Designing Brand Experiences

By Robin Landa
Contents

Foreword by Steve Liska ix
Preface xi

A Brief Overview of the History of Branding xx

Showcase: Heinz xxv
Showcase: Ivory Soap xxvi
Showcase: Campbell's Soup xxvii
Showcase: Trix 1954-1991 xxix
Showcase: Historic Ad Council Campaigns xxxi

PART I • Strategy 1

Chapter 1. What is Branding? 3
• What is a Brand? 4
• What is Branding? What is a Brand Experience? 9

Case Study from Liska + Associates:
Northwestern Nasal + Sinus 10

• What are the Types of Branding? 14
• Who Creates Brand Experiences? 22

Case Study from Mustoes: Penguin Books 24

Chapter 2. The Branding Process 29
• Strategy 30
• Concept 36
• Applications 36
• Implementation 37

Case Study from Liska + Associates:
Racine Art Museum 39
PART II • Concepts
Chapter 3. Formulating Relevant Branding Concepts 45
  • Know Your Audience 46
  • Finding the Concept 50

Chapter 4. Brand Constructs: Strategic Advantages 59
  • Defining a Construct 60
  • Delivering the Brand Promise 60
  • Branding Construct Approaches 65
  Case Study from Sandstrom Design: Converse 66
  Creative Brief from The Richards Group: Motel 6 75
  Case Study from KesselsKramer: Ben® 80
  Historical Case Study: Betty Crocker 92

PART III • Design
Chapter 5. On Designing 97
  • Designing with Sense and Sensibility 98
  Case Study from Liska + Associates: Hotel 71 102
  • Considerations When Designing 106
  Case Study from Blackburn's Ltd.: Lipovitan 107
  Case Study from Pentagram: EAT 108
  • Designing an Application for an Existing Brand 115
  Case Study from Hornall Anderson Design Works: Seattle SuperSonics 118
  • Designing on a Tight Budget 123
Chapter 6. Designing Visual Language
Elements of the Brand Identity 125

- Naming a Brand 126
  Case Study from Pentagram: Joyco 127
- Designing a Logo 130
  Case Study from Sibley Peteet Design:
  O's Campus Café 141

Case Study from Mattmo Concept | Design: Yumi 143

- Taglines 145
  Case Study from Sandstrom Design: noodlin' 146

Chapter 7. Designing Brand Identity
Applications: Identification Graphics 149

- Stationery 150
- Business Card 156
- Branded Environments and Signage 159
  - Packaging 161
  Case Study from Doyle Partners:
  Martha Stewart Everyday 164

Chapter 8. Designing Brand Identity Applications: Advertising and Promotional Design 175

- Advertising the Brand 176
  Case Study from The Richards Group: Chick-fil-A 188
- Promotional Design 198
- Digital Advertising and Promotional Design 213
Subject Index

A
abstract symbol marks, 134
advertising
applications, 180, 182, 184
beginnings of, xxi, xxiii
branded entertainment, 186
calls for disclosure, 187
campaigns, 196
cause-related marketing, 213
definition of, 176
designing considerations, 194
desired results, 178–179
digital advertising, 213, 217
knowing the audience, 176, 178, 187, 191
media types, 184
promotional design, 198, 203, 206, 210
public service advertising (PSA), 176, 178
embedded in television, movies, and books,
184, 186–187
unconventional advertising, 182
agencies. See Brands, Groups, Creative Professionals,
Agencies, and Studios Index; creatives
AIGA (American Institute of Graphic Arts) ethics
standards, 244
applications for graphic design
in advertising, 180, 182, 184
common elements, 150
creating consonance, 112, 115, 224
creatives involved, 22
definition of, 30
identifying choices, 36–37
as part of brand experience, 50
in promotional design, 198
associations
of brands, 57–58
of color, 140, 142, 144
audience
in advertising, 176, 178, 187, 191
concept relevance, 46–49, 60, 110, 112
definition of, 6
and ethics, 242–243
examples of, 12
motivations, 49
perception of brands, 6, 8, 179
psychologists’ studies, 48–49
B
blogs, 220
brand architecture, 34
brand commitment, 225
brand construct
approaches
attitude, 89
community, 77
company values, 77
cutting edge or techie, 84
down to earth, 74
extreme fun, 87
forward thinking, 66
heritage, 65
humor, 84
icon personalities, 89
image, 88
an original, 89
personal, 79
provenance, 79, 84
relating to parents, 88
sophisticated, 89
the standard, 72
understanding, 84
unique strengths, 66
definition of, 60
brand essence
  definition of, 32
designing, 106
elements of, 54
brand experience(s)
  creative participants in, 22, 26–27
definition of, 9
brand extension, 5
brand harmonization, 9
brand identity
  definition of, 5
goals of, 126, 176
brand name
  beginnings of, xxii
definition of, 126
types of, 126, 130
brand promise
  definition of, 8
delivering, 60
brand revitalization, 118
brand signatures, 138
brand stewardship, 26, 224–225
brand strategy
  applications, 36–37
  checklist, 34
  concept, 36
  creative (or design) brief, 34–36
definition of, 30
designing, 101, 106
diversified (or customized), 16
elements of, 11–12
  monolithic, 16
  research and analysis, 30–32
brand team, 26–27
brand voice, 60, 224
branded entertainment, 186
branded environment
  definition of, 16, 20
elements of, 159
branding
  and advertising, 176
  brief history of, xx–xxiv
definition of, 9
  and ethics, 242–247
  influence on society, 246–247
  and promotional design, 198
types of
  branded environment, 16, 20
  cause-related, 16
  consumer, 14
  corporate, 15
digital, 16
  global, 16
  organizations, 16
branding process
  applications, 36–37
  concept, 36
  implementation, 37–38
  strategy, 30–36
brand(s). See also Brands, Groups, Creative Professionals, Agencies, and Studios Index
associations, 57–58
audience's perception of, 6, 8, 179
benefits of
  emotional, 55
  functional, 55
  characteristics of the, 4–5
  consistency, 60
definition of, 4
  ownership, 60
  trust, 55–57
business cards
  definition of, 156
  identity standards, 158
  production specifications, 158–159
  using the reverse side, 158
case studies
Blackburn's Ltd. for Lipovitan, 107
Doyle Partners for Martha Stewart Everyday, 164–165
Historical: Betty Crocker, 92–94
Hornall Anderson Design Works for the Seattle SuperSonics, 118–119
KesselsKramer for Ben®, 80–83
Liska + Associates for Hotel 71, 102–105
Liska + Associates for Northwestern Nasal + Sinus, 10–13
Liska + Associates for RAM (Racine Art Museum), 39–42
Mattmo Concept | Design for Yumi, 143
Mires for Arena Stage, 235–237
Mustoes for Confetti.co.uk, 230–232
Mustoes for Penguin Books, 24–25
Olson for the Minnesota Wild, 226–229
Pentagram for EAT, 108–109
Pentagram for Joyco, 127–129
Renegade Marketing Group for Panasonic, 238–239
The Richards Group for Chick-fil-A, 188–190
Sandstrom Design for Converse, 66–69
Sandstrom Design for noodlin’, 146–147
Sibley Peteet Design for O’s Campus Café, 141
VSA Partners, Inc. for Cingular, 233–234

cause-related marketing, 213

color
  designing with, 142
  perceptions and associations, 140, 142
  pointers, 144

combination marks, 135–136

concepts
  audience relevance, 46–49
  brand essence, 54
  brand experience(s), 50
  definition of, 36, 50

consonance
  definition of, 115
  designing, 112
  as result of team communication, 26–27, 224

creative (or design) brief
  definition of, 34
  examples of, 35–36, 75

creatives. See also Brands, Groups, Creative Professionals, Agencies, and Studios Index
  communication, 32
  and ethics, 242–247
  functions of, 26–27, 224–225
  giving back to society, 247
  types of, 22

D
design (or creative) brief
  definition of, 34
  examples of, 35–36, 75

design management, 225
designing
  for advertising, 194
  for a brand merger, 118, 120–121
  for a brand revitalization, 118
  consonance, 112, 115, 224
  environmental concerns, 245–246
  essence and differentiation, 106, 110
  for existing brands, 115–116, 118
  look and feel, 112
  relevance and resonance, 110, 112
  sense and sensibility, 98
  strategy, 101, 106
  for sustainability, 26
  sustainable design, 245–246
  on a tight budget, 123
  typography, 115
differentiation
  within the brand construct, 60
definition of, 32–34
designing, 106, 110
digital advertising
blogs, 220
branding, 16
ccontent-rich web sites, 220
elements for the Web, 218
and promotional design, 213, 217
specialty web sites, 219
web films, 218
digital branding, 16
disclosure, calls for, 187
diversified (or customized) brand strategy, 16

E
emotional benefits, 55, 146
ethics of branding
ethics statements
American Institute of Graphic Arts (AIGA), 244
International Association of Business Communicators (IABC), 242–243
factors to consider
the audience, 242–243
the client, 244
the design, 245–246
the message, 244
influence on society, 246–247

F
“Five Ps” model by Denise Anderson, 37–38
focus groups, 31–32
functional benefits, 55, 146

H
history of branding
the 1600s to the 1700s, xxii
the ancient marketplace, xx
the Gutenberg printing press and the 1400s, xxii
the Industrial Revolution, xxii–xxiii
invention highlights, xxiv
the medieval marketplace and Sung Dynasty, xx–xxi
showcased brands
Campbell’s soup, xxvii–xxviii
Heinz, xxv
Historic Ad Council campaigns, xxxi–xxxii
Ivory soap, xxvi
the twentieth century, xxiii

I
identity standards manual
definition of, 138
eamples of
American Red Cross, 139
Joyco, 128
implementation
checklist, 38
“Five Ps” model by Denise Anderson, 37–38
International Association of Business Communicators (IABC) ethics statement,
242–243

L
letterhead, 152
lettermarks, 132
logos
brand signatures, 138
color perceptions and associations, 140, 142, 144
combination marks, 135–136
conveying meanings, 137–138
definition of, 130
lettermarks, 132
pointers, 137
symbol marks
abstract symbol marks, 134
nonrepresentational symbol marks, 134
pictorial symbol marks, 133
trademarks, 138, 140
typography, 144–145
wordmarks, 130–132
look and feel, 112
monolithic brand strategy, 16

nonrepresentational symbol marks, 134

packaging
  beginnings of, xxii
  definition of, 161, 167
  design objectives, 170
  relevance and emotional connections, 168, 172
parity goods and services, 4
pictorial symbol marks, 133
positioning statement, 34
promotional design
  definition of, 198
  and digital advertising, 213, 217, 218–220
  goals of, 203
  types of, 198, 206, 210
public service advertising (PSA), 176, 178

resonance, 110

signage, 159, 161
stationery
  components of the system, 150
  design process, 156
  guidelines and specifications, 155
  letterhead, 152
  paper selection, 155
strategy. See brand strategy; branding process
studios. See Brands, Groups, Creative Professionals, Agencies, and Studios Index

sustainability, 26
sustainable design, 245–246
symbol marks
  abstract symbol marks, 134
  nonrepresentational symbol marks, 134
  pictorial symbol marks, 133

unconventional advertising, 182

visual communication professionals. See creatives

wordmarks, 130–132
Brands, Groups, Creative Professionals, Agencies, and Studios Index

27 Chicago Designers, ix
3M, 5, 131
401(k) Company, The, 15, 132
747 AM, 152, 153–154

A
ABC, 182
Abramowitz, Alan, 72–74
Absorba, 89, 90
Acne, 191–193
Adobe Illustrator, 37
Adobe InDesign, 37
Advertising Council (Ad Council), 176, 178
Aflac Duck, 91
After Effects, 210
Air Canada, 121
Alaska Airlines, 219
All-Star, 66
Allen, Paul, 32, 33
AMC, 50–51
American Express, 145
American Folk Art Museum, 131, 159, 160–161
American Heart Association, 126
American Red Cross, 138, 139
Anastasia Marie Cosmetics, 133
Anders, Jack, 123
Anderson, Denise, xiv, xv, xvi, 37–38, 55, 98, 137, 145, 224, 225
Anderson, Jack, 72–74, 118–119, 123–124, 169
Anicker, John, 72–74
Anni Kuan, 198, 199–201
AOL (America Online), 126, 182
Apple Computers, 112, 126
Arena Stage, 235–237
Argos, 232
ArjoWiggins, 203, 204–205
Arocha, Tatiana, 50–51
Association of Charity Shops, 155, 156
Aster, 112, 114, 135

Asylum, 135
Avis, 142, 148
Ayre, Dominic, 204

Bain & Co., 232
Ball, John, 170
Barnes & Noble, 20–21, 130
Barrett, Chris, 41
Baskin-Robbins, 225
Bates, David, 123–124, 169
BC Lions Football Club, 46, 47
BCN, 132
Bedbury, Scott, 49
Bell Mobility West, 176, 177
Bell, Dave, 191–193
Bell, The, 177
BellSouth, 233
Bellucci, Monica, 186
Ben, 79, 80–83, 131
Ben & Jerry’s, 18, 126, 213, 247
Bernbach, Bill, 46, 176
Best Buy, 219
Best Cellars, 123–124
Betty Crocker, 91, 92–94
Betty Crocker Kitchens, 92
Biddulph, Jennifer, 33
Big Dog Wearable Line, 134
Bigg, Jules, 109
Biotechnology International and Imagination!, 245
Blackburn, John, xxx, 107
Blackburn’s Ltd., xxx, 106, 107
Blake, Helen, 196–197
Bloomingdale’s, 90
Bloss, Nicole, 123–124
Blue, 98–101
BMW (Bayerische Motoren Werke), 57, 130, 186
BMW Films, 218
Bodett, Tom, 74
Bogusky, Alex, 180-181, 182, 185
Bolton, Jon, 41
Borsodi, Bela, 199-201
Bowers, John, 244
BP (Beyond Petroleum), 130
Bradley, Rodney Oman, 102-105
Brain Cramps, 133
Brand, Lex, 80-83
BRAUN, 107
Brentoli Architecture, 136
Brininstool + Lynch, 41
British Airways, 232
Broadway Tech Centre, 203
Brooklyn Brewery, 136, 137
Brower, Steven, 145
Brugman, Michael, 72-74
Brunswick Billiards, 65, 130
Buick, 187
Bulgari, 187
Burger King, 187, 188, 219
Burnett, Leo, xxxi
Burst!, 220
Business Leaders for Sensible Priorities, 18-19

C
Cable, Wayne, 10, 13
Calcao, Tony, 181
Calvin and Hobbes, 54
Campbell Kids, xxvii
Campbell’s Soup, xxvii–xxviii
Canadian Cancer Society, 206
Canadian Football League (CFL), 47
Cancer Research U.K., 213
Cane, 78-79
Capezio Troupe, 131, 150, 151
Carlos O’Kelly’s, 136
Carvel, Tom, 89
CBS Broadcasting, Inc., 135
Celikbas, Engin, 80-83
Cerveny, Lisa, 123-124
CGEY, 196-197
Chaffee, Professor John, 242
Chanel No 5, 184
Chaudhry, Homera J., 212
Chavez, Marcos, 168
Chevrolet Corvette, 58
Chiat/Day, 49
Chick-fil-A, 187-190
Chief Iron Eyes Cody, xxxii
Chili Chaser, 168
Chips, 131
Chuck Taylor All-Stars, 66
Cingular Wireless, 136, 233-234
Cinzano, 107
Citi, 120-121
Citibank, 120-121, 135, 195
Citibank’s c2it, 194, 195
Citigroup, 221
Clairol, 148
Coca-Cola, xxiii, 5, 126, 142, 145, 148, 187
Coca-Cola Company, The, 5
Cockburn’s Port, xxx
Coffin, Jarvis, 220
Cohen, Ben, 18, 126
Coke, 142
Colgate Comedy Hour, 186
Collins, David, 109
Combee, Barbara, 153-154
Comunidad, 135
Concept Farm, The, 146
Confetti.co.uk, 230-232
Connecting Point, 136
Converse, 66-69
Cook, Jan, 41
Corbis, 131
Cotler-Block, Susan, 247
Crispin Porter + Bogusky, 180-181, 182, 184, 185, 219
CTW, 132
Cubs, 118
Curious Paper Collection, 203, 204-205
Curry, Jocelyn, 169
Curtis, Christina, 212
Curtis, Hillman, 210, 212
Dark Horse Comics, 218
Datschefski, Edwin, 245
David Collins Architecture & Design, 109
De Beers, 148, 187
de Jongh, Matthijs, 80–83, 91, 153–154, 191–193
de la Cruz, Elmer, 118–119
De La Gorce, Nathalie, 50–51
De Wolfe, Chris, 219
Debenhams, 232
Deleo Clay Tile, 166–167
Dell, Michael and Susan, 247
Design Guys, 14, 216–217
Design Management Associates Inc., xvi
Dewey-BigDogs, 133
Diamond, Jared, 245
Dickey, Stephen, 232
Diehlman Bentwood Furniture, 132
Diesel SPA, 191–193
DKNY Baby, 90
Dodgers, 137
Dolan, Doug, 204–205
Dolce & Gabbana, 186
Domino’s Pizza, 186
Dove, 186
Doyle Dane Bernbach (DDB), 66
Doyle Partners, 20–21, 70–71, 130, 132, 164–165
Doyle, Stephen, 70
Dragon Fly Farms, 134
Dreyer’s Grand Ice Cream, 72
Duff, Hilary, 219

E
E*Trade, 221
e/advisors, 136
Eagle, Brian, 152, 156
Earth Share, 126
EAT, 106, 108–109, 130, 150
Edison Project, The, 70–71, 132
Egolf, Karen, xxiv
Eisler, Judith, 99–101
Eko, Carrie, 15
Elektra, 135
Elliman, Douglas, ix
Elliot, Stuart, 182
Energizer, 145
Energizer Bunny, 91
Enlace, 16–17, 136, 150
Eramo, Gerry, 239
Erben, Benjamin, 122–123
Ernstberger, Matthias, 199–201
Esser, Jana Wilson, 123–124
Evian, 8
Express, 202
Expresso Paper, 136
Eye Design, 135

F
Family Violence Prevention Fund, 178
Fauchere, Laurent, 210–211
Favour, Heidi, 72–74, 169
FedEx, 5, 6
Fenichell, Stephen, 48
Flat Eric, 91
Florsheim, Alan, 72–74
Ford Fiesta, 187
Ford Motor Company, 16
Ford, William, 89
Frank’s RedHot, 168, 170
Frankenheimer, John, 218
Frappuccino, 72–74
Fresh Produce, 109
Fretz, John, 72–74
Fry, Kim, 10–13, 102, 103
Fuchs, Julia, 199–201

G
Gamble, James N., xxvi
Gardner Design, 131, 132, 133, 134, 136
Garfield, Bob, 49, 58
Gates, Bill and Melinda, 247
GC Group (General de Confiteria), 127
General Mills, xxix, 92, 94, 247
General Motors Cadillac, 187
Gertner, Jon, 38
Gianettino & Meredith Advertising, 35, 142
Give Kids the World, 126
Glaser, Milton, xxx
GM Hummer, 58
Gold Medal, 92, 93
Gonnella, Rose, xvi
Google, 126
Grais, Jennifer, 157
Gray, Ann Marie, 10-13, 39-41
Graziano, Brian, 104
Greenfield, Jerry, 126
Grey Cup, 47
Grubman Photography, 41
Gupta, Hika, 39-42
Gurrie, Joshua, 199-201

H
H. J. Heinz Company, xxv
Haagen Dazs, 126
Haak, Chris, 210-211
Hahn, Greg, 50-51
Hallmark Cards, Inc., 186
Hallmark Hall of Fame, 186
Hans Brinker Budget Hotel, 84, 86
Harley-Davidson, 57, 60-64
Harris, Cabell, 146
Harrod, Charles Henry, 126
Harrods, 126
Hayden, Alex, 118-119
Healthwise, 220
Heinz & Noble, xxv
Heinz, Henry J., xxv
Hermes, Mary, 169
Hertz, 142
Heuter, Karen, 191-193
Hewlett Packard, 213, 214-215
HfH, 132
Hill, Holiday, 178
Hillman Curtis, 212
Hissink, Paul, 91
HOC Industries, 133
Honda, 5
Hornall Anderson Design Works, 72-74, 118-119, 123-124, 169
Hotel 71, 101, 102-105
Hovis, 172
HSBC, 191, 194
Hubbard Street Dance Chicago, ix
Hutchison, Mary Chin, 72-74, 169
Hwang, Sharon, 108-109
Hyland, Angus, 108-109

I
IBM (International Business Machines), 116-117, 130
Ideograma, 16-17, 112, 114, 131, 135, 136
Ilse, 112, 113
iMac, 55
iMix, 219
Impulso, 131
Insurance Underwriter, 134
Intel, 126
Invitrogen, 30, 31, 136
Irvine-Halliday, Dr. David, 247
Isherwood, Bob, 247
iTunes, 219
Iverson, Mary, 169
iVillage, 220
Ivory Soap, xxvi

J
Janson, Edith, 91
Jones, Doug, 182
Joyco, 127-129, 138

K
Kaplan Thaler Group, Ltd., 186
Kaplan Thaler, Linda, 186
Karlsson, Hjalti, 18-19, 199-201
Keenan, Julie, 72-74
Keller, Andrew, 182, 185
Kessels, Erik, 80-83, 91, 153-154
KesselsKramer, 79, 80-83, 84, 86, 91, 113, 131, 135, 153-154, 191-193
KFC (Kentucky Fried Chicken), 130
Kidman, Nicole, 184
Kirshenbaum Bond & Partners, 148
Kleyne Coophuys, 131
Klimchuk, Marianne R., 172
Komaroff, Dr. Anthony, 220
Kosel, Tiffany, 180
Kossler, Kristianne, 15
Kouwenberg, Jacqueline, 80-83
Munoz, Fernando, 151
Munson, Kelly, 216–217

N
Nader, Ralph, 187
National Biscuit Company, 8
National Car Rental, 142
National Fluid Milk Processor Promotion Board, 179
NBA, 33, 118
NBC, 187
Neff, Terry Ann, 41
New York City College of Technology, Advertising Design & Graphic Arts Department, 22
New York Jets, 23, 131
NewAd Media, 183
Newell, Jay, 187
NHL, 226
Nike, ix, 49, 66, 126, 145, 148
Nike ID, 219
Nike swoosh, ix
Nishi, Jana, 72–74, 169
Noble, L. Clarence, xxv
Nonesuch, 135
noodlin’, 145, 146–147, 150
Northrop, Ronny, 182, 185
Northwestern Nasal + Sinus, 10–13, 136
Norton, Graham, 231

O
O’Connell, Steve, 185
O’Donnell, Peter, 141
O’s Campus Café, 140, 141
O’s Catering, 141
O’s To Go, 141
Oehler, Justus, 122–123
Oliver Fire Department, 183
Olson, 226–229
Owen, Clive, 218

P
P&G White Soap, xxvi
Packers, 118
Pafferson, Bob, 239
Palatini, Richard, 35, 142
Panasonic, 219, 238–239
Paulin, Carl-Johan, 191–193
Pavlov Productions, 152, 161, 162
Peace Corps, 145
Penguin, 24–25
Pepsi, 142
Pepsi-Cola, 72, 145
Perdue Chicken, 91
Perdue, Frank, 89
Pershing, xiv, 37, 98, 137, 145, 225
Petco, 126
Peteet, Rex, 15
Phone Company, The, 234
Pike Place Market, 72
Playland, 87
Polaroid, 146
Popich, Mark, 118–119
Portland Trail Blazers, 32, 33, 138
PowerBar, 33
Prada, 184
Prada, Jordan, 184
Prada, Miuccia, 184
Primo Angeli-Fitch, 168, 170
Printmaster, 134
Procter & Gamble, xxvi, 213, 219, 247
Procter, Harley, xxvi

Q
QuarkXPress, 37
Quick, Tanya, 151
Quon, Mike, 203
R
Racine Art Museum (RAM), 38-42, 132
Rainbow Room, 135
Ralph Lauren, 213
Ralph Lauren Baby, 90
Red Bull, 107, 186
Red Flannel, 133, 134
Reddenbacher, Orville, 89
Reebok, 49
Refined Technologies, 134
Reinking, Jeff, 118-119
Renegade Marketing Group, 191, 194, 195, 219, 238-239
Rep Art, 157
RES Media, 210
RESFEST, 210-211
Rethink, 47, 87, 152, 157, 177, 183, 203, 206
Revlon, 168
Richards Group, The, 9, 75-77, 188-190
Richards, Stan, 9
Risebrough, Doug, 229
Roberts, Kevin, 246
Rodolfi, Giovanni, 122-123
Roger Grais Carpentry, 157
Rose Garden, 32, 33
Rose Quarter, 33
Roth, Hayes, 38
Rozema, Krista, 91, 153-154, 191-193
S
Saatchi & Saatchi, 246, 247
Sacred Noise, 210-211
Sagmeister Inc., 18-19, 99-101, 199-201
Sagmeister, Martin, 99-101
Sagmeister, Stefan, 18-19, 98-101, 199-201
Sandstrom Design, 32, 33, 66-69, 146-147, 162-163
Sartre, Jean-Paul, 247
SAS Scandinavian Airlines System, 121
Save the Children, 126
Saville, Laurel, 151
SBC Communications, 233
Scali, McCabe, Sloves, 91
Scher, Paula, 120
Scheve, Richard, 170
Schierlitz, Tom, 99-101, 199-201
Schneider, Deborah, 41, 104-105
Schrijver, Werner, 80-83
Schwartz, Dave, 180
Scott, Ridley, 184
Scott, Tony, 218
Seattle Chocolates, 168, 169
Seattle SuperSonics, 118-119
Secret, 219
Secret Sparkle, 219
Sega, 170-171
Sega Dreamcast, 168, 170-171
Seganet, 132
Segura Inc., 131, 135, 202, 206-209
Segura, Carlos, 206
Serrano, Jose, 31, 166-167
Seth, 205
Shea, Christina L., 247
Shimano, 180-181
Sibley Peteet Design, 15, 132, 140, 141
Sicy, 186
Sikora, Steve, 216-217
Simonsen, Skip, 41
Singer, xxiv
Sirius, 126
Skippy, 186
Slagle, Greg, 210-211
Smith, Charlie, 108-109
Smith, Ron Baxter, 204-205
Smokey Bear, 91
Smorlatax, Ella, 199-201
SoBe, 186
Softasilk, 93
Sony, 5
Sony Ericsson, 110-111
Sony Productions, 162-163
Space Needle, 118
Speidel, Andrea, 122-123
Stapley, Aaron, 168
Star Alliance, 122-123, 150
Starbucks, 55, 72-74, 210
Steven Brower Design, 145
Stevenson, Seth, 220
<table>
<thead>
<tr>
<th>Name</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stewart, Martha</td>
<td>126, 164</td>
</tr>
<tr>
<td>Stilking</td>
<td>191-193</td>
</tr>
<tr>
<td>Strasberg, Rob</td>
<td>181</td>
</tr>
<tr>
<td>Strauss, Levi</td>
<td>126</td>
</tr>
<tr>
<td>Strawberryfrog</td>
<td>55, 56-57, 110-111, 196-197, 198</td>
</tr>
<tr>
<td>Sudduth, Toby</td>
<td>168</td>
</tr>
<tr>
<td>Sunlight</td>
<td>187</td>
</tr>
<tr>
<td>T26 Digital Type Foundry</td>
<td>206-209</td>
</tr>
<tr>
<td>Tallgrass Beef</td>
<td>133</td>
</tr>
<tr>
<td>Tanagi, George</td>
<td>72-74</td>
</tr>
<tr>
<td>Taylerson, John</td>
<td>179</td>
</tr>
<tr>
<td>Taylor Guitars</td>
<td>50, 52-53, 132</td>
</tr>
<tr>
<td>Taylor's Late Bottled Vintage Port</td>
<td>xxx</td>
</tr>
<tr>
<td>TaylorWare</td>
<td>52</td>
</tr>
<tr>
<td>Telluride</td>
<td>180, 182</td>
</tr>
<tr>
<td>TenderCrisp</td>
<td>219</td>
</tr>
<tr>
<td>Tenney, Lucie</td>
<td>191-193</td>
</tr>
<tr>
<td>Texaco Star Theater</td>
<td>186</td>
</tr>
<tr>
<td>Thai Airways</td>
<td>121</td>
</tr>
<tr>
<td>The 401(k) Company</td>
<td>15, 132</td>
</tr>
<tr>
<td>The Bell</td>
<td>177</td>
</tr>
<tr>
<td>The Coca-Cola Company</td>
<td>5</td>
</tr>
<tr>
<td>The Concept Farm</td>
<td>146</td>
</tr>
<tr>
<td>The Edison Project</td>
<td>70-71, 132</td>
</tr>
<tr>
<td>The Malcolm Willey House</td>
<td>216-217</td>
</tr>
<tr>
<td>The Phone Company</td>
<td>234</td>
</tr>
<tr>
<td>The Richards Group</td>
<td>9, 75-77, 188-190</td>
</tr>
<tr>
<td>The Vanguard Group</td>
<td>221</td>
</tr>
<tr>
<td>Thermos</td>
<td>134</td>
</tr>
<tr>
<td>Thomas, Dave</td>
<td>89</td>
</tr>
<tr>
<td>Thompson, Matt</td>
<td>107</td>
</tr>
<tr>
<td>Three Eyes Limited</td>
<td>152</td>
</tr>
<tr>
<td>Timberland</td>
<td>213</td>
</tr>
<tr>
<td>Timex</td>
<td>126, 146, 148</td>
</tr>
<tr>
<td>Tinguely, Antoine</td>
<td>210-211</td>
</tr>
<tr>
<td>Tomato</td>
<td>135</td>
</tr>
<tr>
<td>Tommy Hilfiger</td>
<td>57</td>
</tr>
<tr>
<td>Tony the Tiger</td>
<td>91</td>
</tr>
<tr>
<td>Toyota Prius</td>
<td>58</td>
</tr>
<tr>
<td>Toys &quot;R&quot; Us</td>
<td>126</td>
</tr>
<tr>
<td>Travelers Group</td>
<td>120</td>
</tr>
<tr>
<td>Travolta, John</td>
<td>187</td>
</tr>
<tr>
<td>Trix</td>
<td>xxix</td>
</tr>
<tr>
<td>Trollbäck + Company</td>
<td>50-51, 210-211</td>
</tr>
<tr>
<td>Trollbäck, Jakob</td>
<td>50-51</td>
</tr>
<tr>
<td>Tropea, Michael</td>
<td>41</td>
</tr>
<tr>
<td>Turk, John</td>
<td>210-211</td>
</tr>
<tr>
<td>Twitchell, Professor James B.</td>
<td>49, 246</td>
</tr>
<tr>
<td>Uneeda biscuit</td>
<td>xxiii, 8</td>
</tr>
<tr>
<td>Ungless, Derek</td>
<td>202</td>
</tr>
<tr>
<td>United Airlines</td>
<td>5, 7, 8, 121, 135</td>
</tr>
<tr>
<td>Unreal</td>
<td>152, 155, 156</td>
</tr>
<tr>
<td>UPC Digital</td>
<td>196, 198</td>
</tr>
<tr>
<td>Utrecht, Ellen</td>
<td>91</td>
</tr>
<tr>
<td>Van De Zande, Doug</td>
<td>41</td>
</tr>
<tr>
<td>van der Heiden, Henny</td>
<td>80-83</td>
</tr>
<tr>
<td>van der Linde, Huib</td>
<td>80-83</td>
</tr>
<tr>
<td>van Ravestein, Paul</td>
<td>143</td>
</tr>
<tr>
<td>Vanguard Group, The</td>
<td>221</td>
</tr>
<tr>
<td>Vans</td>
<td>186</td>
</tr>
<tr>
<td>Virgin</td>
<td>14</td>
</tr>
<tr>
<td>Virgin Pulse</td>
<td>14</td>
</tr>
<tr>
<td>Viva Dolan Communications and Design Inc.</td>
<td>203, 204-205</td>
</tr>
<tr>
<td>Viva, Frank</td>
<td>204-205</td>
</tr>
<tr>
<td>Vojnar, Kamil</td>
<td>99-101</td>
</tr>
<tr>
<td>Volkswagen Beetle</td>
<td>66, 77</td>
</tr>
<tr>
<td>VSA Partners, Inc.</td>
<td>60-64, 65, 116-117, 130, 136, 233-234</td>
</tr>
<tr>
<td>Wallie</td>
<td>91, 135</td>
</tr>
<tr>
<td>Walt Disney Company</td>
<td>5</td>
</tr>
<tr>
<td>Ward, Celeste</td>
<td>220</td>
</tr>
<tr>
<td>Ward, Keith</td>
<td>169</td>
</tr>
<tr>
<td>Warner Brothers</td>
<td>182</td>
</tr>
<tr>
<td>Wasiak, Gregg</td>
<td>146</td>
</tr>
<tr>
<td>Watterson, Bill</td>
<td>54</td>
</tr>
<tr>
<td>Wayne Kozak Audio Productions</td>
<td>152</td>
</tr>
<tr>
<td>Wearing, Paul</td>
<td>105</td>
</tr>
<tr>
<td>Weldon, Fay</td>
<td>187</td>
</tr>
<tr>
<td>Wendy's</td>
<td>89, 145, 148, 188</td>
</tr>
<tr>
<td>Werbowy, Daria</td>
<td>184</td>
</tr>
</tbody>
</table>
Wheaties, 148
Whitsitt, Bob, 32
Wicklund, Andrew, 118–119
Wieden+Kennedy, 49
Wild Brew, 173
Williams Murray Hamm, 172, 173
Winfrey, Oprah, 247
Wong, Paul, 39
WongDoody, 118–119, 219
Woo, John, 218
Work Inc., 146
Wright, Frank Lloyd, 216, 217
Wright, Joe, 50–51

X
Xerox, 126

Y
Yahoo!, 126
Yahoo's IMvironment, 238
Yankees, 118
Yumi, 126, 142, 143, 145