer, Lizá Defossez Ramalho, and Artur Rebelo,  
Stuttgart, Germany, and Porto, Portugal

**Art Direction** Lizá Defossez Ramalho and Artur Rebelo

**Creative Direction** Lizá Defossez Ramalho and Artur Rebelo

**Client** Parque Escolar

**Principal Type** Stripe

**Dimensions** various

166

**Book Jacket**

**Design** Paul Buckley, New York

**Art Direction** Paul Buckley

**Publisher** Penguin Group (USA)

**Principal Type** Gaq and Gotham

**Dimensions** 7.5 x 9.1 in. (19.1 x 23.1 cm)

167

**Magazine Spread**

**Design** Cláudia de Almeida, New York

**Creative Direction** Debra Bishop

**Lettering** Cláudia de Almeida

**Publication** *MORE*

**Principal Type** Affair and Miller

**Dimensions** 16.5 x 10.9 in. (41.9 x 27.7 cm)

168

**Posters**

**Design** Lucas Badger, Sucha Becky, and Eric Rother, Washington, D.C.

**Art Direction** Pum Lefebure

**Creative Direction** Pum Lefebure and Jake Lefebure

**Agency** Design Army

**Client** Signature Theatre Season Posters

**Principal Type** Caslon Open Face and Swiss 721

**Dimensions** 14 x 22 in. (35.6 x 55.9 cm)

169

**Corporate Identity**

**Design** Michael Bierut and Jennifer Kinon, New York

**Art Direction** Michael Bierut

**Design Office** Pentagram Design New York

**Client** Saks Fifth Avenue

**Principal Type** Gotham Light

**Dimensions** various

170

**Brochure**

**Design** Belle Chock and Gloria Hiek, San Francisco

**Creative Direction** Kit Hinrichs

**Photography** Terry Heffernan

**Illustration** Elwood Smith, Rhinebeck, New York

**Copywriter** Delphine Hirasuna

**Design Office** Studio Hinrichs

**Client** Sappi Fine Paper North America

**Principal Type** Champion Gothic HTF, Franklin Gothic BT,  
Helvetica Neue, and News Gothic BT

**Dimensions** 7.5 x 10.4 in. (19.1 x 26.4 cm)

171

**Catalog**

**Design** Koo Bon-hae and Park Kum-jun, Seoul

**Art Direction** Park Kum-jun

**Creative Direction** Park Kum-jun

**Illustration** Park Kum-jun and Lee Ji-hee

**Photography** Park Kum-jun and Cho Ok-hee

**Photo Revision** Joe Sung-kwon

**Photo Studio** Studio Dahong

**Writers** Lee So-youn and Song Ji-sun

**Publisher** Jong Jong-in

**Coordinators** Lee Ji-hye, Lee Jung-hye, and Nam Seung-youn

**Design Office** 601bisang

**Principal Type** Cooper Black, Garamond Pro, and SM ShinShin Myung-jo

**Dimensions** 9.6 x 13.2 in (24.3 x 33.5 cm)

172

**Calendar**

**Art Direction** Flo Gaertner, Karlsruhe, Germany

**Final Art Work** Silke Hensel, Jan Kiesswetter, and Anna Straetmans

**Design Office** MAGMA Brand Design GmbH & Co. KG

**Client** E&B engelhardt & bauer

**Principal Type** OUBEY Type System and Generika MG

**Dimensions** 26.8 x 18.9 in. (68 x 48 cm)

173

**Corporate Identity**

**Design** Thomas Porostocky, New York

**Creative Direction** Brian Collins and Leland Maschmeyer

**Design Office** COLLINS:

**Client** Lenovo

**Principal Type** Compressed Key

**Dimensions** 14 x 20 in. (35.6 x 50.8 cm)

174

**Books**

**Design** Kelly Dorsey, Philadelphia  
**Executive Creative Direction** Jim Walls  
**Chief Creative Officer, Principle** Darryl Cilli  
**Creative Direction** Dan Shepelavy  
**Copywriter** Anna Hartley  
**Director of Production** Rosemary Fahmie  
**Printing** Alcom Printing Company  
**Agency** 160over90  
**Client** Loyola University Maryland  
**Principal Type** Archer and Gotham Narrow  
**Dimensions** 17 x 11.5 in. (43.2 x 29.2 cm)

175

**Poster**

**Design** Ricardo Cañizares and Pepe Gimeno, Valencia, Spain  
**Art Direction** Pepe Gimeno  
**Studio** Pepe Gimeno · Proyecto Gráfico  
**Client** Universitat de València  
**Principal Type** Akzidenz Grotesk  
**Dimensions** 19.7 x 27.6 in. (50 x 70 cm)

176

**Invitation**

**Design** J. Kenneth Rothermich, Brooklyn, New York  
**Client** Richelle Singleton & Ken Rothermich  
**Principal Type** Avenir, Sackers Gothic, and Shelly  
**Dimensions** various

177

**Magazine**

**Creative Direction** Konrad Angermüller, Anna Kranebitter,  
Jelka Kretschmar, and Adrian Palko, Weimar, Germany  
**Client** HORIZONTE - Zeitschrift für Architekturdiskurs  
**Principal Type** Korpus, Liberation Mono, and SangBleu BP  
**Dimensions** 5.9 x 9.1 in. (15 x 23 cm)

178

**Self-Promotion**

**Art Direction** Daria Reina, Rome, Italy  
**Creative Direction** Andrea Ferolla and Daria Reina  
**Illustration** Andrea Ferolla  
**Design Office** Ferolla Reina - Chez Dede  
**Principal Type** Commercial Script, FF Din, Engravers Gothic,  
Maus, and Rosewood  
**Dimensions** 4.3 x 6.3 in. (11 x 16 cm)

179

**Magazine**

**Design** Benjamin Schulte and Bjoern Wolf, Berlin and Düsseldorf  
**Art Direction** Benjamin Schulte and Bjoern Wolf  
**Creative Direction** Benjamin Schulte and Bjoern Wolf  
**Lettering** Benjamin Schulte and Bjoern Wolf  
**Client** Dummy Verlag  
**Principal Type** Akzidenz Grotesk, Amerigo, Arnhem, and handlettering  
**Dimensions** 7.7 x 10.8 in. (19.5 x 27.5 cm)

180

**Advertisement**

**Design** Paul Belford, London  
**Writer** Andy Mathieson  
**Design Office** This is Real Art  
**Principal Type** OCR B  
**Dimensions** 16.5 x 23.4 in. (42 x 59.4 cm)

181

**Packaging**

**Art Direction** Christian Doering, Hamburg  
**Creative Direction** Katrin Oeding  
**Copywriter** Till Grabsch  
**Graphic Designer** Ana Magalhaes  
**Agency** Kolle Rebbe/KOREFE  
**Client** T.D.G. Vertriebs UG (haftungsbeschraenkt) & Co. KG  
**Principal Type** ANA  
**Dimensions** various

**182**

**Poster**

**Art Direction** Flo Gaertner, Karlsruhe, Germany

**Design Office** MAGMA Brand Design GmbH & Co. KG

**Client** Vitra Design Museum

**Principal Type** Akkurat

**Dimensions** 23.4 x 33.1 in. (59.4 x 84.1 cm)

**183**

**Poster**

**Design** Stephan Bundi, Berne, Switzerland

**Studio** Atelier Bundi AG

**Client** Theater Biel Solothurn

**Principal Type** Helvetica Neue and custom

**Dimensions** 35.2 x 50.4 in. (89.5 x 128 cm)

**184**

**Unpublished**

**Design** Tomoya Kaishi, Tokyo

**Art Direction** Tomoya Kaishi

**Design Office** room-composite

**Principal Type** Chu Gothic BBB and Yokobuto Mincho

**Dimensions** 28.7 x 40.6 in. (72.8 x 103 cm)

**185**

**Posters**

**Design** Hiroaki Nagai and Akiko Wake, Tokyo

**Art Direction** Hiroaki Nagai

**Photography** Shinichi Kaneko

**Copywriter** Tadayasu Seto

**Design Office** N.G.Inc.

**Client** Shinich Kaneko

**Principal Type** custom

**Dimensions** 40.6 x 57.3 in. (103 x 145.6 cm)

**186**

**T-shirt**

**Design** Oliver Carver and Mark Denton, London

**Concept** Fern Berresford

**Typographer** Andy Dymock

**Production Company** Coy! Communications

**Client** A Large Evil Corporation

**Principal Type** Franklin Gothic Wide

**187**

**Commercial**

**Design** Andrew Byrom, Joe Shouldice, and Stephan Walter  
New York

**Art Direction** Stefan Sagmeister

**Agency Creative Direction** John Merrifield

**Agency Producer** Shareen Thumbo

**Production Company** Passion Pictures

**Agency** TBWA Asia Pacific

**Studio** Sagmeister Inc.

**Client** Standard Chartered

**Principal Type** custom

**188**

**Convention Opening**

**Design** Guillaume Alix and Kyle Miller, New York

**Art Direction** Kyle Miller

**Creative Direction** Scott Matz and Justin Meredith

**Lettering** Kyle Miller

**Animation** Ken Krueger and Kyle Miller

**Music and Sound Design** Michael Montes

**Design Office** Thornberg & Forester

**Client** GEL Conference 2010

**Principal Type** handlettering

189

**Website**

**Design** Samuel Jacques, Montréal  
**Creative Direction** Philippe Lamarre  
**Lettering** Samuel Jacques  
**Agency** TOXA  
**Client** Nouveau Théâtre Expérimental  
**Principal Type** handlettering

190

**Website**

**Design** Young Soon Lee, Seoul  
**Creative Direction** Jae Woo Lee  
**Agency** Markers  
**Principal Type** custom

191

**Student Project**

**Design** Elisa Bates, Brooklyn, New York  
**School** School of Visual Arts, New York  
**Instructor** Gail Anderson  
**Principal Type** various scanned wood type

192

**Student Project**

**Design** Elisa Bates, Brooklyn, New York  
**School** School of Visual Arts, New York  
**Instructor** Stefan Sagmeister  
**Principal Type** various scanned wood type

193

**Student Project**

**Design** Tim Hucklesby  
**School** School of Visual Arts, New York  
**Instructors** Gail Anderson and Stefan Sagmeister  
**Principal Type** custom

194

**Student Project**

**Design** Tim Hucklesby  
**School** School of Visual Arts, New York  
**Instructors** Gail Anderson and Stefan Sagmeister  
**Principal Type** Clearview, Geometric Slabserif 712, and Helvetica

195

**Design** Derek Munn, Brooklyn, New York  
**School** School of Visual Arts, New York  
**Instructor** Gail Anderson  
**Principal Type** various

196

**Student Project**

**Design** Sebastian Ebarb, Brooklyn, New York  
**School** School of Visual Arts, New York  
**Instructor** Gail Anderson  
**Principal Type** Baskerville, Futura, Gold Rush Regular, and Ivy League

197

**Student Project**

**Design** Jihwan Kim, New York  
**School** School of Visual Arts, New York  
**Instructor** Ori Kleiner  
**Principal Type** Baskerville, Bodoni, Futura, Garamond, and Optima

198

**Blog**

**Design Office** UnderConsideration, Austin, Texas  
**Principal Type** Coquette, Skolar Web, and P22 Underground

199

**Student Project**

**Design** Jesse Senje Yuan, Rego Park, New York  
**Song** Ibuki by the Yoshida Brothers  
**School** School of Visual Arts, New York  
**Instructor** Gail Anderson  
**Principal Type** Li Song Pro

200

**Student Project**

**Design** Niko Skourtis, New York

**School** California College of the Arts, San Francisco

**Instructors** Dennis Crowe and Michael Vanderbyl

**Principal Type** Helvetica

201

**Website Animation**

**Design** Knut Maierhofer, Munich

**Motion Design** Gabriel Weiss

**Expert Motion Design** Cecil Rustemeyer

**Music** Christian Ring

**Client Manager** Nadine Vicentini

**Brand Company** KMS TEAM GmbH

**Client** Amsterdam Molecular Therapeutics (AMT)

**Principal Type** Univers

202

**Student Project**

**Design** Elliott Walker, Brooklyn, New York

**School** School of Visual Arts, New York

**Instructor** Gail Anderson

**Principal Type** handlettering

203

**Student Project**

**Design** Matt Luckhurst, Brooklyn, New York

**School** School of Visual Arts, New York

**Principal Type** handlettering

204

**Student Project**

**Design** Matt Luckhurst, Brooklyn, New York

**School** School of Visual Arts, New York

**Thesis Advisor** Paula Scher

**Principal Type** ITC Cheltenham and Walbaum

205

**Video**

**Design** Michael Bierut and Christina Nizar, New York

**Design Office** Pentagram Design New York

**Client** *The New York Times Magazine*

**Principal Type** National Regular

206

**Music Video**

**Design** Daniel Chang, Lynn Cho, Matthew Encina, Vanessa Marzaroli,  
Chris O'Neill, Michael Relth, and Lawrence Wyatt, Santa Monica, California

**Creative Direction** Vanessa Marzaroli

**Creatives** Tom Phillips and Jason Swinscoe, New York

**Calligraphy** Bill Kemp

**Illustration** Daniel Chang, Lynn Cho, Vanessa Marzaroli, Chris O'Neill, and Michael Relth

**Executive Producer** Dave Kleinman

**Producer** Carrie Schupper

**Post Producer** Dana Vaden

**2D Animation** Daniel Chang, Jiaren Hui, Vanessa Marzaroli, Chris O'Neill, Michael Relth,  
Maithy Tran, and Lawrence Wyatt

**Storyboard Artist** Vincent Lucido

**Music** The Cinematic Orchestra: Jason Swinscoe

**Production Company** Blind, Inc.

**Agency** Exposure USA

**Client** Bill Kemp

**Principal Type** handlettering

207

**Student Project**

**Design** Cameron Zotter, Baltimore

**School** Maryland Institute College of Art

**Instructor** Brockett Horne

**Principal Type** custom

208

**Website**

**Design** Michael Deal, Hilla Katki, Lisa Strausfeld, and  
Adam Suharjah, New York

**Creative Direction** Lisa Strausfeld

**Designer/Developer** Adam Suharja

**Design Office** Pentagram Design New York

**Client** GE

**Principal Type** GE Inspira