

GD
USA
GRAPHIC DESIGN USA



**AMERICAN
INHOUSE
DESIGN
AWARDS**

**SPONSORED BY
THE CREATIVE GROUP
AND VERITIV**

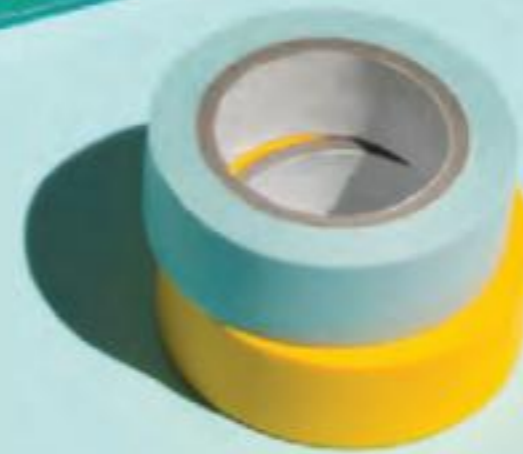
**DUFFY AND KIDS II BRAINSTORM
MASTERCARD GETS MAKEOVER
HILLARY CAMPAIGN BUTTONED UP
HYBRID HOSTS LEVI'S 501 DAY**



112 NEW COLORS

for Graphic Design

New Colors, New *emotion*



PANTONE + EDDIE OPARA

"It allows people like myself to reproduce that color, again and again and again, without compromise." – Eddie Opara

To see how PANTONE FORMULA GUIDE and the 112 New PANTONE Colors inspire Eddie Opara, watch the video at pantone.com/plus



STOCK
ericksonstock.com
New Royalty Free Collection

ASSIGNMENT
jimerickson.com

★ JIM ERICKSON

MOTION & STILL PHOTOGRAPHY

LETTER FROM THE PUBLISHER | WELCOME TO OUR INHOUSE DESIGN ANNUAL



GORDON KAYE IS THE
PUBLISHER OF GDUSA

Comments, suggestions and letters
can be sent to gkaye@gdusa.com.

This edition of GDUSA showcases many of the winners of our American Inhouse Design Awards™, the original and premier competition for inhouse design departments.

With thousands of entries, winners represent every size and segment of the private, public and non-profit sectors. Receiving an award like this is a triumph on many levels: a feat of talent, effort, intelligence and collaboration; a pointed reminder to management that inhouse designers are uniquely situated to express the essence of an organization and advance its mission; and a declaration that the best inhouse work is the stuff of design annuals. Over the years, many of you have told us that our Awards program contributes to your good fight to secure recognition, resources and the freedom to do your job right. It is a pleasant thought and precisely what we had in mind when we started this decades ago. At the same time, we are a tiny piece of the puzzle. You are the heroes of a story that unfolds every day.

DEMOCRATIZATION (WITH A SMALL 'D')

As we finalized this month's GDUSA magazine, website and newsletters, a pattern struck me. Over and over again, designers are creating solutions for clients with the explicit goal of "democratizing" brands, in essence making them friendlier and more approachable. A few current or recently reported stories: Emily Oberman has transitioned the formal Minnesota Institute of Art into the more familiar "Mia." The Metropolitan Museum of Art becomes "The Met." Hybrid welcomes all who show up in 501 Jeans to participate in a Levi's event and promotion. Viceroy Creative rebrands an industry association to make space travel feel accessible rather than exclusive. Dr. Pepper encourages consumer "self-expression" through DIY label designs. Swig Studio gives the Murphy-Goode Winery a down home Americana feel. GrubHub via Wolff Olins celebrates small personal dining moments rather than its technological savvy. A Sanpelligrino-sponsored mapping app generates customized side trips based on your quirky interests. Ferroconcrete uses irreverence to make wine selection less intimidating. Instagram downplays its app icon to put more focus on the community's photos and videos. IHOP builds a smile into its identity. The Rock n'Roll Hall of Fame remakes its entry plaza to "rebel" against it becoming an ivory tower. Obviously, democratization is not the answer to all questions. What trend ever is? But it has become the foundational strategy for more and more projects. Let's save the "why" and the "does it work" for later — it is summertime, after all, and the living is easy — except to note that designers and clients are responding to very same cultural, economic, technological and demographic changes that are challenging America's political system and social fabric.

STORES AS MUSEUMS

In the early 1980s, I worked for a firm with offices in the General Motors building in midtown Manhattan which, apropos of nothing, soon became the Trump something-or-other. On the ground floor of that tower sat the famed FAO Schwarz Toy Store. When my children came to visit, I would tell them that FAO Schwarz was a toy museum, which they understood to mean that the contents could be viewed and admired, but not brought home. I made this story up purely as self-protection but soon began to see a certain crazy wisdom in it. And I began to experience that classic store, and other retail establishments, through this prism as remarkable curated exhibitions of creativity and artistry. Fast forward three decades. This memory has resurfaced as we have been expanding our package design coverage with, among other things, the new GDUSA Shelflife™ blog and newsletter. Beautiful and smart packaging is proliferating because it remains a rare reliable branding and sales tools in today's crazy fragmented media world. I find myself experiencing stores, once again, as "museums" with endless shelves of creative, attractive, fun, ingenious and clever package design. I am especially drawn to grocery stores and their visual richness though, unfortunately for my waist, I can no longer convince anyone, including myself, that the inventory is off limits.



Creativity requires chemistry from a team, and that isn't born from just any cookie-cutter crew with the requisite skills. For innovative ideas to take root and creativity to blossom, it takes the perfect blend of skills, experience and corporate cultural fit.

Whether you're a job seeker or looking to hire new creative talent, we can connect the right skill sets with the right situations so that ideas can fly. Our team of specialized recruiters find, evaluate and perform selected reference checks on highly skilled talent. We know creative professionals and put them in organizations where they can thrive.

SPONSOR OF THE AMERICAN INHOUSE DESIGN AWARDS

Contact the TCG office nearest you by calling
1.855.787.0951 or visit us at **creativegroup.com**





GDUSA - Graphic Design USA Volume 53 / No. 4 July-August 2016
Kaye Publishing Corporation (ISSN0274-7499/USPS227020). Published 6 times a year with combined issues in January/February, March/April, May/June, July/August, September/October, November/December. Executive, editorial and advertising offices at 89 Fifth Avenue, Suite 901, New York NY 10003. Phone: 212.696.4380, Fax: 212.696.4564, www.gdusa.com. SUBSCRIPTION: Domestic, \$72 one year. International, \$140 one year. Periodicals postage paid at New York NY and additional mailing office. POSTMASTER: Send address changes to GDUSA - Graphic Design USA, PO Box 3072, Langhorne PA 19047. Permit #224.

8 FRESH

Emily Oberman introduces Mia to Minnesotans; Duffy and Kids II put their heads together for brain enrichment products; Made in America inspires labels for Sonoma winery; everyone is welcome to strut their stuff in Hybrid campaign for Levi's 501 jeans; MasterCard simplifies circles as part of global rebrand; Hornall Anderson weighs anchor on social impact cruises; 45 designers led by Jennifer Kinon and including Gail Anderson, Debbie Millman, Louise Fili, Paula Scher and more create campaign pins to support Hillary Clinton.

26 PEOPLE

Former Ogilvy executives launch Something Different; Mike Alderson leads new ManvsMachine Los Angeles office in collaboration with Landor; George Lois, Stefan Sagmeister, Paola Antonelli, Philippe Meurnier among attendees at ADC Last Supper event at about-to-shutter Four Seasons; Grace Viertel is upped to senior art director at ndp; MeringCarson welcomes Daniela Ponce as senior art director in San Diego office; Dwayne Flincham becomes independent consultant after 20 years at IridiumGroup; and many more.

34 INHOUSE AWARDS

GDUSA's American Inhouse Design Awards™ is the original and premier showcase for outstanding work done by inhouse designers and departments. The 500 pieces shown here are winnowed from thousands of entries, and represent every area of the country, every size organization, every segment of the public and private sectors, and every type of media currently known. Individually and collectively, they demonstrate that the best of inhouse design is about creating solutions and adding value to our commerce and our culture.

151 FOCUS

ChoosePrint busts some myths about print, paper and forest health; Diane Domeyer has sound advice on dealing with difficult clients and strange requests; Erickson Stock adds RF to model; and Visual Connections and its upcoming New York event moves beyond stock to become a meeting place for all visual creatives.

WWW.GDUSA.COM

Akzidenz-Grotesk

Type Width

Normal

Condensed

Extended

FULL COLLECTION

Normal, Condensed & Extended

Package

PRO+

PRO

STANDARD

BQ

BE

! Package Info

Akzidenz-Grotesk® Pro+ (WGL)

Mac & Windows OpenType

OVERVIEW

OT FEATURES

CHARACTER SET

Languages: **Western Latin 1, Central European, Turkish, Baltic, Cyrillic, Greek**

Designer: **Günter Gerhard Lange**

PostScript OTF \$450.00

PURCHASE

TrueType TTF \$450.00

PURCHASE

Type Style: **Sans Serif**

Design Date: 1898 – 2001

! **View EULA**

▼ Samples

TYPE YOUR TEXT:

Berthold's quick brown fox jumps over the lazy

FONT SIZE: 74PX

A A

SIZE TO FIT:



Reset

Akzidenz-Grotesk Pro+ Light | [View Specimen](#)

Berthold's quick brown fo

Akzidenz-Grotesk Pro+ Light italic | [View Specimen](#)

El veloz murciélago hindú

Akzidenz-Grotesk Pro+ Regular | [View Specimen](#)

Τάχιστη αλώπηξ βαφής

Akzidenz-Grotesk Pro+ Italic | [View Specimen](#)

Жълтата дюля беше щ

THANK YOU TO THE 'INHOUSE' SPONSORS

THE CREATIVE GROUP (TCG)

The Creative Group is, once again, the major sponsor of GDUSA's annual American Inhouse Design Awards competition. This is most appropriate as they are leaders in connecting creative professionals with companies looking to hire interactive, design, marketing, advertising and public relations talent. As the marketing and creative staffing division of Robert Half, TCG offers flexible staffing solutions to meet companies' project, contract-to-hire and full-time employment needs. Through the parent company, they also have the resources to support organizations' temporary and full-time staffing needs in the areas of technology, accounting, finance, administrative and legal. In addition, TCG is well-connected to the communities it serves, with valuable relationships with the top industry organizations, including AIGA, HOW, GDUSA and AAF, as well as an exclusive relationship with The Wall Street Journal. With design and creative staffing agencies located in major markets across the United States and Canada, TCG is proud to serve as a respected community partner in the cities where they live and work. creativegroup.com or call 1.888.846.1668

VERITIV, EXCLUSIVE DISTRIBUTOR OF ENDURANCE

We are please to have Veritiv™ Corporation once again co-sponsor the American Inhouse Design Awards. Veritiv is a North American leader in business-to-business distribution solutions. Helping shape your business success drives everything they do. Veritiv officials state: "The name is based on this commitment and on the core strengths of our business. Derived from verity, it says we're true to our word, our beliefs, and your needs. The words connective and active in our name signify that we collaborate with you to create solutions that work hard for your business." Notable among its many papers for the graphic arts market is Endurance®. Designers are turning more frequently to print solutions for greater impact and a more complete sensory experience for their target audiences. Endurance offers a double-coated, smooth surface to deliver the high level of performance that such solutions require. Endurance has the exceptional brightness level required to help give creative that extra pop. Likewise, Endurance Digital papers perform consistently under the rigorous demands and unique technical challenges of digital printing processes. Endurance papers are Chain of Custody certified by the Forest Stewardship Council. This special edition of GDUSA is printed on Endurance Gloss text. veritivcorp.com

ABOUT THE COVER

Abbott Miller reprises his role as designer for Dance Ink, a magazine staple of the 1990s, which returns to document an ephemeral art form through the permanence of print.



COVER PAPER CREDIT: The cover of this special edition of GDUSA is printed on FSC-certified Kallima Coated Cover C2S 8pt, part of the Kallima Paper family of FSC-certified coated cover paperboard, manufactured by the Tembec Paper Group. A leading advocate of sustainability, Kallima has a distinct low-density high-bulk construction resulting in less trees used and significant cost savings to the customer. Contact: www.kallimapaper.com

GD USA

GRAPHIC DESIGN USA

Gordon Kaye
Publisher

ART & PRODUCTION

Ilana Greenberg
Creative Director

Rachel Goldberg
Production Director

Sam Peltz
Art/Photo/Multimedia Editor

Jay Lewis
Photographer

ADMINISTRATION & READER SERVICES

Althea Edwards
Accounts Manager

Milton L. Kaye
Competitions

Jennifer Hoff
Scott Sczycypiorski
Internet Services

Bridget Bellavia
Circulation

EDITORIAL

Gordon Kaye
Editor

Sasha Kaye-Walsh
E-News Editor

Charlotte Kaye
Assistant Editor

ADVERTISING

Ron Andriani
Executive VP, Integrated Marketing + Business Development
201.485.8720
212.696.4380
randriani@gdusa.com

Gordon Kaye
Publisher
212.696.4380
gkaye@gdusa.com

COPYRIGHT 2016 BY KAYE PUBLISHING CORPORATION

Escape on Endurance[®]



Coated Gloss & Silk Paper
60.8, 70, 80 & 100 Text
80, 100 & 120 Cover
Up to 96 Brightness
Available in East Markets Only
91 Brightness Available in Select West Markets

Recycled Gloss & Velvet Paper
60, 70, 80 & 100 Text
80, 100, 111 & 130 Cover
Up to 94 Brightness
Available in West Markets Only

Contact your
Veritiv Sales Professional
for more information on
the Endurance product
available in your area

Endurance is available exclusively from Veritiv



veritivcorp.com

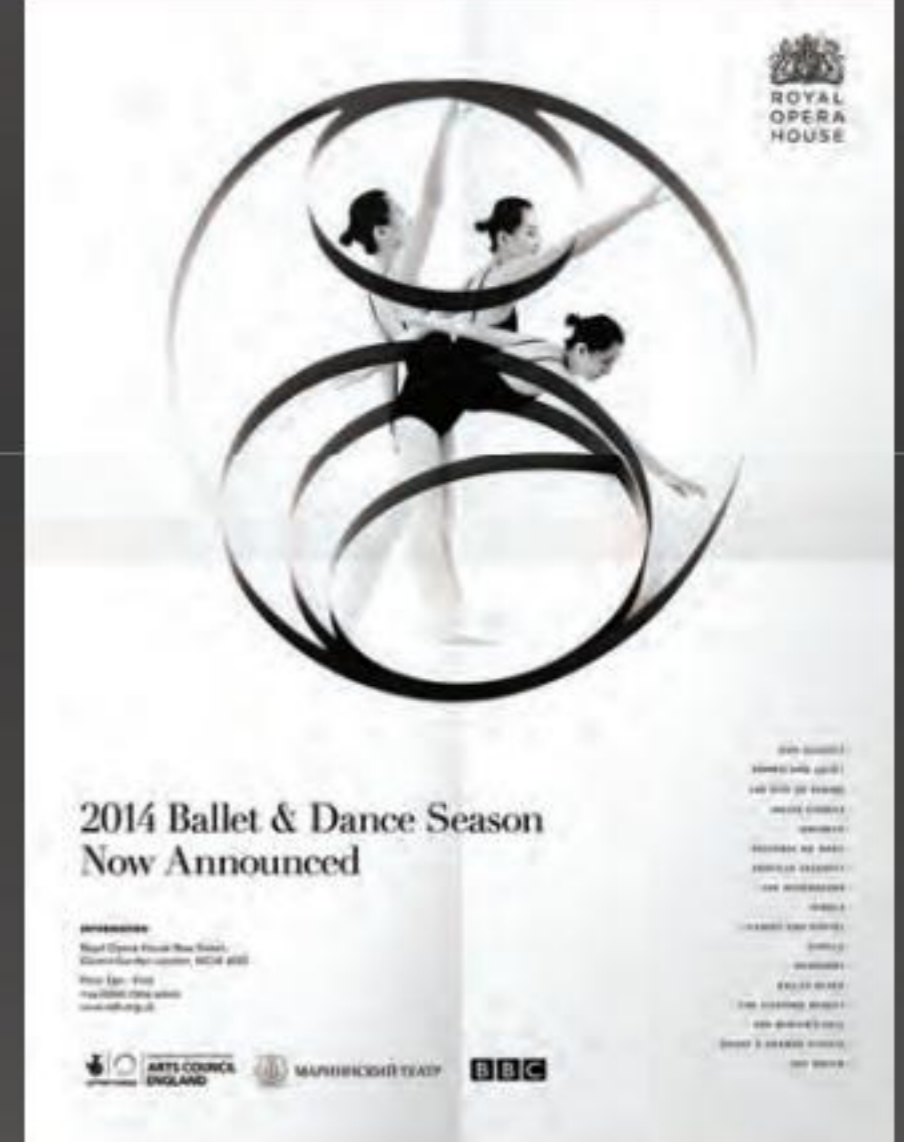
© 2016 Veritiv Corporation. All rights reserved. Veritiv, the Veritiv logo and Endurance are trademarks of Veritiv Corporation or its affiliates.

FRESH | EMILY OBERMAN MAKES MIA MORE APPROACHABLE



MINNEAPOLIS MN Established in 1883, the Minneapolis Institute of Art houses a vast and diverse collection of over 89,000 artworks from six continents spanning 20,000 years. The museum recently introduced a new name – “Mia” (Mee-ah) – and has since rolled out a new identity designed by New York City-based Pentagram partner Emily Oberman. The logo is “sturdy, pragmatic and versatile,” giving the soft word a strong look. The design uses a mix of upper and lower-case letterforms to make clear that the name should be pronounced as a word rather than as the potentially confusing initials “M-I-A.” The design is said to fundamentally change the attitude of and toward the institution. Oberman and her team worked closely with the museum leadership on the branding, including Director and President Kaywin Feldman, Chief Engagement Officer Kristin Prestegaard, and Head of Design and Editorial Peggy Martin. Pentagram’s Michael Bierut also consulted on the strategy. www.pentagram.com





Your Dream.
Your Career.
Your Journey.

Register for Fall 2016 Semester Today!

Named a 2016 Top Design School by GD USA

Study in San Francisco or Online

School of Graphic Design | Student design series "Type Can Dance" by Longyang Wang

Academy of Art University | Founded in San Francisco 1929 | 888.680.8691 | academyart.edu/GD | Yellow Ribbon Participant

Visit academyart.edu to learn more about total costs, median student loan debt, potential occupations and other information. Accredited member WSCUC, NASAD, CIDA (BFA-IAD, MFA-IAD), NAAB (B.ARCH, M.ARCH), CTC (California Teacher Credential).

FRESH | ABBOTT MILLER AND PATSY TARR REPRISE DANCE INK ROLES



NEW YORK NY Originally published from 1989-1996, Dance Ink developed a cult following among dancers, photographers, and designers. It was considered a maverick, a performing arts journal that documented its community through the lens of new dance works commissioned specifically for the magazine. A relaunched Dance Ink is now being published by Patsy Tarr of the 2wice Arts Foundation, with art direction and design by Pentagram's Abbott Miller. Both are reprising their original roles. Originally produced as a quarterly, Dance Ink won recognition for writing, photography, and design. Tarr and Miller continue what they describe as "their long – running exploration of the intersection of dance, performance, photography, and design through magazines, books, and digital apps." Design credits also go to Kim Walker. www.2wice.org/danceink

An adaptation of the Whitney family, specially designed for the New Book. Designed with book, magazine, and catalog work in mind, the careful balance of form and space lends the middle weights a sense of grace. These central weights have a frank and earnest character, while the New Book Bold. Gracefully progressing from a quiet light to a powerful Black. This heaviest of the Whitney Narrow fonts comes in a variety of styles. A consistent motif of angled lines gives the heavies a sense of movement. The New Book Bold Italic. Proportions suited to both headlines and text, the New Book Bold Italic. Because the design adapts to heavier weights, the New Book Bold Italic. Subtle overtones of calligraphy lend these letters a sense of grace. New Book Italic. With a range of both widths and weights, the New Book Italic. A text face with a narrower stance, these twelve new

NEW FONTS FROM H&CO:

WHITNEY NARROW

A family of clear, space-efficient typefaces gets two new additions for compact settings: Meet the new Whitney Narrow for print, and Whitney Narrow ScreenSmart for web and mobile. Exclusively at [typography.com](https://www.typography.com).

FRESH | KIDS II AND DUFFY PUT HEADS TOGETHER TO ENRICH BABY'S MINDS



ATLANTA GA/MINNEAPOLIS MN Kids II, a leader in infant and toddler toys and gear, has relaunched signature brands Baby Einstein™ and Bright Starts™. Leading the rebranding initiatives, designer Joe Duffy has partnered with Kids II as creative director; this is said to be the first of many projects he will lead at the company. The Kids II creative design team worked with Duffy to produce the updated identities, and engaged with the Duffy design firm to redesign and develop a visual language for each brand. The new identities, including a refreshed logo and packaging, showcase the company's core belief in design excellence. "We are a company driven by design," said Kids II Design/Art Director, Marketing Creative & Imaging, Adam Bain. "Joe Duffy's experience, coupled with his passion for world-class branding and design, have made for a collaborative partnership. As a result, the new identities bring enhanced meaning and power to the Baby Einstein and Bright Starts brands. From on-product branding to textiles and product design, the redesign touches every aspect of the brand and reflects their true essence." The brand revitalization of Baby Einstein coincides with the 20th anniversary of the developmental products designed to enrich baby's young mind with a combination of language, music, art, animals and nature. The visual identity is inspired by discovery and progressive learning. "We are dedicated to designing for kids because we are kids at heart," adds Duffy. "The new visual expression offers an experience that kids engage in and parents ultimately trust." kidsii.com



American Spirit

Steadfast reliability. Uncompromising quality. Tireless innovation. The unmistakable virtues that make up the foundation of the American ethos can be found in every fiber of the remarkable products from Clearwater Paper. From Ancora's two-sided mastery to the unmatched packaging brilliance of Candesce CIS, Clearwater Paper products produce results as enduring and exceptional as the spirit they embody. A spirit found nowhere else in the world.

Reflections

Ancora® | Candesce®



For samples, email us at pandp@clearwaterpaper.com



Both Ancora and Candesce are available with either FSC or SFI CoC certification.



FRESH | WINE LABELS EMPHASIZE VINTAGE AMERICANA



SAN FRANCISCO CA San Francisco-based beverage branding and packaging design firm Swig Studio has designed new labeling for Sonoma winery Murphy-Goode that reflects a rugged California style and easily approachable message. In their efforts, Swig was inspired by the resurgence of Americana and wanted the label to embody the theme of “Made in America” — a natural fit for a classic American winery. “The new Murphy-Goode identity and packaging was inspired by vintage general store signs and old California fruit crate labels,” says Paul John Morales of Swig Studio. “We drew on a time when people tended the land, grazed livestock, and grew fruits and vegetables.” The new label, adds Morales, is intended to celebrate the winery’s heritage in the Sonoma region’s agricultural community and to embody core brand values: handcrafted, unique and authentic. www.murphygoodewinery.com





CREATE INSPIRATION

Imagine a presentation as strong and compelling as your story. We partner with you to create innovative world-class, sustainable products.

Custom Binders, Folders & Packaging

Made in the US, Employee Owned



corporate image

GREENEST BINDERS, FOLDERS & BOXES

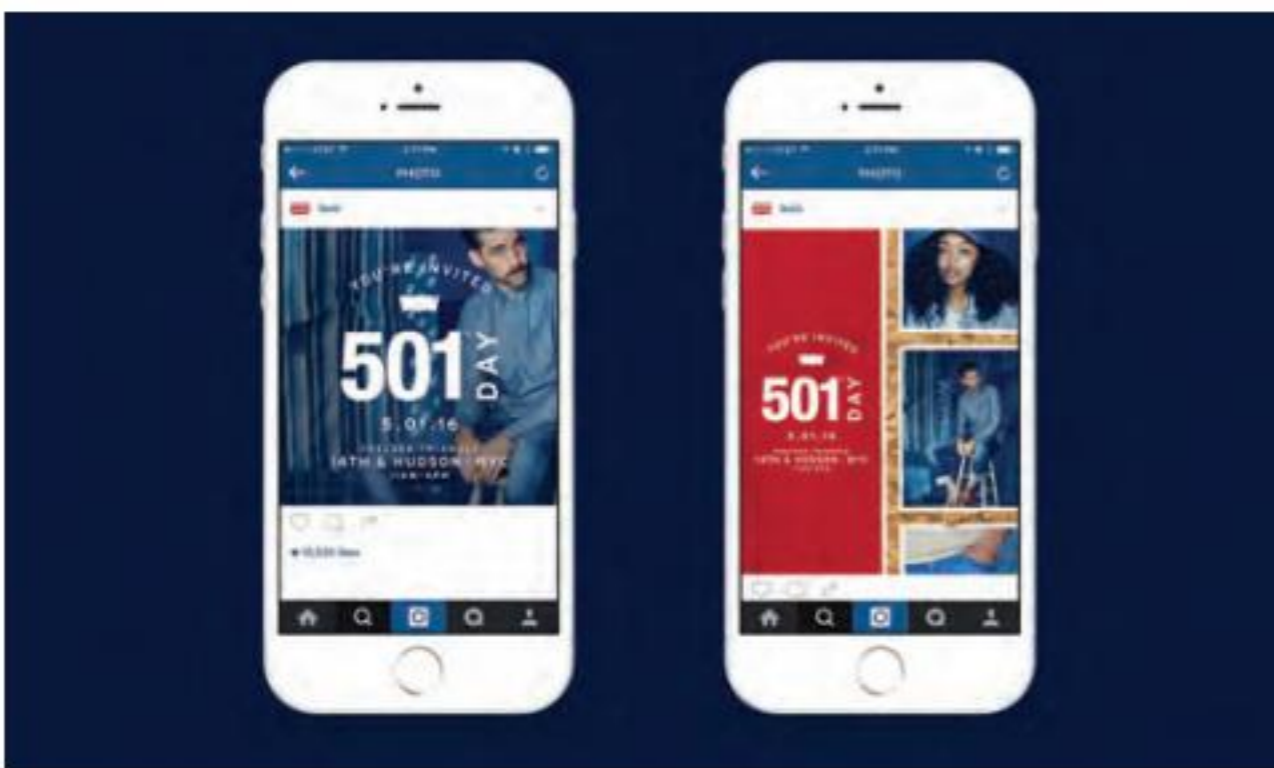
corp-image.com • 800.247.8194

FRESH | HYBRID WELCOMES EVERYONE TO LEVI'S 501 DAY



NEW YORK NY/SAN FRANCISCO CA Levi's wanted to celebrate their iconic jean by hosting an annual event in NYC — Levi's 501 Day — and to give fans a platform to share their style and story as part of a WE ARE 501 Campaign. To make this happen, San Francisco's famed Hybrid Design partnered with fashion blogger Man Repeller and street style photographer Phil Oh to style and photograph Levi's wearers in their 501 jeans. Taking over Chelsea Triangle, the event was open to all who showed up wearing the jeans. Everyone's best photos were printed as posters in real-time, and wheat-pasted on event walls and throughout the city. Levi's social channels took the event digital, sharing photos and giving remote fans a chance to share their own 501 photos. "The greatest success," says the Hybrid team, "was the diversity of the turnout. Throughout the day, you never knew who would show up next."

hybrid-design.com



Durilla™

DURABLE PAPERS & SYNTHETICS



Empower your work

Protective, smart and alluring. Introducing Durilla™, an unrivaled portfolio of premium durable printing papers and synthetics optimized for digital and offset equipment. Our newest brand delivers wide choice, appeal and practicality across coated, uncoated, translucent and waterproof papers, plus a matte-coated ultra-polyester to handle the most extreme challenges. See how Durilla creates transcendent new options in print today—and brings impressive new physical power to your creativity.

Seize the opportunity.

Our entire collection of fine printing papers includes:

KROMEKOTE®
ASPIRE PETALLICS®
GLAMA NATURAL®
GLAMA KRAFT™
DURILLA™
CURRENCY®

800-284-7273
thepapermill.com

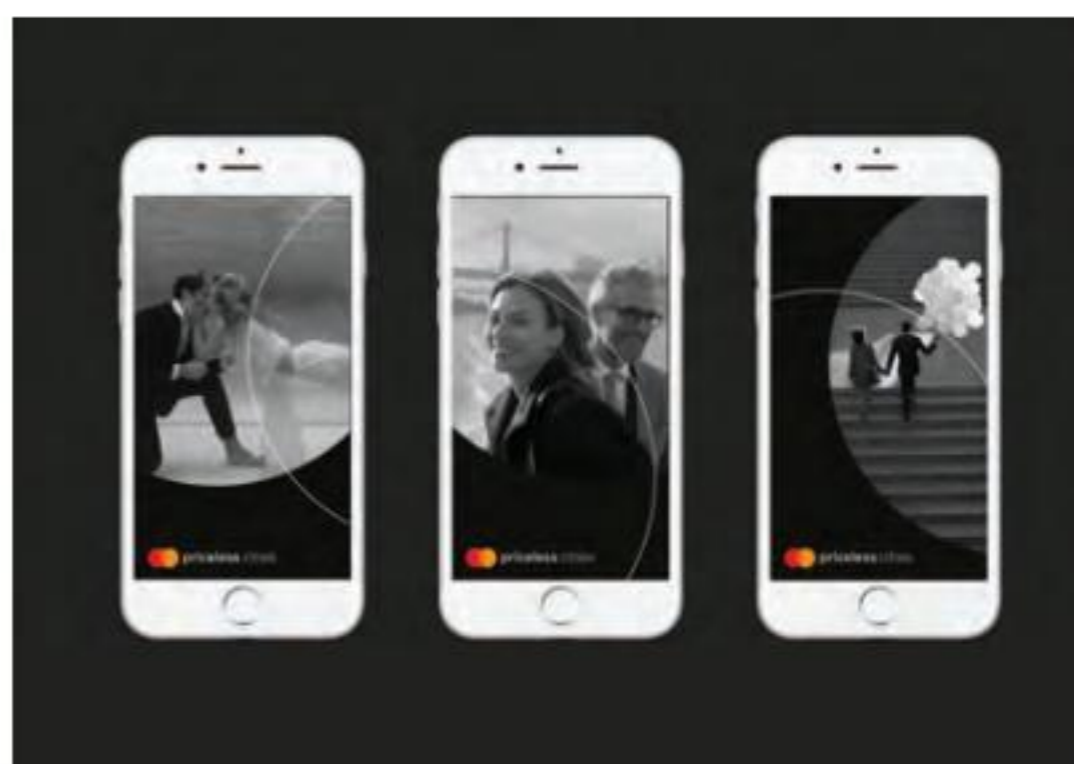


Purchase directly supports conservation

CTI Paper USA pledges 1% of all Durilla sales to the Dian Fossey Gorilla Fund International, dedicated to the conservation and protection of gorillas and their habitats in Africa. Visit gorillafund.org.



FRESH | MASTERCARD MAKEOVER CREDITED TO BIERUT AND HAYMAN



NEW YORK NY Mastercard's graphic look has changed little in five decades. Though the symbol has enormous brand equity — to begin with it appears on 2.5 billion credit cards — Mastercard turned to Pentagram for a refresh and, importantly, to make it clearer that Mastercard is not so much a card issuer as it is a payment technology provider. The simplified mark retains the red and yellow circles, which now overlap as a bright orange hue in the middle, and also features a more contemporary lower case sans logotype. The new visual identity will be employed for everything from advertising to sponsorships. The identity rollout will be a gradual process, says Pentagram partner Michael Beirut, and the firm will continue to collaborate with Mastercard's global design staff and agencies as new applications arise. Beirut, along with Luke Hayman, took the lead on the branding project. www.mastercard.us



Best prices on the planet!

No payment hassles! Subscribe once,
download images whenever, for a year.

www.photospin.com

PhotoSpin®



Spread the word about print. Post this prominently.

Be prepared

When others say: **“Cutting trees for paper threatens forests.”**

Tell them: **Actually, a strong market for wood products protects forests...**

33% • **Only 33% of the fibers** used to make paper comes from virgin trees; 33% comes from wood chips and scrap from sawmills, and 33% comes from recycled paper.¹

750 million • **There are more than 750 million acres** of U.S. forestland (that’s one-third of the U.S.). Of this, 56% is privately owned.³

105 million • **Up to 105 million acres** of private U.S. forests are likely to be sold or transferred in the near future.⁴ With no financial incentive to grow trees, these forests may be permanently converted to other uses.



• **Strong wood markets,** including the demand created by print, provide an incentive for private foresters to hold their land rather than sell it for other use.²

And share these resources from the ChoosePrint.org website:

¹ *Print Promotes Trees* (postcard from Downloads page)

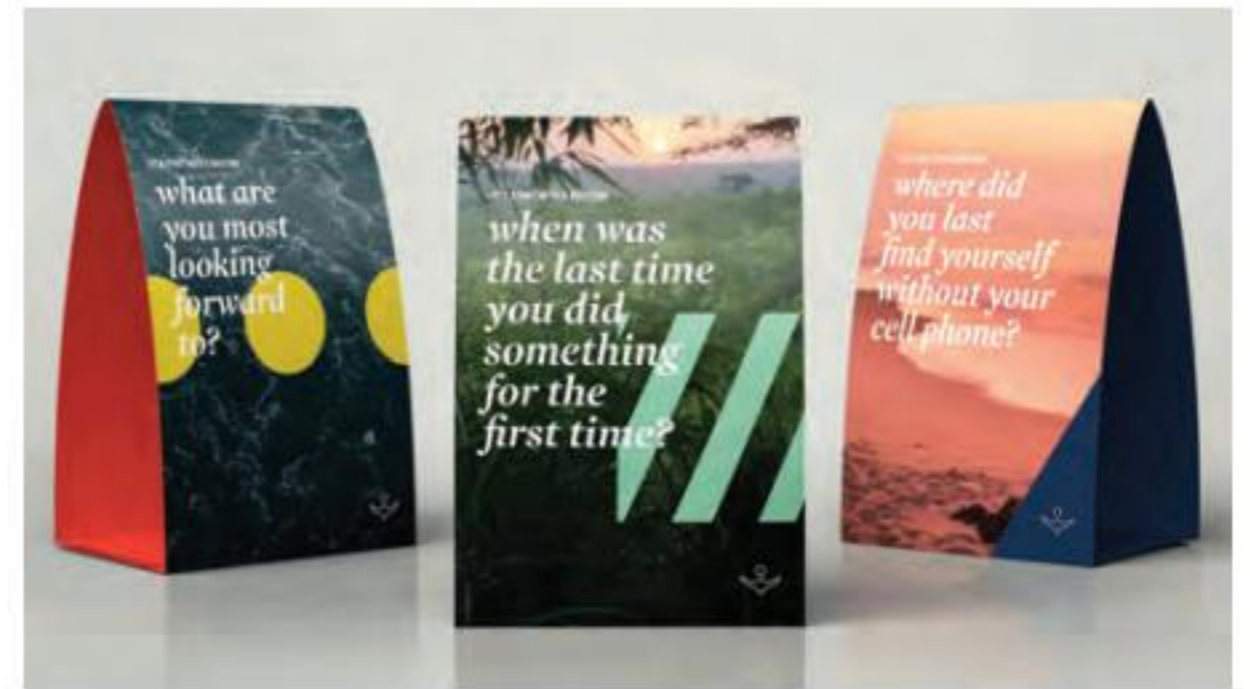
² *The Environmental Impact of Print: Myths vs. Reality* (article from Downloads page)

³ *Go Paper Grow Trees* (website from Helpful Resources column of Print Promotes Forests page)

⁴ *Ibid*



FRESH | HORNALL ANDERSON NAVIGATES SOCIAL IMPACT CRUISES



SEATTLE WA Personal connection can be a catalyst for transformation. With this as a premise, Fathom — a member of the Carnival Cruise Line family — set sail with an innovative cruise experience that seeks to define a new category of travel. Through on-ship programming, working on local community projects in the Dominican Republic, and through cultural exchange initiatives in Cuba, Fathom and their purpose-driven travelers become pioneers in social impact travel. Fathom partnered with Hornall Anderson to help navigate this uncharted territory. With a logo and wordmark already in place, the design firm developed the look and feel of the brand across nearly 100 individual touch points on and off the ship — from discovery moments to immersive opportunities. The system is intended to inspire thoughtful reflection, encourage curiosity, and celebrate the power of meaningful and mindful travel. Digital touch points incorporate the pre and post cruise experience, help set passenger expectations in advance (sharing the current status of the communities being helped), and after the journey (through a digital summary documenting their adventures). “Throughout the launch of the Fathom brand and product, the Hornall Anderson team felt completely integrated into our experience design organization,” says Ryan Fiorentino, Director, Design at Fathom Travel.

www.hornallanderson.com



Got a Folder Headache?

Take two aspirin...and call us!

- Experienced Staff
- Competitive Prices
- Promises Kept

 **Admore**[®]
Presentation Folders and More!



800.523.6673 | admorefolders.com



endless creativity

Plastic Envelopes at
www.jampaper.com

JAM[®]
PAPER & ENVELOPE



FLORIDA TRADE GRAPHICS, INC.
954-786-2000 / 800-386-7197

Printing and Binding
EXCLUSIVELY for the
PRINTING
TRADE
ONLY for



SELL THE JOB YOU DESIGNED

CATALOG SHEETS/FLYERS

Printed 4/4 on 100# Gloss Text Stock - 8.5" x 11"

1,000	\$70.00
5,000	\$139.00

8.5x11 STITCHED BOOKS

Printed 4/4 on 80# Gloss Text Stock

	8 Pages	16 Pages
1,000	\$467.00	\$882.00
5,000	\$781.00	\$1558.00

POSTCARDS

Printed 4/4 on 14PT C2S Gloss Card Stock

	4" x 6"	6.25" x 9"
1,000	\$32.00	\$83.00
5,000	\$89.00	\$207.00

With or Without UV Coating

BUSINESS CARDS

Printed 4/4 on 14PT C2S Gloss Card Stock

1,000	\$12.00
2,000	\$21.00

With or Without UV Coating

We feature all Heidelberg Presses from 1 to 6 color – 28" x 40" sheets down to 6" x 9" Color Digital sheets. Our full in-house Bindery can take care of your folding, drilling, binding, cutting, collating needs and more.

✓ **DIGITAL PRESS**
 Fast Turn Arounds / Economical Short Runs

✓ **OFFSET PRINTING**
 Aqueous Coating / UV Coating
 Single Thru Six Color Printing In Line

Contact us with your questions or for any other printing and finishing needs.

Call Us

954-786-2000 or 800-386-7197
 for professional personalized service

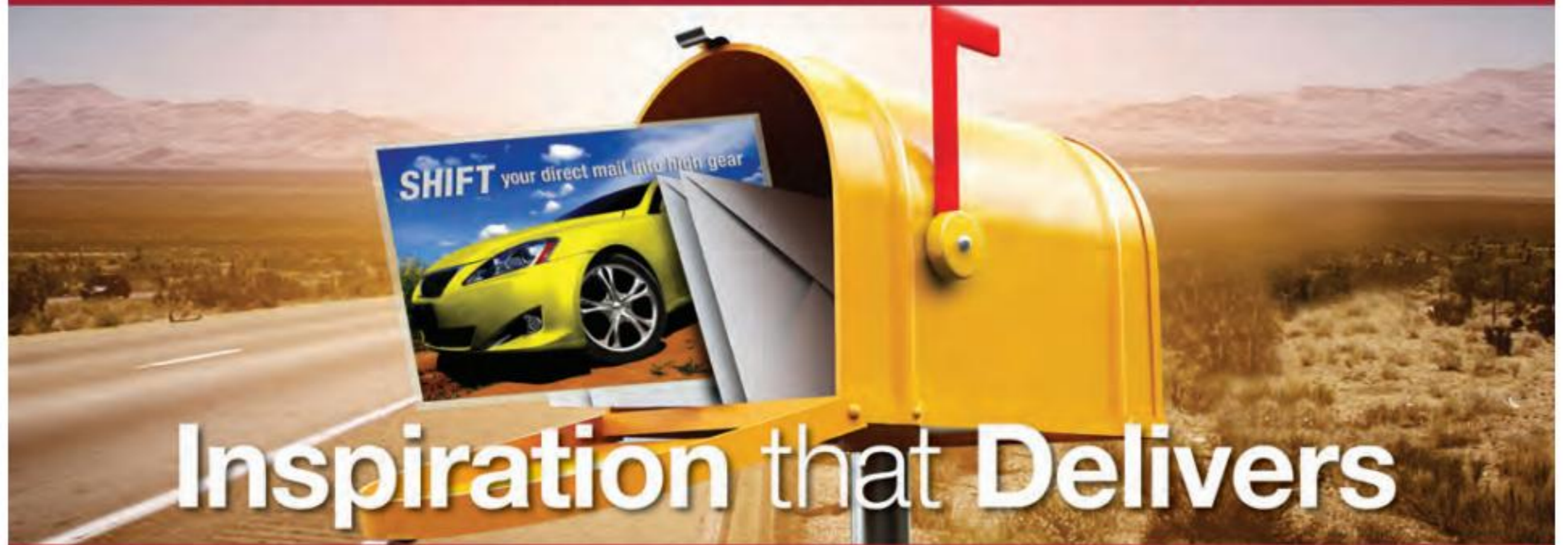
Mail Us

Florida Trade Graphics, Inc.
 4305 NE 11th Avenue, Pompano Beach, FL 33064

Email Us

Estimate@FloridaTradeGraphics.com
 your job requirements

Interactive Clear Envelopes



Inspiration that Delivers

Clear Envelopes - Elegant, interactive envelopes that look and feel like they must be opened!

See the difference • Feel the quality • Experience the results



Get Free Samples:

877.835.3052 • www.envypak.com



FRESH | THE 45 PIN PROJECT BUTTONS UP SUPPORT FOR HILLARY



NEW YORK NY Campaign buttons are a tangible and personal way to tell the story of a candidate and express support for a campaign. Jennifer Kinon, a principle at OCD and also Design Director of Hillary for America, invited 45 graphic designers to create button designs that embody why they support Ms. Clinton. Dubbed The 45 Pin Project, referencing the quest to become the 45th President, participants include the likes of Gail Anderson, Roger Black, Michael Bierut, Stephen Doyle, Louise Fili, Tobias Frere-Jones, Randy Hunt, Nicole Jacek, Bobby C. Martin Jr., Joe Mariraneck, Debbie Millman, Noreen Morioka, Robynne Raye, Paula Scher, Jennifer Sterling, Scott Stowell and, of course, many others. Design themes include her gender, her interests, her agenda and some not-so-subtle jabs at opponent Donald J. Trump. shop.hillary.clinton.com



Pictured Clockwise from top left: Joe Mariraneck, Gail Anderson, Arem Duplessis, Joe Mariraneck, Stephen Doyle, Louise Fili

TURM TO KALLIMA

for beautiful print, savings
and sustainability.

Kallima® Coated Cover is ideal for all your print creations, anything from business cards, to presentation folders, direct mail and marketing collateral. Make the most of your creativity with Kallima's vivid print color and special effects versatility, **all while saving up to 20% on paper costs and shipping**. What's more, our FSC® certification gives you the peace of mind that your choice of paperboard meets the most rigorous, responsible forestry standards in the world

Order your free swatchbook at:
www.kallima.com/gdusa



Time and time again.
It's always Kallima.

KALLIMA® FSC®-CERTIFIED COATED COVER COLLECTION

KALLIMA® FSC®-CERTIFIED COATED COVER COLLECTION
Sheet / Web / Digital
C1S, C1S Plus and C2S, 8 - 14 pt.



PEOPLE | SOMETHING DIFFERENT IN BROOKLYN



TOMMY HENVEY + PATTI MCCONNELL PRINCIPALS, SOMETHING DIFFERENT, BROOKLYN NY

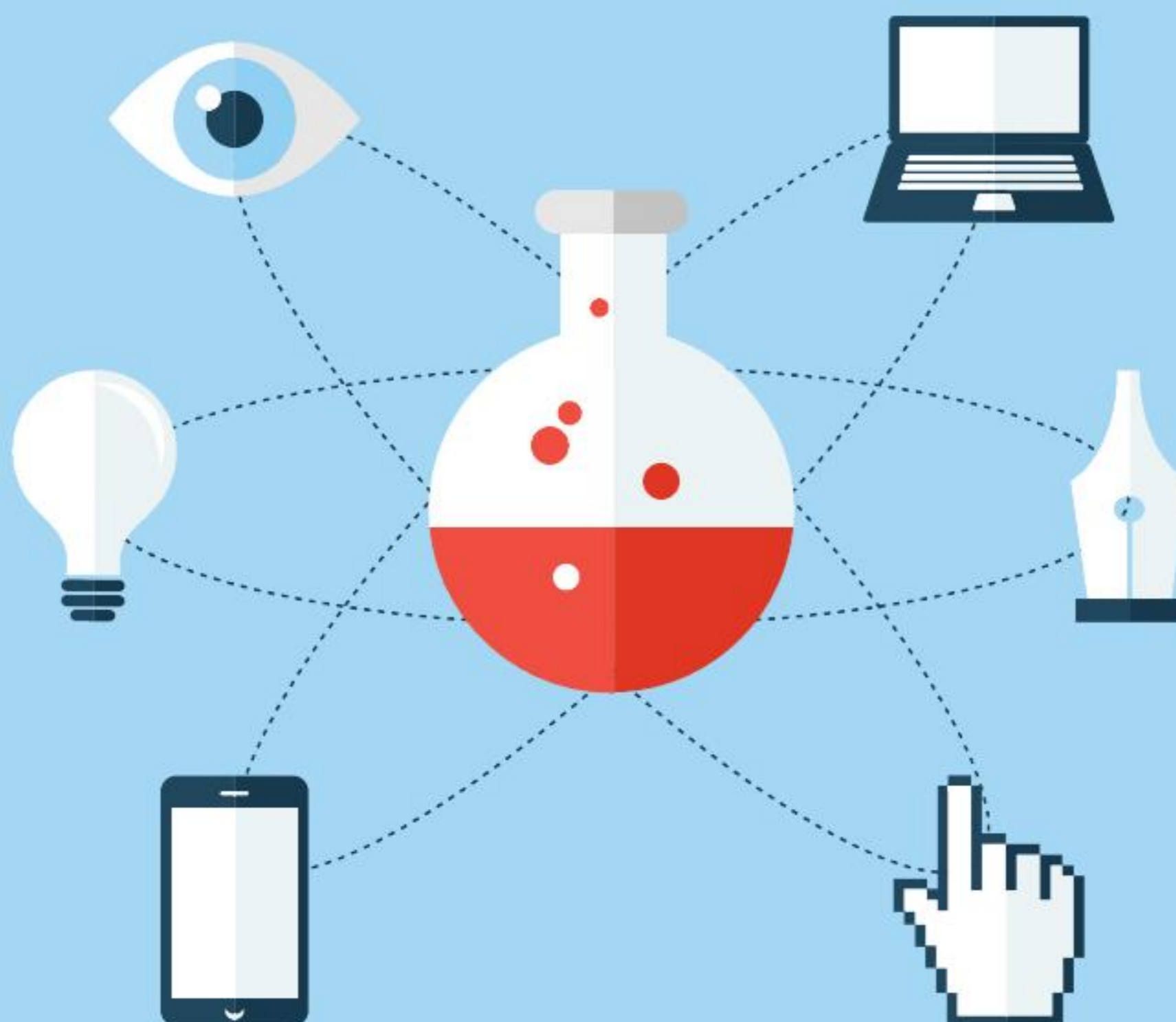
Former Ogilvy & Mather Executive Creative Director Tommy Henvey and Executive Producer Patti McConnell launch Something Different, a creative marketing boutique that will leverage a lean and flexible business structure to provide brands with great creative while avoiding pitfalls that cause work to bog down and cost too much. Their strategy is to assemble creative, production and planning teams on an assignment basis and work with clients more intimately and directly. Henvey and McConnell bring plenty of experience with major brands. At Ogilvy, Henvey ran such accounts as Time Warner Cable, Kraft, NASCAR and Citizens Bank. His resume also includes GCD roles at mcgarrybowen, Young & Rubicam and BBDO. McConnell's tenure at Ogilvy included work for Coca-Cola, Qualcomm and American Express. Her earlier background included producing for J. Walter Thompson, BBDO and DMB&B. Off to a running start, Something Different has been engaged by Hewlett Packard Enterprise for a long term assignment. Henvey says the elastic structure allows them the freedom to take on diverse projects and explore new avenues. "Today, there are so many ways to tell great stories," he observes. "The reality is, being built like this, we're capable of making anything; tv spots, web series and any other type of content. We get a bunch of really smart people in a room and we make stuff. What could be cooler than that?"

PROFESSIONAL MATCHMAKING IS WHAT WE DO

Although we've been doing this since 1988, we're just as excited now as we were when we first started. Our creative recruiters take digital, creative and marketing opportunities and match them with the perfect talent. They also introduce like-minded clients and talent to one another—the rest is chemistry.

Maybe that's why the people we work with have consistently ranked us in the nation's top 2% of staffing agencies.*

You have to choose your partners carefully and if you're ready to meet the perfect opportunity, join us.



* All Best of Staffing® award winners went through a rigorous survey process with Inavero, the world's leading provider of client and job candidate satisfaction surveys for staffing agencies.

Connect With Artisan Now:

ArtisanTalent.com
800.216.0600

 **Artisan**
Matching Talent With Success™

PEOPLE | PROMOTIONS + HONORS



ERIK VERVROEGEN

GLOBAL HEAD OF ART AND EXECUTIVE CD, TBWA, NEW YORK NY

Former Publicis Worldwide CCO Erik Vervroegen returns to TBWA to become global head of art and executive creative director at the agency's New York office. His charge will be to boost the shop's creative and promote the importance of craft across the network. While at Publicis, Vervroegen oversaw the holding company's creative across Europe, Asia and Latin America. Prior to that he worked as an executive creative director at Goodby, Silverstein and Partners. A Belgian native, he spent the early years of his career working at TBWA/Hunt/Lascaris in South Africa and later joined the Paris office, where he served as president/executive creative director.

AARON DRAPLIN

GRAPHIC DESIGNER, DRAPLIN DESIGN CO, NORTH AMERICA

Aaron Draplin is featured in "MAKE" – a highly-anticipated feature-length documentary. Available now on Vimeo on Demand, "MAKE" explores and questions the motivation behind a creative life, specifically looking at how egos, dollars, followers and awards can distract from a healthy creative vision for artists. In the film, Draplin states: "If no one ever looked, I'd still be making cool shit with my buddies. You know what I mean? That's as honest as I can be. Before anyone was interested, that's what I was doing. I had a great life." The film features a diverse cast of celebrated creatives and was made by Musicbed whose founder and CEO Daniel McCarthy explains: "Our hope is that MAKE will force creatives to question their motives and find a more freeing and healthier vision of what it means to be an artist."



GRACE VIERTEL

SENIOR ART DIRECTOR, NDP, RICHMOND VA

Grace Viertel is promoted to senior art director at ndp; she was previously an art director. The full-service ad agency with offices in Richmond and Roanoke VA and Chattanooga TN was formerly known as Neathawk Dubuque & Packett. Viertel joined ndp in 2008, and recently won silver and bronze awards in the highly competitive Richmond Show. "We recognize Grace's consistently high-caliber creative," said Daniel Fell, president and CEO of ndp. Previously, Viertel an art director.

Sarasota FL-based Ringling College of Art and Design adds alumnus **Scott Gordley '77** as Department Head for Illustration. Gordley brings with him over 30 years of education experience. He also holds an MFA from Tufts University. He is former Chair of the Department of Art & Design at Montclair State University and is currently Director of the BFA Illustration-Animation program at MSU. His work appears in many collections and has been exhibited throughout the US and Europe. In addition to his art, Gordley is a jazz saxophonist.

Fairfield CT agency HMSDesign appoints **Kelly Glotzer** as VP of Client Services. Glotzer is a client services veteran with 15 years of brand strategy, design, and shopper marketing experience. In her new role, she will help build key client relationships, drive strategic brand design solutions and support business development efforts. Glotzer joins HMSDesign from CBX in New York.

The founder of creative studio Eleventy joins emcee11d as the Director of Client Engagements. emcee11d is the result of a merger between Eleventy and design firm Emcee Design. Cox will focus on business development and brings years of experience and a portfolio including work for Sports Illustrated, Ubisoft Entertainment, Sacramento Kings, Jelly Belly and Sony Interactive Entertainment. emcee11d is helmed by Creative Director **Gerald Viray**.

Mallory Guzzi has been promoted to Graphic Design Coordinator in New York by talent and literary agency United Talent Agency. Neil Warnock, Head of Worldwide Music said in the agency's press release, "We are proud to have a corporate culture that values mentorship, collaboration and home-grown talent. Our newly promoted and newly hired [staff] have a remarkable understanding of the market, of our roster, and of our industry in general, which will enable them to excel in creating opportunities for our clients."

refresh



New people. New technology.
A reimagined GRAPH EXPO
comes to Orlando, Florida in 2016.


GRAPH EXPO is the industry's most exciting and all-inclusive LIVE showcase of the hottest technology in printing today. Sunny Florida—the international gateway to Latin America and beyond—will draw a fresh set of attendees and exhibitors. Together, in this stimulating community of colleagues, competitors, and top industry experts, you will make profitable new business connections, expand your knowledge, and discover exciting new print-driven pathways to success. If you've got a thirst for innovation and growth, quench it at GRAPH EXPO 16.

September 25–28, 2016

Orange County Convention Center - North | Orlando, Florida

GraphExpo.com

**GRAPH
EXPO**

 GRAPH EXPO & PRINT, GASC Shows

 GRAPH EXPO & PRINT, GASC Shows

 @GRAPH_EXPO

 GraphicArtsShowCo

PEOPLE | PROMOTIONS + HONORS



MIKE ALDERSON

EXECUTIVE CREATIVE DIRECTOR
MANVSMACHINE, LOS ANGELES CA

After nearly a decade of success with its London operation, ManvsMachine brings its award-winning design and motion studio to Los Angeles CA. Partnering with Landor, which owns a majority stake in ManvsMachine, the firm plans to expand with new assignments throughout North America. Mike Alderson, founding partner and executive creative director for the global business, has relocated to join key local hires: Dominique Derrenger, managing director, and Dan Marsh, creative director. In addition, a team of three artists from the London studio join: Antar Walker, creative director, James Owen, technical director, and Matt Whitewood, design director. Alderson says the move will help ManvsMachine more easily collaborate with Landor's North American offices.

ANDRE FISCHBACH

PRESIDENT AND CEO, YUPO CORPORATION USA, CHESAPEAKE VA

Yupo Corporation America, the largest manufacturer of synthetic paper in the Western Hemisphere, has appointed Andre Fischbach as President and Chief Executive Officer. Fischbach comes to Yupo from Quadrant Polypenco Korea, a division of Quadrant Engineering Plastic Products, where he most recently served as President and CEO. Quadrant is a wholly owned subsidiary of the Mitsubishi Plastics group of companies. During his tenure at Quadrant and Poly Hi Solidur, Fischbach held several different positions of increasing responsibility, including Plant Manager, Director of Operations, and Global Sales and Marketing Manager. In his new role, Fischbach is responsible for all aspects of managing the business including safety, manufacturing, sales and marketing, and strategic growth initiatives.



DANIELA PONCE

SENIOR ART DIRECTOR
MERINGCARSON, SAN DIEGO CA

MeringCarson welcomes Daniela Ponce as Senior Art Director in its San Diego office. Ponce will be working on numerous agency accounts including Mammoth Lakes Tourism, Pacific Hospitality Group, Visit California, San Diego Tourism Authority, among others. Prior to joining the MeringCarson creative team, Ponce was a Senior Art Director with Organic, inc. in Troy Michigan and spent two and one half years with Team Detroit as a Digital Art Director on the Ford account and spent two years with McCann Erickson.

After 21 years at the helm of IridiumGroup, **Dwayne Flinchum** becomes an independent consultant. At IridiumGroup, Flinchum created brand equity and value for many large and respected organizations. In his new role, he will help organizations to conduct audits of integrated marketing programs and update flagship brand assets, such as websites. He will also provide best practices in brand visual identity, template tools and usage guidelines, as well as direct content marketing and strategic messaging.

Eric Weisberg has been appointed Global Chief Creative officer at Doner. He spent 15 years at JWT, most recently as global executive creative director, whose portfolio included Johnson & Johnson, KPMG, Nestle and Northwell Health, among others. He takes over for Rob Strasberg, who moves on to global creative chairman, where he will recruit and mentor creative talent and lead the agency's philanthropy. Doner has offices in Detroit, Cleveland and Los Angeles, and its roster includes Bristol-Myers Squibb, Food Lion, Fiat Chrysler, Coca-Cola, Cox Communications, DuPont, Harman and Serta.

Greek yogurt brand Chobani announced today that **Leland Maschmeyer** is the brand's first chief creative officer. He reports to chief marketing and brand officer Peter McGuinness. Most recently, Maschmeyer worked with brand consultancy Collins as the company's chief creative officer. Maschmeyer will oversee all creative work, but expects to strike a balance between in-house work and outside agencies. He will build out the company's creative capabilities that could "span writers to graphic designers to industrial designers to videographers." Says Maschmeyer: "It's a once-in-a-lifetime opportunity to help a company of this stature transform into a leading natural food company."



YOU TASTE IT FIRST WITH YOUR EYES.

WE ARE VERSO. WE ARE STERLING® PREMIUM.

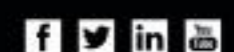
Elevated. It's the level of performance the best of us pursue every day. It's head-and-shoulders-above-the-rest, stand-out-in-the-crowd achievement. It's driven by an insistence on a higher standard and a refusal to accept anything less. In fact, elevated performance is actually more than just performance. It's approach. It's attitude. It's passion. It's life itself.

Sterling® Premium from Verso. It's paper, elevated.

To see our new Sterling® Premium promotion featuring Vosges Haut-Chocolat®, please contact your Verso Representative or visit us at versoco.com and see what the taste is all about.



Verso Corporation
6775 Lenox Center Court
Suite 400
Memphis, TN 38115
800-258-8852
versoco.com



PEOPLE | SAGMEISTER, LOIS, ANTONELLI AT ADC LAST SUPPER



The Art Directors Club kicked off a planned series of specially curated ADC Young Guns events with an exclusive “Last Supper” at New York City’s iconic, soon-to-close Four Seasons restaurant, followed by an invitation-only screening of Stefan Sagmeister’s “The Happy Film” at the NeueHouse Madison Square. Dinner host was PAPER magazine co-founder and editor Kim Hastreiter. Among more than 30 invitees to say goodbye to the storied Mies van der Rohe/Phillip Johnson dining space attendees included MOMA senior curator Paolo Antonelli, ad legend George Lois, fashion designers Isabel and Ruben Toledo, Henri Bendel creative director Deanne Cheuk, Google Creative Labs VP Robert Wong, Work-Order, Day for Night music/art festival partner Keira Alexandra, Nicole Jacek, founder/director, NJ (L.A.) and others. ADC recently reinvented the ADC YG program to be an invitation competition where nominees are handpicked by a cultural influencer committee made up of 40 leading thinkers, makers and visionaries. ADC president/Sid Lee cofounder Philippe Meunier explains that “we’re curating talent and building an invigorating club for the creative community.”

Pictured clockwise from top left: Ad legend and ADC Hall of Fame laureate George Lois (center), flanked by fashion designer partners Isabel and Ruben Toledo; Paola Antonelli, Kim Hastreiter, and Keira Alexandra; Paola Antonelli interviews Stefan Sagmeister after the screening of his film “The Happy Film.”; Paola Antonelli, Philippe Meunier, Kim Hastreiter, and Nicole Jacek; Grey Group lead creative director Elizabeth Valleau performing with her band WOLVES. Photo credit: Aurora Rose/Rex/Shutterstock



Adobe MAX

The Creativity Conference

November 2–4, 2016, San Diego, CA

Come to MAX and learn from creative leaders who will change the way you work, imagine, and create. Hear from these and more inspiring speakers.



Aaron Draplin
Draplin Design Co



Debbie Millman
Sterling Brands



Tim Goodman
Graphic designer,
illustrator, art director



Learn more at adobe.com/go/max16gdusa

Graphic Design USA magazine readers save \$400 on a full conference pass.*
Use promo code **PMDC16** when you register.



* See terms at max.adobe.com/terms.

© 2016 Adobe Systems Incorporated. All rights reserved. Adobe and the Adobe logo are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries.

2016 AMERICAN INHOUSE DESIGN AWARDS

SPONSORED BY THE CREATIVE GROUP AND
VERITIV™, EXCLUSIVE DISTRIBUTOR OF ENDURANCE®



GDUSA'S AMERICAN INHOUSE DESIGN AWARDS™ IS THE ORIGINAL AND PREMIER SHOWCASE FOR OUTSTANDING WORK DONE BY INHOUSE DESIGNERS AND DEPARTMENTS.

The 500 pieces shown here are winnowed from thousands of entries, and represent every area of the country, every size organization, every segment of the public and private sectors, and every type of media currently known. Individually and collectively, they demonstrate that the best of inhouse design is about creating solutions and adding value to our commerce and our culture.

COMPANIES ARE EXPANDING TEAMS IN SECOND HALF OF 2016

According to new research from leading creative staffing firm The Creative Group, 13 percent of advertising and marketing executives surveyed plan to expand their teams in the second half of 2016, according to new research from staffing firm The Creative Group. This is up from 11 percent in the first half of the year.

The majority (59 percent) of respondents said they expect to maintain staff levels and hire primarily to fill vacated roles in the next six months. In addition, 20 percent of advertising executives and 10 percent of marketing executives anticipate increasing the number of freelance staff during the remainder of the year.

“Many companies are adding to their bench of marketing talent, particularly within the digital space,” says Diane Domeyer, executive director of The Creative Group. “Employers seek professionals who can help build their businesses’ online presence, support year-end campaigns and strategize for the future.”

SPECIALITIES IN DEMAND

When executives were asked in which areas they plan to add staff in the second half of 2016, they reported a range of specialties. Content Marketing, Brand/Product Management, Digital Marketing and Web Design/Production topped the list. Marketing Research, Creative/Art Direction, Print Design/Production, and Customer Experience were also high on the list, followed in order by Social Media, Media Services, Public Relations and Copywriting, Account Services, Interactive Media and Mobile Design/Development.

Forty-one percent of advertising and marketing executives said it is difficult to find skilled creative professionals today. Hiring managers at small advertising agencies (20-49 employees) and large advertising agencies (100+ employees) expect the greatest difficulty, with 50 percent of respondents in each group reporting it is somewhat or very challenging to find the talent they seek. Web Design/Production was seen as the most challenging area to fill.

ABOUT THE RESEARCH

The national study was developed by The Creative Group and conducted by an independent research firm. It is based on 400 telephone interviews — with 200 marketing executives randomly selected from companies with 100 or more employees and 200 advertising executives randomly selected from agencies with 20 or more employees.

bcg THE CREATIVE GROUP
A Robert Half Company

HIRING CLIMATE FOR CREATIVES
June 2016 Update

What are your company's hiring plans for full-time creative employees?*

Hiring Plan	Second half of 2016	First half of 2016
Expanding/adding new positions	13%	11%
Maintaining/filling vacated positions	59%	76%
Freezing/not filling vacated or new positions	25%	10%
Reducing/eliminating positions	3%	1%
Don't know	0%	1%

How challenging is it for your company to find skilled creative professionals today?

Challenge Level	Percentage
Very challenging	7%
Somewhat challenging	34%
Not challenging	46%
Not applicable/not looking	13%

Top areas creative executives expect to hire for in the second half of 2016

Content marketing	18%
Brand/product management	18%
Digital marketing	18%
Web design/production	18%

Most challenging areas for companies to fill:

- #1 Web design/production
- #2 Customer experience
- #3 Brand/product management
- #4 Content marketing

Source: The Creative Group survey of 400 marketing and advertising executives in the United States. *Responses may not total 100 percent due to rounding.



Creativity requires chemistry from a team, and that isn't born from just any cookie-cutter crew with the requisite skills. For innovative ideas to take root and creativity to blossom, it takes the perfect blend of skills, experience and corporate cultural fit.

Whether you're a job seeker or looking to hire new creative talent, we can connect the right skill sets with the right situations so that ideas can fly. Our team of specialized recruiters find, evaluate and perform selected reference checks on highly skilled talent. We know creative professionals and put them in organizations where they can thrive.

SPONSOR OF THE AMERICAN INHOUSE DESIGN AWARDS

Contact the TCG office nearest you by calling
1.855.787.0951 or visit us at **creativegroup.com**



Endurance – Proven Solutions for Graphic Designers

Are you a graphic designer seeking more cost effective, creative and flexible print solutions? Escape on Endurance.

Endurance® is a leading printing paper brand delivering the quality and reliability that designers and printers demand, at a very competitive price.

Designers are turning more frequently to print solutions for greater impact and a more complete sensory experience for their target audiences. With this in mind Endurance offers a double-coated, smooth surface to deliver the high level of performance that such solutions require. Endurance has the exceptional brightness level required to help give your creative that extra pop. For those more concerned with sustainability, you'll be interested to know that Endurance papers are Chain of Custody certified by the Forest Stewardship Council.

To achieve the best results from your next digital project, specify Endurance Digital. These papers perform consistently under the rigorous demands and unique technical challenges of digital printing processes. Endurance Digital ensures uniform color application with its advanced surface characteristics. The result is crisp clarity and sharp, crystal-like imagery, and the color accuracy that your project demands.

Whether printing locally or in multiple locations, you can count on consistent performance from Endurance. All Endurance branded products are available nationally and delivered locally from an extensive network of distribution centers. The paper is exclusively distributed by Veritiv™.

Veritiv is a North American leader in business-to-business distribution solutions. Helping shape your business success drives everything we do. Our name is based on this commitment and on the core strengths of our busi-



ness. Derived from verity, it says we're true to our word, our beliefs, and your needs. The words connective and active in our name signify that we collaborate with you to create solutions that work hard for your business.

In today's rapidly evolving marketplace, you need an edge. You want to increase efficiency, productivity, predictability and sustainability while cutting costs. Our packaging, print, facility, publishing and print management solutions span the entire lifecycle of business operations so you can achieve these goals. And with our industry-leading expertise, proprietary tools and creative ideas, you'll get the help you need to stay ahead.

For more information, contact Veritiv, exclusive distributor of Endurance at veritivcorp.com

Escape on Endurance[®]



Coated Gloss & Silk Paper
60.8, 70, 80 & 100 Text
80, 100 & 120 Cover
Up to 96 Brightness
Available in East Markets Only
91 Brightness Available in Select West Markets

Recycled Gloss & Velvet Paper
60, 70, 80 & 100 Text
80, 100, 111 & 130 Cover
Up to 94 Brightness
Available in West Markets Only

Contact your
Veritiv Sales Professional
for more information on
the Endurance product
available in your area

Endurance is available exclusively from Veritiv



veritivcorp.com

© 2016 Veritiv Corporation. All rights reserved. Veritiv, the Veritiv logo and Endurance are trademarks of Veritiv Corporation or its affiliates.



AMERICAN INHOUSE DESIGN AWARDS

INDEX

92nd Street Y (92Y)	61
AARP	70, 128
AbbVie	140
Academy Sports & Outdoors	122
Acorda Therapeutics	56, 128
AKF Group	95, 97
Alternatives Federal Credit Union	50, 142
American Academy of Dermatology (AAD)	56, 70, 98, 142
American Association of Colleges of Pharmacy	50
American College of Cardiology	134
American Counseling Association	70
American Heart Association	50, 56, 70, 92, 113, 134
American Museum of Natural History	128, 129
American Pharmacists Association	98
Amtrak - National Railroad Passenger Corporation	118
American Petroleum Institute (API)	113, 118
Applied Underwriters	62, 92
Association Management Group	71, 98, 113
Associations International	50, 56, 113
Asurion	62, 71, 129, 134, 142
Aurora University	71, 92, 142
Babson College	71
BakerHostetler	134
Bard Access Systems	71, 72
Beam Suntory	62, 129, 134
Beauty Brands	143
BIC Graphic USA	129
BlackRock	72, 129
Blue Bumble Creative	106
Blue Shield of California	118
Branson Convention and Visitors Bureau	72
C.F. Martin & Co.	72, 90
CallisonRTKL	102
Cambridge Innovation Institute	102
Casabella	122
CBIA	50, 98
CBRE, Inc.	98
CCA Global Partners	73
Central Michigan University	73
Central Park Conservancy	56, 97, 99
Cepheid	51, 62, 88, 129
Cerritos College/Art & Design Department	90
Children's Hospital Colorado	51, 56, 73, 130, 140
City of Hope	99



AMERICAN INHOUSE DESIGN AWARDS

INDEX

Clarus Commerce	114
CMT On Air Design	118
Colgate University	114
Commerce Bank	57, 102
Conair Corporation	130
County of San Diego Department of Parks and Recreation	88
Cox Automotive Creative Studios	57, 74, 110, 119
Cox Enterprises, Inc.	92, 140
Crete Carrier Corporation	62, 119
Crown Media Family Networks	57, 119
Davis Polk & Wardwell LLP	57, 110
DeLaval Inc.	74, 93, 110, 143
Delhaize America	122
Diplomat	51, 74, 75, 97, 110, 135, 143
DISH/OneTen DISH Creative	102, 134
DLA Piper	74
Dream Hotel Group	75, 103
Drexel University Westphal College of Media Arts & Design	114, 135
Drohan Management Group	51, 93
Eagle Communications	63
Ellsworth Adhesives	63
EmblemHealth	75
EMC Publishing, LLC	95
Enova	110, 111, 120
Ernst & Young	51, 58, 76
ETS (Educational Testing Service)	63, 75, 95, 97, 135
EverBank	76
Federal Reserve Bank of Dallas	99
Feed My Starving Children	51
Fetzer Vineyards	122
Fluke Corporation	143
Foreign Policy Association	58
Francis Cauffman	76, 103, 106
Freedom Mortgage Corporation	136
Fresh Ideas & Lucova	103
GAF	58, 63, 76, 77, 93, 106, 114, 130
GDEcD	77
Georgia Southern University	130
Georgia System Operations Corporation	52
Glensheen Mansion	77
Global Payments Inc.	64, 106, 111, 123, 136, 143
Grand Valley State University	90
GSE Environmental	77
Handwriting Without Tears	90, 111
Happy Family Brands	123



AMERICAN INHOUSE DESIGN AWARDS

INDEX

HDR, Inc.	130
Hearst	52
Henry Schein, Inc.	146
Hitachi Data Systems	64, 106
Holiday Fenoglio Fowler (HFF)	95
Huntsman Cancer Institute	52
Jackson Family Wines	123
JConnelly	103
JE Dunn Construction	52
Kahala Brands	114
Kentucky Retirement Systems	99
Kids II, Inc.	115, 123, 130
KPMG	103
Legacy Marketing	131
Lifetouch Portrait Studios	77
LIK USA	95
Lincoln Center for the Performing Arts	52, 77
Loudoun County Department of Economic Development	52
ManpowerGroup	78
MasterBrand Cabinets	78
MathWorks	58, 99, 111, 136, 146
McDermott Will & Emery	146
McGraw-Hill Education	120
Medi-Weightloss	99
Meredith Corporation	115
MESA	115
Messiah College/Design As Service	140
MetLife	64
Midmark Corporation	120
MilliporeSigma	136
MLS Property Information Network	64
Montana Mex	123
Morley	120
MWH Global	53
National Apartment Association (NAA)	79
National Association of REALTORS	100
National Community Pharmacists Association (NCPA)	53, 64, 79, 99, 100
National Grid	111
National Psoriasis Foundation	79, 104
Neoscape, Inc.	107
Nestlé ICON Creative Center	120, 124, 136
Net Health	67, 79
New York Life & MainStay Investments	79, 80, 104, 115
New York Institute of Technology (NYIT)	137



AMERICAN INHOUSE DESIGN AWARDS

INDEX

Newport Corporation	67
NIH Medical Arts	131
North Carolina Zoo	107
NOVEC - Northern Virginia Electric Cooperative	53
Oak Street Funding	100
Orange County Sanitation District	53
Parsons Corporation	58, 59, 80, 107, 112, 137
Paychex	53
Pennsylvania School Boards Association (PSBA)	100, 131
PennWell Corporation	67, 80, 81, 96, 107, 144
PepsiCo Design & Innovation	124, 131, 132
PepsiCo Design & Innovation and Little Fury	125
Performance Foodservice	59
Performance Racing Industry Industry Magazine	101, 144
Perkins Eastman	131
Plex Systems, Inc.	81, 112
Pratt Institute	81, 90, 101
Prime Therapeutics	82, 88, 104, 115, 132, 144
Prince William County	144
Princess Cruises	82
Protect-A-Bed	67, 68, 82, 107, 115, 132, 144
ProThera, Inc.	91
PureFormulas	125
Quicken Loans Creative Team	96
RagingWire Data Centers	82
Raytheon	120, 132
Realogy	104, 120
Robert Bosch Tool Corporation	133
Robert Half	83, 116
Rutgers CAIT	97
Sam Houston State University	137
San Diego Convention Center Corporation	107
Sauk Valley Community College	137
School of Advertising Art	91
School of the Art Institute of Chicago	53, 83
SecurityNational Mortgage Company	68, 96, 144
Sessions College for Professional Design	112
Soh Spirits/Kikori Whiskey	125
Southern Company	104
Spectrum Brands - Pet, Home & Garden Division	83, 91, 125
Springpoint Senior Living	93, 94
Springs Window Fashions	59, 83, 84, 145
Standard Process Inc.	84
Takeda Pharmaceuticals	84, 108, 133



AMERICAN INHOUSE DESIGN AWARDS

INDEX

Tarrant County College District Graphic Services	91, 137, 141
Tea Collection	91
TECO Energy	146
The Carlstar Group	116
The Exchange	105, 112
The Hastings Center	54
THE HIVE, New York Institute of Technology	108
The Imprinting	125
The Nelson-Atkins Museum of Art	60
The Port Authority of NY & NJ	54, 84, 85
The Thunderbirds	68
The University of Arizona, School of Art	137
THOR, Inc.	116
TIAA	59, 84, 121, 145, 146
Topco Associates	126
Towson University Creative Services	54, 138
Trade Center Management Associates	145
TricorBraun	126
Trinity Church Wall Street	60, 85
Trinity International University	85
Tufts Medical Center	101
United BioSource Corporation (UBC)	68
United Rentals	85
University of Iowa Health Care	54
University of La Verne	101
University of New Haven	85, 86, 94
University of Northern Iowa Department of Art	60, 138
University of Texas/MD Anderson Cancer Care	54, 60, 116
US Family Health Plan of Southern New England	88
Vanguard	86, 94, 133
Veritiv	60, 68, 108
VHB	86, 133
Virtus Investment Partners	86
Watts Water Technologies	55
Weiler Corporation Creative Services	91, 121, 126
Werner Enterprises	68, 69, 88, 109, 116, 139
West Bend Mutual Insurance Company	86, 126, 145
West Virginia University	133
White & Case	55
WhiteWave	126, 127
William & Mary Advancement Communications	60, 61, 101
Wolf Trap Foundation for the Performing Arts	61, 87
World Wildlife Fund	89, 141
Yale University/Yale Printing and Publishing Services	87, 96
YETI	109, 116, 145

ANNUAL + CORPORATE REPORTS



Company Name: Alternatives Federal Credit Union/The Visual Team, Annapolis MD
 Client: Alternatives Federal Credit Union Title: 2014 Annual Report Creative Director: Kim J. Macauley Designer: Kim J. Macauley Illustrator: Kim J. Macauley Photographer: Steve Macauley Project Lead: Tammy S. Drost Brand Strategy: Tammy S. Drost Design Firm: The Visual Team



Company Name: American Association of Colleges of Pharmacy, Alexandria VA
 Title: 2015 AACP Annual Report Associate Design Director: Tricia Ekenstam Gordon Graphic Design and Web Assistant: Sean Clark Senior Advisor, Outreach and Communications: Stephanie Saunders Fouch



Company Name: American Heart Association, Dallas TX Title: 2014-15 Annual Report – What's Your Why? Art Director: Stephanie Dahlman



Company Name: Associations International, Lexington KY Client: International Coach Federation Title: International Coach Federation Annual Report Designer: Stephanie Wright



Company Name: CBIA, Hartford CT Title: CBIA Annual Report 2015 Art Director: John Kallio Designer: John Kallio



Company Name: Cepheid, Sunnyvale CA Title: Cepheid 2014 Annual Report
 Art Director: Jared Tipton Designer: Kristin Bialaszewski
 Photographers: John Harrison, Kent Clemenco, Daniel Peak, Philippe Lee



Company Name: Children's Hospital Colorado, Aurora CO Title: Courage Unfolding
 Art Director: Kacy Lamb Designer: Kacy Lamb Photographer: Scott Dressel-Martin
 Copywriter: Michael Tully VP Marketing: Charlotte Isoline
 Marketing Manager: Nicole Hebert Project Manager: Kristina Warwick



Company Name: Diplomat, Flint MI Title: Diplomat Corporate Citizenship Report
 Art Directors: Drew Smith, Alan Dore Designer: Rigo Cardoso
 Photographers: Brian Kelly, Emily Lobbestael Copywriters: Joel Meredith,
 Melissa Woodworth, Liz Carr



Company Name: Drohan Management Group, Reston VA Client: EUCG
 Title: 2015 Annual Report Creative Director: Micki Francis
 Designer: Micki Francis



Company Name: Ernst & Young LLP, Detroit MI Title: FAAS 2015 Disclosure Effectiveness Report
 Art Director: Barret Kaltz Designer: Barret Kaltz



Company Name: Feed My Starving Children, Coon Rapids MN
 Title: Feed My Starving Children Annual Report 15/16 Designer: Kevin Wong
 Writer: Jess Eischens Marketing Manager: Gwendolyn Cowle
 Communications Manager: Alli Schwartz

ANNUAL + CORPORATE REPORTS



Company Name: Georgia System Operations Corporation, Tucker GA
 Title: 2015 Annual Report - Networking Art Director: Joseph L. Edwards
 Photographer: J.D. Scott Copywriter: Beth Coffey



Company Name: Hearst, New York NY Title: Hearst Annual Letter 2015
 VP Creative: Judith Bookbinder Executive Creative Director:
 Sheila Sullivan Associate Creative Director: Brielle DeMirjian
 Illustrators: Ardie Laksanardi, Rio Cabojoc



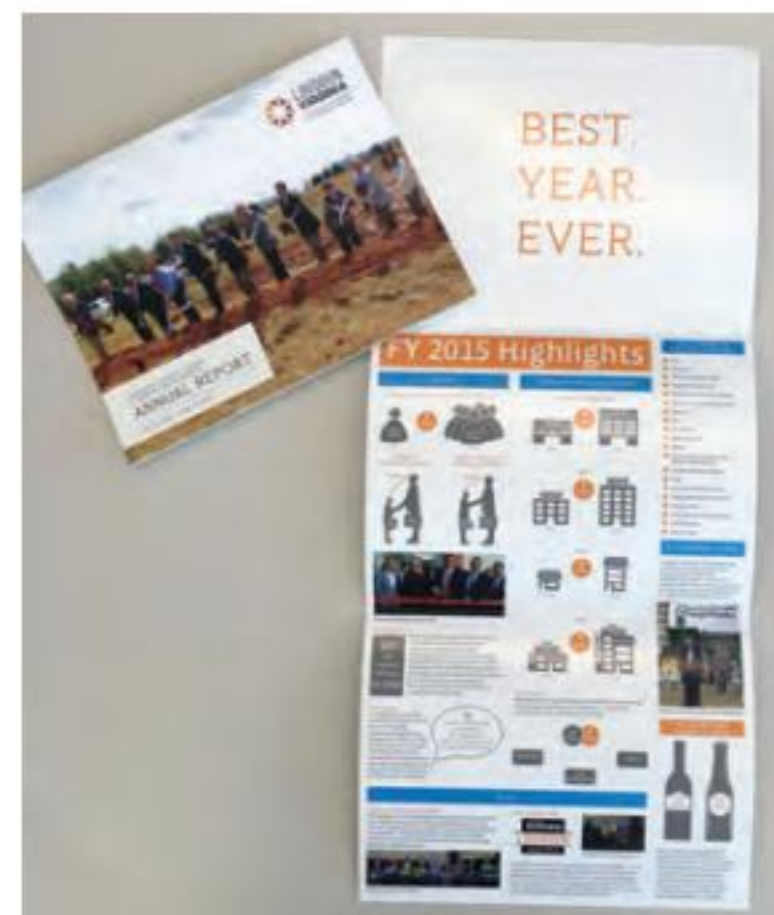
Company Name: Huntsman Cancer Institute, Salt Lake City UT
 Title: 2014 Top Science Report Creative Director/Editorial Director:
 Meredith Vehar Designer: Courtney Colvin Photographers: Adam Finkle,
 AJF Photography Editors: Lisa Anderson, Diane Fouts



Company Name: JE Dunn Construction, Kansas City MO
 Title: 2015 JE Dunn Year in Review Art Director: Cindy Barber
 Designer: Cindy Barber VP Communications: Emily Fors



Company Name: Lincoln Center for the Performing Arts, New York NY
 Client: Lincoln Center Planning & Development Title: Lincoln Center for the
 Performing Arts Annual Report 2014/15 Creative Director: Martin Schott
 Designer: Antonio Senna Director of Production: Celie Fitzgerald



Company Name: Loudoun County Department of Economic Development,
 Leesburg VA Title: Loudoun Annual Report: Best. Year. Ever.
 Designer: Amy Mugford Copywriter: Lois Kirkpatrick



Company Name: MWH Global, Broomfield CT Title: MWH Global Annual Report 2015 Art Director: Dan Jones Designer: Dan Jones Photographer: Travis Bush Web Design: Kevin Villegas



Company Name: NOVEC - Northern Virginia Electric Cooperative, Manassas VA Title: NOVEC 2015 Annual Report Designer: Ginnefine Jalloh Development: NOVEC Public Relations Team



Company Name: National Community Pharmacists Association (NCPA), Alexandria VA Title: NCPA Community Pharmacy Start-Up Benchmarking Report Creative Director: Robert Lewis Designer: Mariana Mayhew



Company Name: Orange County Sanitation District, Fountain Valley CA Title: 2014-2015 Annual Report - Resource Recovery Art Director: Gregg Deterding Designer: Gregg Deterding Principal Public Affairs Specialist: Jennifer Cabral



Company Name: Paychex, Rochester NY Title: 2015 Annual Report: Personal Services and Technology Intersect Art Director: Joni McManus Designer: Sasha Trouslot Illustrator: Sasha Trouslot Photographers: Richard Brainerd, John Meyers Copywriters: Laura Saxby Lynch, John Ma



Company Name: School of the Art Institute of Chicago, Chicago IL Title: School of the Art Institute of Chicago Annual Report Art Director: Patrick Jenkins Designer: Patrick Jenkins Copyeditor: Jeremy Ohmes Executive Director: Scott Hendrickson Production: Travis Saunders Branding: Plural

ANNUAL + CORPORATE REPORTS



Company Name: The Hastings Center, Garrison NY
 Title: 2014 Hastings Center Annual Report - Conversations
 Art Director: Nora Porter



Company Name: The Port Authority of NY & NJ, Jersey City NJ
 Title: 2014 Port Authority of NY & NJ Annual Report Art Director: Lynn Masterson
 Designer: Lynn Masterson Marketing: Hilary McCarron



Company Name: Towson University Creative Services, Towson MD
 Client: Towson University Division of Innovation & Applied Research
 Title: Making An Impact Annual Report Designer: Michelle Stidham



Company Name: University of Iowa Health Care, Iowa City IA Title: University of Iowa Health Care 2015 Annual Report Designers: Nancy Zear, Andrew Kiley, Lindsey Bliss Photographer: Susan McClellan Editor: David Pedersen



Company Name: University of Texas/MD Anderson Cancer Center, Houston TX
 Client: Division of Cancer Prevention and Population Sciences Title: Annual Report 2014 Art Director: Gini Reed Designer: Gini Reed Illustrator: Gini Reed Photographers: Gini Reed, MD Anderson Medical Photography



Company Name: University of Texas/MD Anderson Cancer Center, Houston TX
 Client: Duncan Family Institute Title: Year 6 Report
 Art Director: Gini Reed Designer: Gini Reed Illustrator: Gini Reed
 Photographer: MD Anderson Medical Photography



Company Name: Watts Water Technologies, North Andover MA
 Client: Watts Water Technologies Title: 2015 Annual Report
 Art Director: Nancy Null Designer: Nancy Null Photographer: Shawn Callan
 Production Design: Kory Haigh



Company Name: White & Case, New York NY Title: White & Case AR 15
 Annual Review Art Directors: Robin Colangelo, Kim Robak
 Designers: Karin Loglisci, Karolina Pietrynczakie Illustrator: Mark N. Cole

ANNOUNCEMENTS + INVITATIONS



Company Name: Acorda Therapeutics/COR, Ardsley NY
 Title: Anniversary Awards to Employees Based on Company Principles and Values
 Art Director: Maria Verastegui Designer: Jimmy Chan



Company Name: American Academy of Dermatology, Schaumburg IL
 Title: National Zoo Dedication Reception Invitation Art Director: Lori Schoenwetter
 Designer: Jennifer Kloptowsky



Company Name: American Heart Association, Dallas TX
 Title: Bringing Science to Life Invitation Art Director: Grant Schirpik



Company Name: Associations International, Lexington KY
 Client: International Coach Federation Title: ICF Advance: Forward Invitation
 Designer: Stephanie Wright



Company Name: Central Park Conservancy, New York NY Title: Autumn in Central Park Invitation Series Art Director: Sol Salgar Designer: Lilly Passalacqua



Company Name: Children's Hospital Colorado, Aurora CO
 Client: Human Resources Title: Red, White & Blue Dinner Invites
 Art Director: Kacy Lamb Designer: Sandi Burch



Company Name: Commerce Bank, Kansas City MO Client: Commerce Trust
 Company Title: Designer Showhouse Invitation Art Director: Jenn Kay
 Designer: Jenn Kay



Company Name: Cox Automotive Creative Studios, Atlanta GA
 Client: Kelley Blue Book Title: KBB Best Buy Awards
 Art Director: Melissa Nicholson Designer: Lee Lawrence



Company Name: Crown Media Family Networks, Studio City CA
 Title: Macy's Thanksgiving Day Parade Invitation Creative Director: Jennifer Lee-
 Temple Designer: Amie Serio Illustrator: Brian Fujimori
 Production Artist: Joseph Sahagun



Company Name: Crown Media Family Networks, Studio City CA Title: Radio City
 Christmas Spectacular Invitation Creative Director: Jennifer Lee-Temple
 Designer: Amie Serio Production Artist: Joseph Sahagun



Company Name: Davis Polk & Wardwell LLP, New York NY Client: Davis Polk
 Title: 2015 Holiday Card in Print and Animation Art Director: Glenn Gontha
 Designers: Vivian Chen, Cheryl Worrell

ANNOUNCEMENTS + INVITATIONS



Company Name: Ernst & Young LLP, Boston MA Title: Harlem EatUp! Festival Event Invitation Art Director: Mia DeiDolori Designer: Mia DeiDolori



Company Name: Foreign Policy Association, New York NY Title: FPA Salutes The MET Spring Dinner 2016 Invite and Program Art Director: Tonya Leigh Designers: Tonya Leigh, Paul Bennings Photographer: Tonya Leigh (Inside Front Cover Image)



Company Name: GAF, Parsippany NJ Title: Executive Summit Invitation Creative Director: Carlos Caicedo Designer: David Shin Copywriter: Tracey O'Rourke



Company Name: MathWorks, Natick MA Title: MathWorks Winter Celebration Invite Art Director: Robert S. Davison Designer: Gabrielle Lydon Editor: Julie Cornell



Company Name: Parsons Corporation, Chicago IL Title: Arnold Palmer Golf Event Invite Creative Director: Kathy Sara Designer: Brandon Fitzgerald Event Coordinator: Alexis Carreno



Company Name: Parsons Corporation, Chicago IL Title: DBIA Conference Dinner Evite Creative Director: Kathy Sara Designer: Brandon Fitzgerald Event Coordinator: Alexis Carreno



Company Name: Parsons Corporation, Chicago IL Title: Parsons Holiday Invite
 Creative Director: Kathy Sara Designer: Abby Jeuell
 Event Coordinator: Alexis Carreno



Company Name: Performance Foodservice, Richmond VA
 Title: Perpetually Folding Invitation Art Director: Emily Cline
 Designer: Keli Keener Copywriter: Megan Marconyak



Company Name: Prime Therapeutics, Eagan MN Client: Prime Therapeutics
 Title: Ryder Cup Invitation Designer: Nils Oiseth Production Artist: Jack Jerome



Company Name: Springs Window Fashions, Middleton WI Client: Signature Select
 Title: Signature Select Canadian Summit Invite Designer: Toni Breitweiser
 Copywriter: Colleen Beres



Company Name: TIAA, Denver CO Title: TIAA Asset Management Holiday Card
 Creative Director: Susan Brown Art Director: Isabella Conenna Design Director:
 Isabella Conenna Designer: Lourdes Kraft Copywriter: Dawn Kurzynowski
 Project Manager: Melanie Harris Chief Marketing Officer: Connie Weaver



Company Name: TIAA, Denver CO Client: Institutional Business
 Title: TIAA Chicago Symposium Invitation Creative Director: Susan Brown
 Art Director: Isabella Conenna Designer: Lourdes Kraft Copywriter: Anne Subart
 Project Manager: Melanie Harris

ANNOUNCEMENTS + INVITATIONS



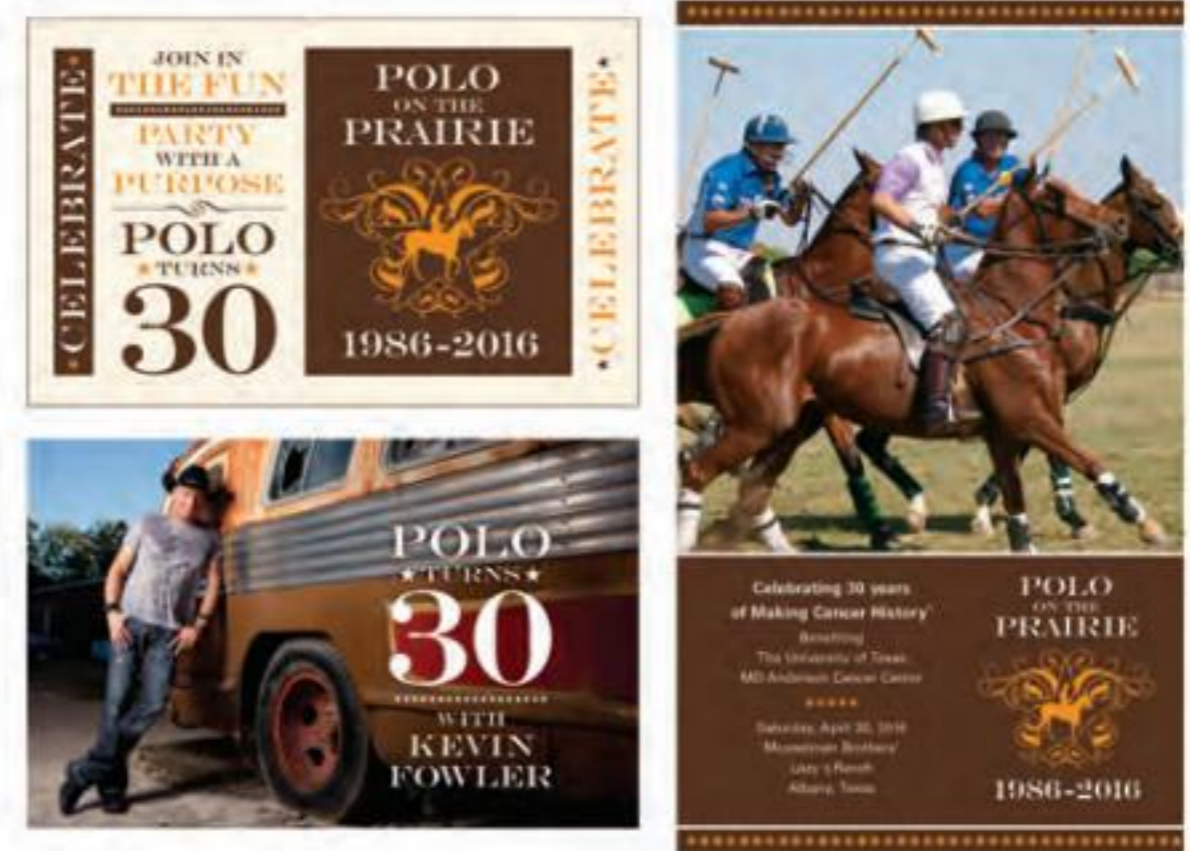
Company Name: The Nelson-Atkins Museum of Art, Kansas City MO
 Title: Create The Night ... Masterpiece Exhibition Invitation
 Designer: Shirley Harryman Printer: Spangler Graphics



Company Name: Trinity Church Wall Street, New York NY Client: Liturgy, Hospitality and Pilgrimage
 Title: Songs & Stories of Reconciliation: Preaching Prize Art Director: Rea Ackerman Senior Designer: Kate Newsom
 Designer: Kate Newsom Illustrator: Kate Newsom Project Manager: Lynn Goswick



Company Name: University of Northern Iowa Department of Art, Cedar Falls IA
 Client: University of Northern Iowa Department of Art Title: Spring 2016 Portfolio Night Announcement
 Art Director: Phil Fass Designer: Rachael Bair Photographer: Rachael Blair



Company Name: University of Texas/MD Anderson Cancer Center, Houston TX
 Client: Development Office/Special Events Team Title: Polo Turns 30 Invitation
 Art Director: Kellye B. Sanford Designer: Kellye B. Sanford Polo Photographer: Steve Butman



Company Name: Veritiv, Loveland OH Title: Veritiv 2015 Holiday Pop-Up Card
 Designer: Morgan Heller



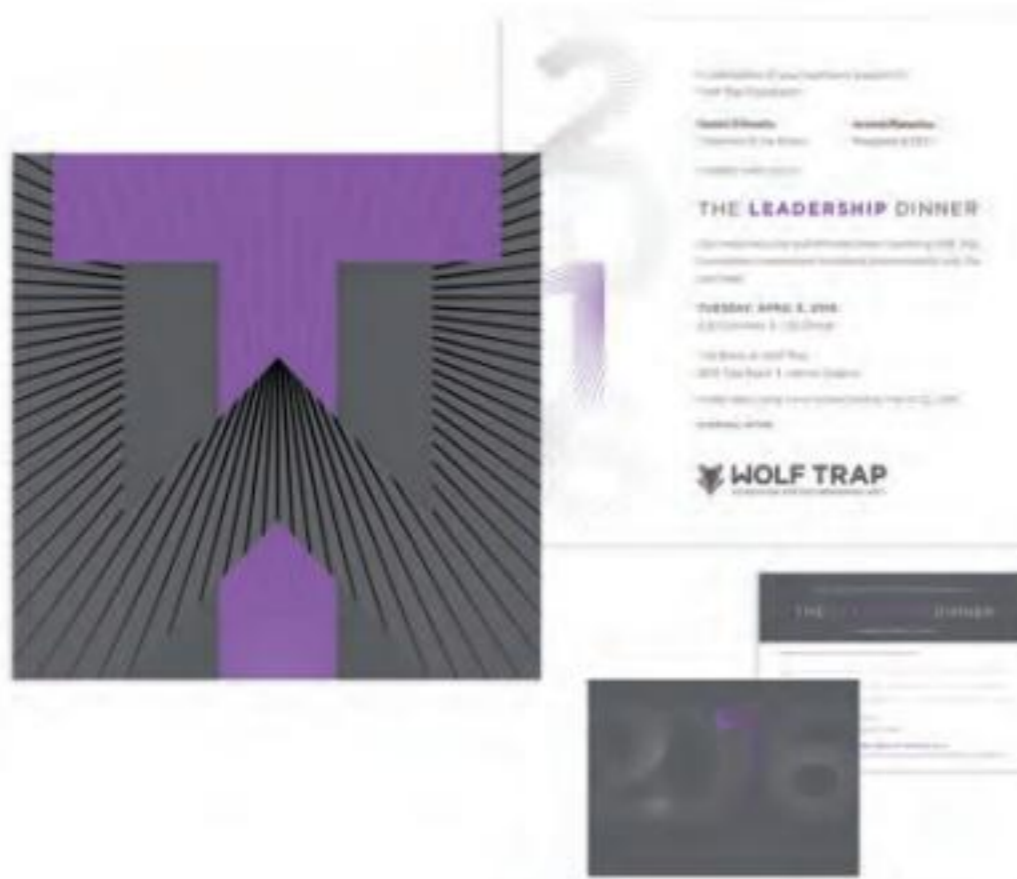
Company Name: William & Mary Advancement Communications, Williamsburg VA
 Client: William & Mary Alumni Association Title: Campaign Launch VIP Book
 Art Director: Michael D. Bartolotta Designer: Jessica A. Flannery
 Illustrator: Jessica A. Flannery



Company Name: William & Mary Advancement Communications, Williamsburg VA
 Client: College of William & Mary Title: 2015 Homecoming Invitation
 Art Director: Michael D. Bartolotta Designer: Jessica A. Flannery
 Illustrator: Jessica A. Flannery



Company Name: Wolf Trap Foundation for the Performing Arts, Vienna VA
 Title: 2016 Wolf Trap Ball Invitation Art Director: Sara Shaffer
 Designer: Erin Lange



Company Name: Wolf Trap Foundation for the Performing Arts, Vienna VA
 Title: 2016 Wolf Trap Leadership Dinner Invitation Art Director: Sara Shaffer
 Designer: Cindy Nelson



Company Name: 92nd Street Y, New York NY Title: 92nd Street Y 2016
 Gala Invitation Art Directors: Howard Levine, Amy McDonald, Charles Gates
 Designer: Francesca Faber

ADVERTISING



Company Name: Applied Underwriters, Foster City CA Client: Applied Underwriters Title: Expect Big Things Advertising Art Director: Nate Wells Photographer: Nate Wells Photo Retouching: Giovanna Giordano



Company Name: Asurion, Bridgewater NJ Client: Walmart Title: XNA Airport Security Bins Creative Director: John Elter Designer: Amy Latham Copywriter: Mark Wolf Project Manager: Lauren Carver Marketing Manager: Jennifer Aaron



Company Name: Beam Suntory, Chicago IL Client: Jim Beam Title: Jim Beam Fire Chicago Launch OOH Designer: Craig Niedermaier Illustrator: Michael Boyd



Company Name: Cepheid, Sunnyvale CA Title: Cepheid HIV-TB Africa Ad Art Director: Jared Tipton Designers: Kristin Bialaszewski, Bijal Patel Photographer: Dan Peak Communication: Darwa Peterson



Company Name: Crete Carrier Corporation, Lincoln NE Client: Crete Carrier Title: Grass is Greener Advertising Art Director: Justin L. Gibson Designer: Justin L. Gibson Copywriter: Jessica Byrne



Company Name: ETS (Educational Testing Service), Princeton NJ
 Title: HiSET Advertisement Art Director: George Barrett
 Copywriter: Jennifer Tomlin



Company Name: Eagle Communications, Hays KS Title: College Life Connected Promotion
 Art Director: Luke Jensen Designer: Luke Jensen
 Illustrator: Luke Jensen Creative Collaboration: Elizabeth Jae



Company Name: Eagle Communications, Hays KS Title: Be An Eagle Fan Promotion
 Art Director: Luke Jensen Designer: Luke Jensen
 Illustrator: Luke Jensen Creative Collaboration: Andy Stanton



Company Name: Ellsworth Adhesives, Germantown WI Title: Fun Phrase Ad Series
 Art Director: Nick Noskowiak Designer: Nick Noskowiak
 Illustrator: Nick Noskowiak Supervisor: Judy Allen



Company Name: GAF, Parsippany NJ Title: Turn Your Home Inside Out Advertisement
 Creative Director: Carlos Caicedo Designer: Carlos Caicedo
 Photographer: Jeff Herbert Retoucher: Matt Wells



Company Name: GAF, Parsippany NJ Title: Transparency Advertisement
 Creative Director: Carlos Caicedo Designer: Carlos Caicedo
 Copywriter: Dawn Barnes

ADVERTISING



Company Name: Global Payments Inc., Atlanta GA Client: Global Payments Inc.
 Title: Global Payments Fortune Advertisement Creative Director: Amy W. Corn
 Art Director: Chris Werger Designer: Chris Werger Copywriter: Laura Coerper



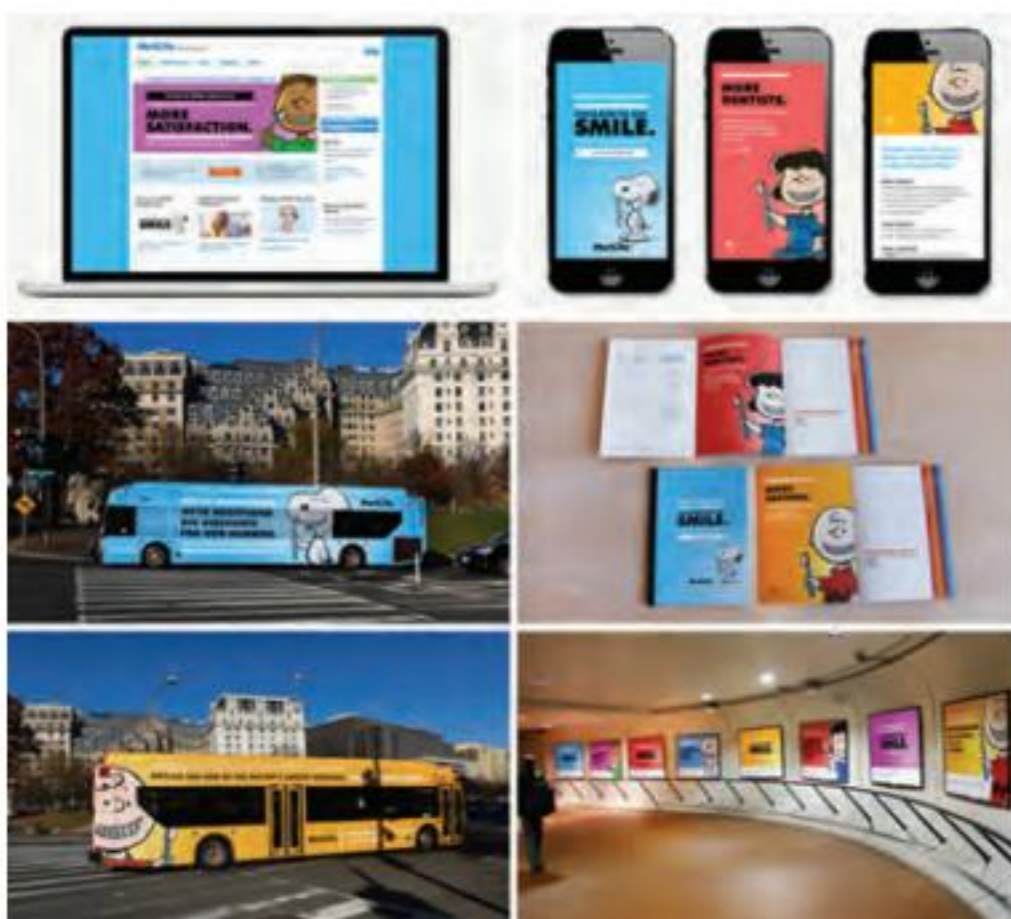
Company Name: Hitachi Data Systems, Santa Clara CA Client: HDS
 Title: HDS Careers Advertising Art Director: Kaycee Lang
 Designer: Vicki Taniguchi Copywriter: Doug Howatt



Company Name: Hitachi Data Systems, Santa Clara CA Client: Pentaho
 Title: PentahoWorld Advertising Art Director: Kaycee Lang
 Designer: Vicki Taniguchi Copywriter: Doug Howatt



Company Name: MLS Property Information Network, Inc., Shrewsbury MA
 Client: MLS PIN Title: When Dreaming Becomes Searching
 Art Director: Melissa Lindberg Designer: Michael Koykka

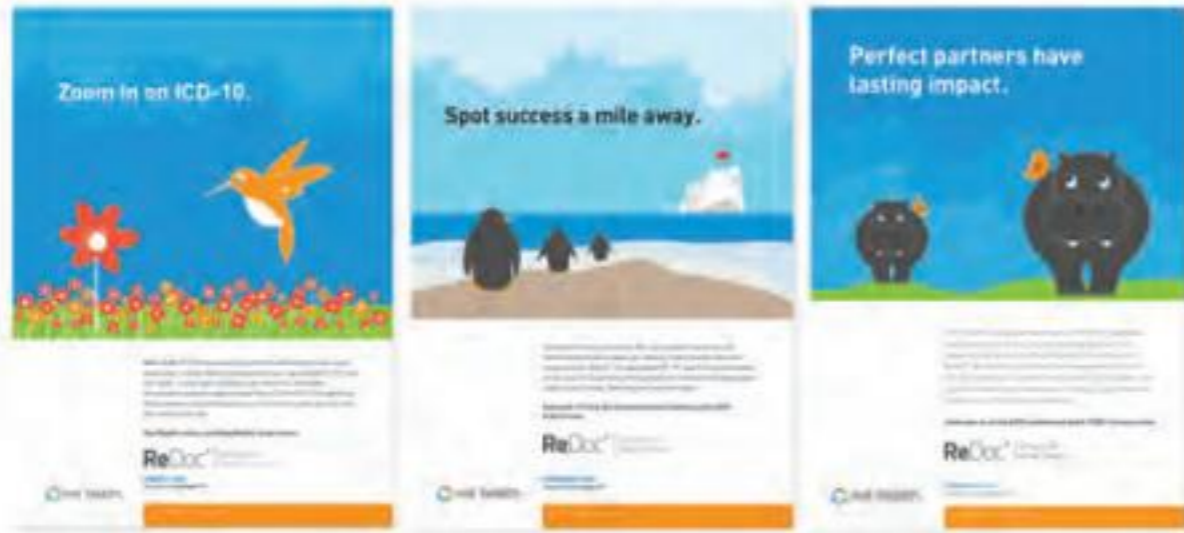


Company Name: MetLife, Washington DC Client: MetLife Group Voluntary +
 Worksite Benefits Title: MetLife 2016 Federal Dental Campaign Associate
 Creative Directors: Allison Chess, James Goncalves Copywriter: Geneva Kellam

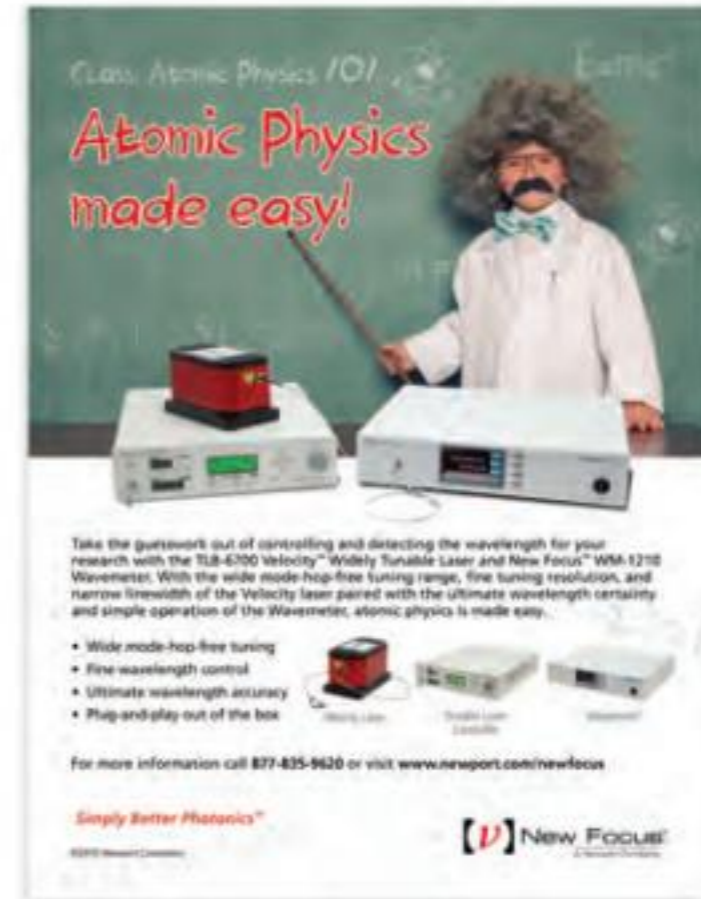


Company Name: National Community Pharmacists Association (NCPA),
 Alexandria VA Title: NCPA Celebrate Independents Campaign
 Creative Director: Robert Lewis Designer: Marianela Mayhew

ADVERTISING



Company Name: Net Health, Pittsburgh PA Client: Net Health
 Title: Animal Advertising Series Art Director: Renee Vandall
 Designer: Melissa Hubans Illustrator: Melissa Hubans Copywriter: Erika Conefry



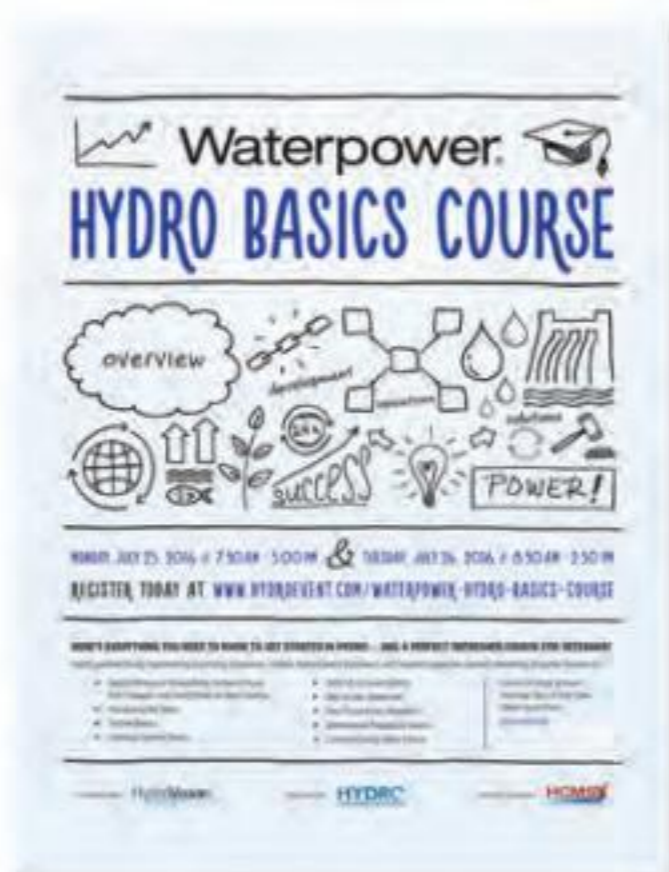
Company Name: Newport Corporation, Irvine CA Client: New Focus, A Newport Company
 Title: Atomic Physics Made Easy Advertisement
 Art Director: Trish Magdaleno Designer: Trish Magdaleno



Company Name: PennWell Corporation, Tulsa OK Client: National Hydropower Association
 Title: Waterpower Week Art Director: Sean Terska
 Designer: Sean Terska Publisher: Marla Barnes
 Marketing Managers: Jessica Bell, Brandon Townsden



Company Name: PennWell Corporation, Tulsa OK Client: Pipeline Week
 Title: Save The Date Art Director: Derrick Giltner Designer: Derrick Giltner
 Publisher: Mark Peters Marketing Manager: Rachel Campbell



Company Name: PennWell Corporation, Tulsa OK Client: HydroVision International
 Title: Waterpower: Hydro Basics Course Art Director: Charles Thomas
 Designer: Charles Thomas Publisher: Marla Barnes
 Marketing Manager: Cassie Chitty



Company Name: Protect-A-Bed, Wheeling IL Client: Protect-A-Bed
 Title: Furniture Today Magazine Advertisement Art Director: Nadia Maykova
 Designer: Peter Pecoulas

ADVERTISING



Company Name: Protect-A-Bed, Wheeling IL Client: Protect-A-Bed Hospitality Division Title: Hospitality Magazine Advertisement Designer: Lian Tan



Company Name: SecurityNational Mortgage Company, Cottonwood Heights UT Title: Porsche Promotional Giveaway Creative Director: Dave Bollard Art Director: Kevin Keller CMO: Mike Shehan



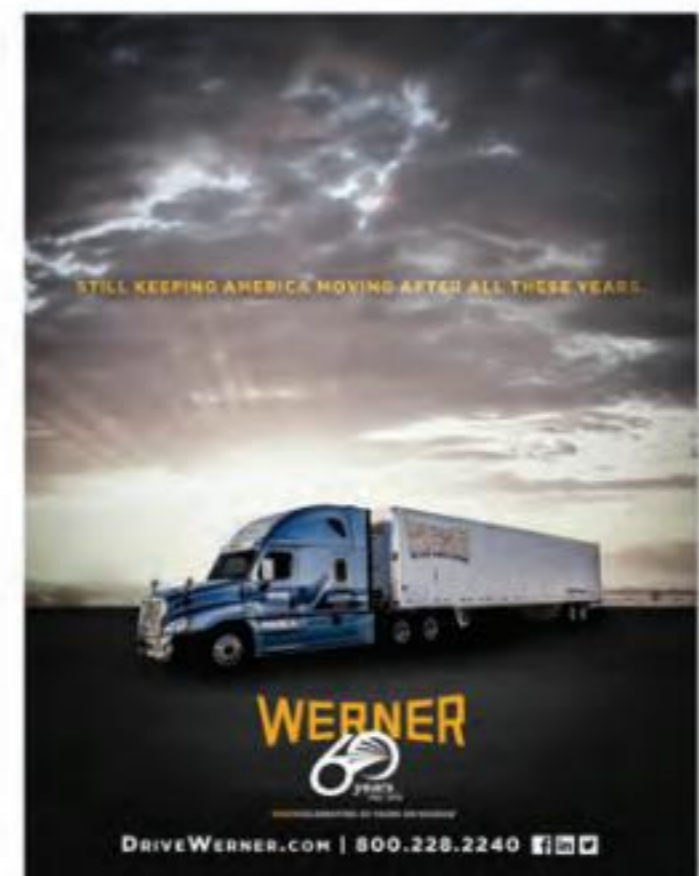
Company Name: The Thunderbirds, Phoenix AZ Client: Waste Management Phoenix Open Tournament Title: 2016 Waste Management Phoenix Open Tournament Campaign Art Director: Nikki Erickson Designer: Nikki Erickson Photographer: Jennifer Stewart



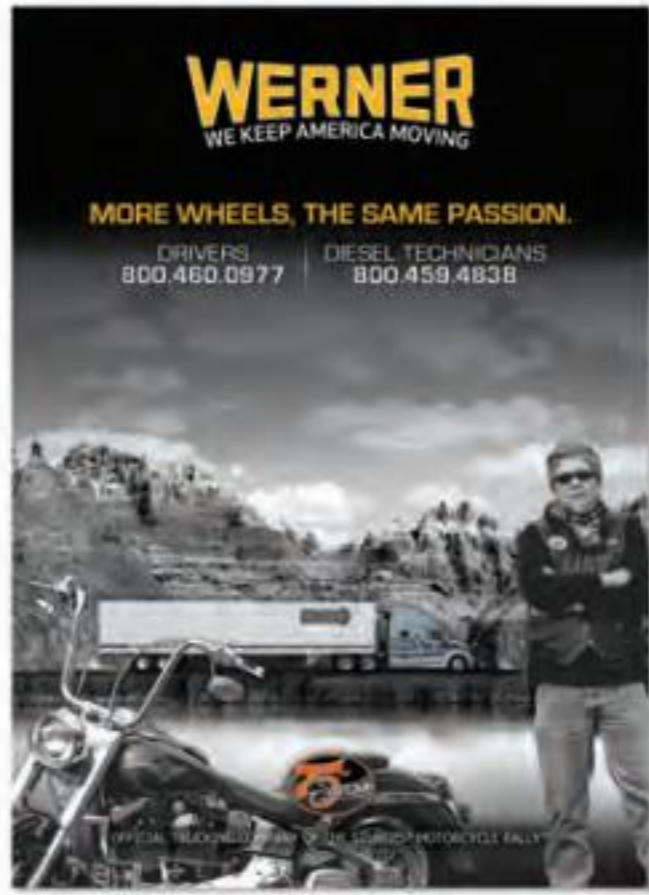
Company Name: United BioSource Corporation (UBC), Kirkwood MO Title: Pharma Heroes Advertising Art Director: Heather Hawes Designer: Erik Allen Photographer: Jon Gayman



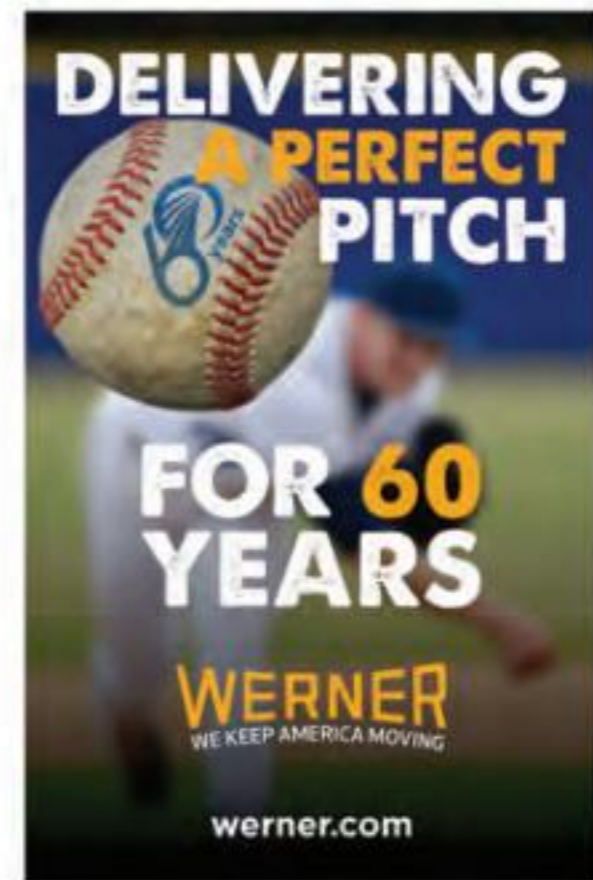
Company Name: Veritiv, Loveland OH Title: Veritiv ADCD Paper Fashion Show Ad Designer: Shannon Curran Copywriter: Heather Smith



Company Name: Werner Enterprises, Omaha NE Title: Werner 60th Anniversary Advertising Art Director: Sadie Heisner Designer: Aaron Evans Photographer: Aaron Evans



Company Name: Werner Enterprises, Omaha NE Title: Werner Sturgis Advertising
 Art Director: Sadie Heisner Designer: Sadie Heisner
 Photographer: Mark Fountain Photo Editor: Aaron Evans



Company Name: Werner Enterprises, Omaha NE Title: Werner Park Advertising
 Art Director: Sadie Heisner Designer: Vladimir Durkovic

BROCHURES + COLLATERAL



Company Name: AARP, Washington DC Title: AARP Life Reimagined Conference Program Art Director: Michelle Hoopes Designers: Michelle Hoopes, Matt Rosser



Company Name: American Academy of Dermatology, Schaumburg IL Client: American Academy of Dermatology Title: 2016 AAD Annual Meeting Brand Collateral Art Director: Nicole Torling Designer: Nicole Torling



Company Name: American Counseling Association, Alexandria VA Client: ACA Conference & Meeting Department Title: Advance Registration Brochure 2016 Art Director: Martha Chippari Designer: Martha Chippari



Company Name: American Heart Association, Dallas TX Client: Stewardship & Donor Relations Title: The Impact of Your Giving Brochure Art Director: Stephanie Dahlman



Company Name: American Heart Association, Dallas TX Client: Professional Education Center Title: Spotlight Series Information Packet Art Director: Ryon Elliot



Company Name: Association Management Group/Creative Design Studio, McLean VA Client: Commercial Real Estate Brokerage Association of Greater Washington DC (CREBA) Title: CREBA Membership & Sponsorship Brochure Designer: Teresa Gutsick



Company Name: Asurion, Bridgewater NJ Client: Target Title: Target Protect National Rollout Creative Director: John Elter Designers: Amy Latham, Vi Hannett Copywriter: Mark Wolf Project Manager: Sandra Ellis Marketing Manager: Hilary Billingslea



Company Name: Asurion, Bridgewater NJ Client: FIDO Title: PCC Laptop Flyer Designer: Nancy Hagen Copywriters: Michael Melone, Cody Solaja Creative Services Manager: Michael Higginbotham



Company Name: Aurora University, Aurora IL Client: Office of the President Title: Hill Welcome Center and Schingoethe Center Guide Art Director: Jessi Scurte Designer: Mary Crylen Photographer: Sylvia Springer



Company Name: Babson College Marketing, Wellesley MA Client: Babson College Title: Legacy Society Brochure Art Director: Cathleen Cahill Designer: Cathleen Cahill



Company Name: Bard Access Systems, Salt Lake City UT Client: Bard Access Systems Title: Experience Innovation Brochure Art Directors: Melinda Lim, Kelly Himle Designer: Melinda Lim

BROCHURES + COLLATERAL



Company Name: Bard Access Systems, Salt Lake City UT Client: Bard Access Systems Title: Fight Dirty 2 Brochure Art Director: Kelly Himle Designer: Steve Day Photographer: Melinda Lim



Company Name: Bard Access Systems, Salt Lake City UT Client: Bard Access Systems Title: SentrinexT 3D Port Dressing Brochure Art Directors: Melinda Lim, Kelly Himle Designer: Melinda Lim Illustrator: Brandon Crenshaw



Company Name: Bard Access Systems, Salt Lake City UT Client: Bard Access Systems Title: StruXure™ Guidewire Brochure Art Director: Kelly Himle Designer: Brian Palubiak Illustrator: Brian Palubiak Photographer: Melinda Lim



Company Name: BlackRock, Princeton NJ Title: Desk Reference Book Series Art Directors: Stephanie Winters, Francisco Salas Designer: Holly Cholak Account Manager: Virginia Andia-Bataille



Company Name: Branson Convention and Visitors Bureau, Branson MO Client: Branson Convention and Visitors Bureau Title: Welcome Athletes Guide Art Director: Leah Chandler Designer: Duane Stout



Company Name: C.F. Martin & Co., Nazareth PA Client: C.F. Martin & Co. Title: 2016 Limited Edition Custom Shop Book Art Director: Amani Duncan Designer: Mandee McEvoy



Company Name: CCA Global Partners, Manchester NH Client: Carpet One Floor & Home Title: Carpet One Floor & Home Co-op Creative Director: Theresa Fisher Art Director: Lisa Andreasen Designer: Lisa Andreasen Illustrator: Leap Communications



Company Name: Central Michigan University, Mt. Pleasant MI Client: Department of Art and Design Title: CMU Art and Design Viewbook Designer: Jonathon Russell Photographer: Jonathon Russell Writer: Daren Kendall



Company Name: Children's Hospital Colorado, Aurora CO Client: Pastoral Care Title: The Colors of Healing Bereavement Packet Art Director: Elizabeth Fowler Designer: Elizabeth Fowler Copywriter: Lizzie Costello



Company Name: Children's Hospital Colorado, Aurora CO Title: A Peek Inside One of America's Best Hospitals for Kids Art Director: Kacy Lamb Designer: Kacy Lamb Photographers: Tia Brayman, Scott Dressel-Martin Copywriter: Lizzie Costello VP Marketing: Charlotte Isoline Marketing Manager: Nicole Hebert Project Managers: Angie Flack, Dessiree Paoli



Company Name: Children's Hospital Colorado, Aurora CO Title: What Would Happen Art Director: Kacy Lamb Designer: Emma Brooks Illustrator: Emma Brooks Photographer: Scott Dressel-Martin Copywriter: Jef Otte VP Marketing: Charlotte Isoline Marketing Manager: Nicole Hebert Project Manager: Kristina Warwick Marketing Strategists: Meg Smith, Dessiree Paoli, Mackenzie Steffen, Kourtney Goebel



Company Name: Children's Hospital Colorado, Aurora CO Client: Heart Institute Title: Meet Juniper, Our 400th Heart Transplant Patient Art Director: Kacy Lamb Designer: Kacy Lamb Photographer: Joni Schrantz Marketing Manager: Nicole Hebert

BROCHURES + COLLATERAL



Company Name: Cox Automotive Creative Studios, Atlanta GA
 Client: Cox Automotive Title: Cox Automotive Insights Book
 Creative Director: Michelle Ducaet Art Director: Adam Benefield
 Designer: Adam Benefield Copywriter: Kathy Roberts



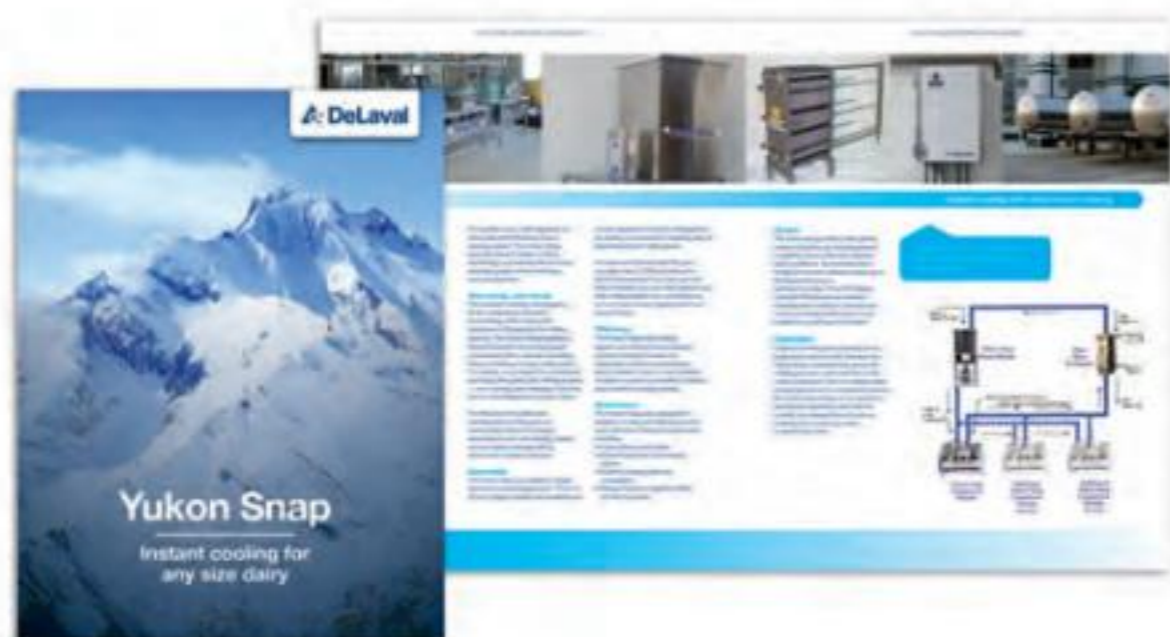
Company Name: Cox Automotive Creative Studios, Atlanta GA
 Client: Manheim Title: Manheim Dealer Exchange Creative Director:
 Michelle Ducaet Art Director: Heather Jackson Designers: Beth Sheftall,
 Jessica Mischik, Adam Bellinger Copywriter: Kathy Roberts



Company Name: Cox Automotive Creative Studios, Atlanta GA Client: Manheim
 Title: Manheim Specialties Campaign Creative Director: Michelle Ducaet
 Art Director: Heather Jackson Designer: Julian Strayhorn
 Copywriter: Kathy Roberts



Company Name: DLA Piper, New York NY Title: DLA Piper Pro Bono Bulletin
 Art Director: Ismael Perez Designer: Sondra Linton



Company Name: DeLaval Inc., Bannockburn IL Client: North American
 Conventional Milking Division Title: Yukon Snap Brochure
 Designer: Afsaneh Bastanipour



Company Name: Diplomat, Flint MI Client: Diplomat University
 Title: Summer Internship Program Manual Art Directors: Drew Smith, Alan Dore
 Designer: Emily Slezak Photographer: Emily Slezak
 Copywriters: Emily Slezak, Chris Rowe



Company Name: Diplomat, Flint MI Client: Diplomat University
 Title: New Employee Orientation Booklet Art Director: Drew Smith
 Designer: Rigo Cardoso Photographers: Brian Kelly, Rigo Cardoso, Caitlin Moore
 Copywriter: Liz Carr



Company Name: Diplomat, Flint MI Title: Rare Disease Campaign Collateral
 Art Director: Drew Smith Designer: Rigo Cardoso Copywriter: Joel Meredith



Company Name: Dream Hotel Group, New York NY Client: Dream Hotel,
 South Beach Title: Beach Bum Promotional T-Shirts Art Director:
 Freddy E. Lopez Designer: Venessa Rosely



Company Name: ETS (Educational Testing Service), Princeton NJ
 Title: Early Childhood Achievement Gap Success Campaign Art Director:
 George Barrett Designer: Cristina Castro Pelka Copywriter: Shanay Bell



Company Name: ETS (Educational Testing Service), Princeton NJ
 Title: Raising the Floor Report Art Director: George Barrett
 Designer: Cristina Castro Pelka Copywriter: Shanay Bell



Company Name: EmblemHealth, New York NY Client: EmblemHealth
 Title: Select Care Fast Facts Brochure Art Director: Doreen Louie
 Designer: Doreen Louie

BROCHURES + COLLATERAL



Company Name: Ernst & Young LLP, Boston MA Title: FSO 2015 Insurance CRO Survey Art Director: Mia DeiDolori Designer: Mia DeiDolori



Company Name: Ernst & Young LLP, Boston MA Title: 2016 Annuity Landscape Brochure Art Director: Mia DeiDolori Designer: Mia DeiDolori



Company Name: EverBank, Jacksonville FL Title: EverBank Mortgage Welcome Brochure Art Director: TJ Wolf Designer: Brie Akins Illustrator: Brie Akins Copywriter: Melissa Miller



Company Name: Francis Cauffman Architects, Philadelphia PA Title: Brooklyn Health Center Groundbreaking Brochure Art Director: Dale Walker Designer: Evan Raisner



Company Name: GAF, Parsippany NJ Title: Executive Summit Collateral Creative Director: Carlos Caicedo Designer: David Shin Copywriter: Tracey O'Rourke



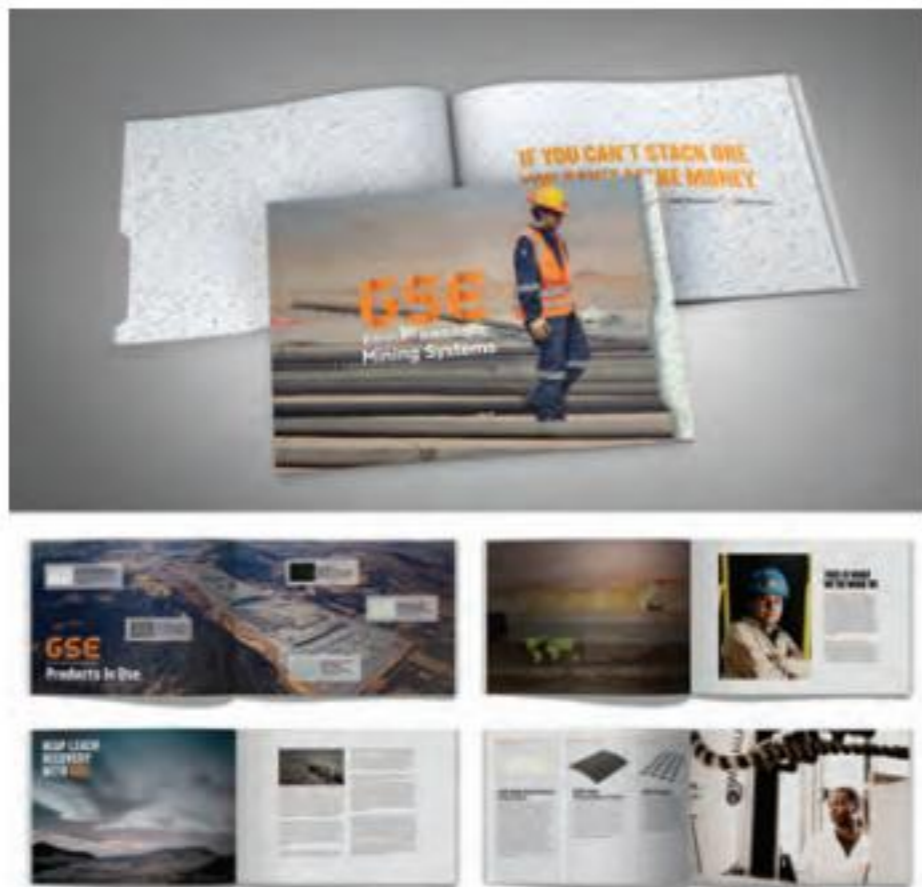
Company Name: GAF, Parsippany NJ Title: Glenwood Brochure Creative Director: Carlos Caicedo Art Director: Samuel Ballard Designers: David Shin, Samuel Ballard Photographer: Jeff Herbert Copywriter: Dawn Barnes Retoucher: Matt Wells



Company Name: GAF, Parsippany NJ Title: Master Select Brochure
 Creative Director: Carlos Caicedo Designer: David Shin Copywriter: Dawn Barnes



Company Name: GDEcD - Georgia Department of Economic Development, Atlanta GA Client: Arts Education in Georgia, a division of GDEcD
 Title: Arts Education in Georgia Brochure Designer: Sheldon Brevett
 Copywriter: Allen Bell Editor: Emily Murray



Company Name: GSE Environmental, Houston TX Title: GSE Mining Systems
 Brochure Art Director: Bob Melan Designer: Bob Melan
 Photographer: Jack Thompson Copywriter: Robin Vodenlic Global Mining Manager:
 Mark Harris Vice President of Global Marketing: Steve Eckhart



Company Name: Glensheen Mansion/Daymark Designs, LLC, Duluth MN
 Client: Glensheen Mansion Title: Annual Pass Brochure & Card
 Art Director: Scottie Gardonio



Company Name: Lifetouch Portrait Studios, Eden Prairie MN
 Title: PictureME Designer: Huy Ngo
 Photographic Specialist/Developer: Brittany Collette



Company Name: Lincoln Center for the Performing Arts, New York NY
 Client: Lincoln Center Programming Title: Lincoln Center Midsummer Night
 Swing 2015 Brochure Creative Director: Martin Schott Designer: Antonio Senna
 Illustrator: Nearchos Ntaskas Director of Production: Celie Fitzgerald

BROCHURES + COLLATERAL



Company Name: ManpowerGroup, Milwaukee WI Title: 07 Steps to Conscious Inclusion Guide Art Director: Brenda Keller Designer: Brenda Keller



Company Name: MasterBrand Cabinets, Jasper IN Client: Omega Cabinetry Title: Full Line Brochure Designer: Heather Laake



Company Name: MasterBrand Cabinets, Jasper IN Client: Diamond Cabinetry Title: Decidedly Modern Brochure Designer: Stephanie Flowers



Company Name: MasterBrand Cabinets, Jasper IN Client: Diamond Vibe Title: Product Launch 2015 Designer: Erica Schmitt



Company Name: MasterBrand Cabinets, Jasper IN Client: Urbana Cabinet Co. Title: Style and Finish Guide Art Director: Julie Thompson Designer: Andy Harmon



Company Name: MasterBrand Cabinets, Jasper IN Client: Homecrest Cabinetry Title: Product Information Brochure Art Director: Lisa Zebrun Designer: Kandice Hoffman



Company Name: National Apartment Association (NAA), Arlington VA
 Title: 2016 NAA Capitol Conference Program Guide Art Director: Gillian Weber
 Designer: Gillian Weber



Company Name: National Community Pharmacists Association (NCPA), Alexandria VA
 Title: NCPA 2015 Legislative Conference Creative Director: Robert Lewis
 Designer: Marianela Mayhew



Company Name: National Community Pharmacists Association (NCPA), Alexandria VA
 Title: NCPA 2015 Annual Convention Creative Director: Robert Lewis
 Designer: Marianela Mayhew



Company Name: National Psoriasis Foundation, Portland OR
 Title: Connect Kit Art Director: Nick Fillis Designer: Nick Fillis



Company Name: Net Health, Pittsburgh PA Client: Net Health Title: Photo Witty
 Product Brochures Art Director: Renee Vandall Designer: Melissa Hubans
 Copywriter: Erika Conefry



Company Name: New York Life & MainStay Investments, Jersey City NJ
 Title: Index IQ ETF Brochure Series

BROCHURES + COLLATERAL



Company Name: New York Life & MainStay Investments, Jersey City NJ
 Title: Wealth Matters Educational Brochure Series



Company Name: Parsons Corporation, Chicago IL Title: Parsons Design-Build Project Brochure
 Creative Director: Kathy Sara Designers: Joanna Piotrowicz, Tim Imbordino Content Manager: Sean Gallagher



Company Name: PennWell Corporation, Tulsa OK Client: Utility Products Exposition
 Title: Everything on the Line Art Director: Charles Thomas Designer: Charles Thomas
 Publisher: MaryBeth DeWitt Marketing Manager: Sarah Jantz



Company Name: PennWell Corporation, Tulsa OK Client: POWER-GEN Natural Gas
 Title: Exhibitor & Sponsorship Prospectus Art Director: Elizabeth Wollmershauser
 Designer: Elizabeth Wollmershauser Publishers: Rich Baker, Mark Peters Marketing Manager: Rachel Campbell



Company Name: PennWell Corporation, Tulsa OK Client: Power Generation Week
 Title: Exhibitor & Sponsorship Prospectus Art Director: Brandon Ash
 Designer: Brandon Ash Publisher: Rich Baker Marketing Manager: Cassie Chitty



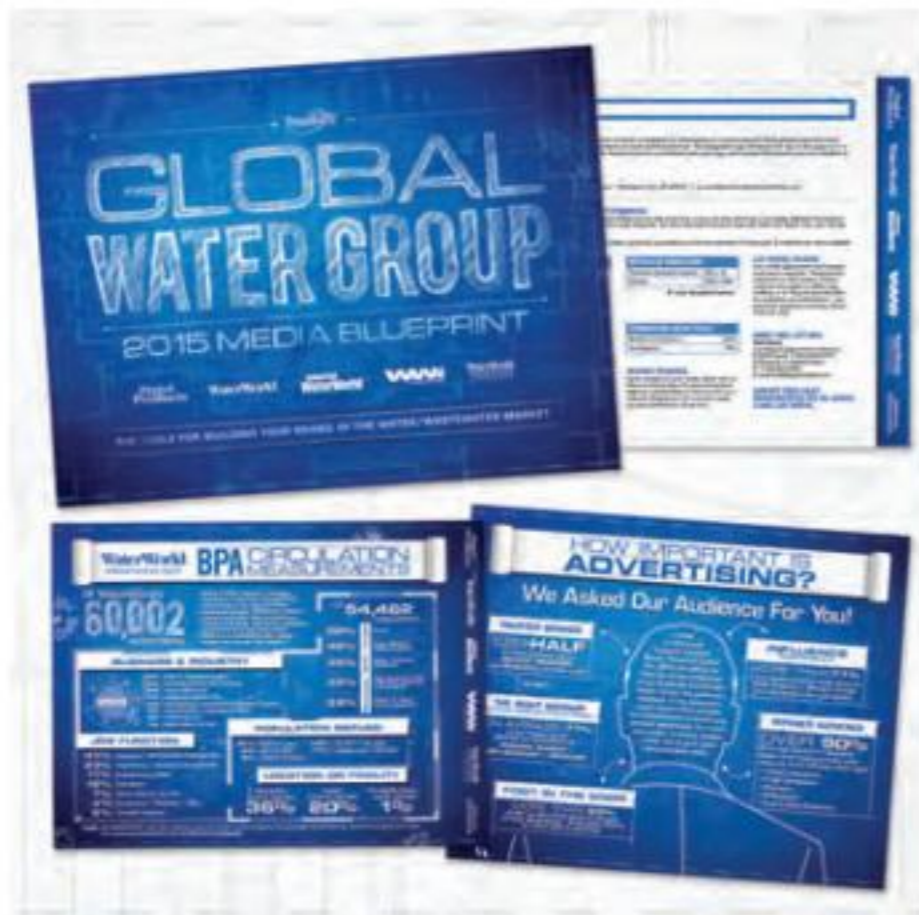
Company Name: PennWell Corporation, Tulsa OK Client: RDH Under One Roof 2016
 Title: ArrrrRDH Under One Roof Treasure Map Art Director: Beth Rose
 Designers: Beth Rose, Brittany Crow Publisher: Craig Dickson Marketing Manager: AnNicole Faeth



Company Name: PennWell Corporation, Tulsa OK Client: Toppides Platforms-Hulls Conference & Exhibition Campaign Title: Toppides Platforms-Hulls Conference & Exhibition Campaign Art Director: Trent Farar Designer: Trent Farar Publisher: Mark Peters Marketing Manager: Jennifer McPhail



Company Name: PennWell Corporation, Tulsa OK Client: RDH Under One Roof 2016 Title: 2016 Campaign Art Director: Beth Rose Designer: Beth Rose Publisher: Craig Dickson Marketing Manager: AnNicole Faeth



Company Name: PennWell Corporation, Tulsa OK Client: Global Water Group Title: Global Water Group Media Kit Art Director: Jesse Bennett Designer: Jesse Bennett Publisher: Timm Dower Marketing Manager: Tim Chambers



Company Name: Plex Systems, Inc., Troy MI Title: Big Data Trends In Manufacturing E-Book Designer: Danielle Polselli



Company Name: Plex Systems, Inc., Troy MI Title: PowerPlex User Event Branding Creative Services Team: Terri Hight, Danielle Polselli, Carolina Ferrero, Martin Black, Lenore Brown



Company Name: Pratt Institute, Brooklyn NY Title: Pratt Shows 2015 Creative Director: Mats Håkansson Designer: Rory King Associate Creative Director: Kara Schindwein Associate Director of Content Development: Marion Hammon Senior Editorial Manager: Brandhi Williamson

BROCHURES + COLLATERAL



Company Name: Prime Therapeutics, Eagan MN Client: Prime Therapeutics
 Title: Market Solutions Collateral System Art Director: Molly Sullivan
 Designer: Steve Gamache Copywriter: Nancy Mandela
 Production Artist: Susie Patterson



Company Name: Prime Therapeutics, Eagan MN Client: Prime Therapeutics
 Title: Medicaid Services Brochure Art Director: Molly Sullivan Designer:
 Steve Gamache Copywriter: Nancy Mandela Production Artist: Jack Jerome



Company Name: Princess Cruises, Santa Clarita CA Title: Chef Curtis
 Stone Partnerships Art Director: Jody Friedrichs Designer: Eric Dean



Company Name: Protect-A-Bed, Wheeling IL Client: Protect-A-Bed
 Title: Bedding Collection Sale Folders Art Director: Nadia Maykova
 Designer: Marie Hackert



Company Name: Protect-A-Bed, Wheeling IL Client: REM-Fit
 Title: REM-Fit Promo for Women Fitness Event Designer: Peter Pecoulas



Company Name: RagingWire Data Centers, Ashburn VA Title: RagingWire
 Wholesale Brochure Designer: Christopher Whytal VP Marketing: James Leach
 Director of Marketing: Vicky Hegde



Company Name: Robert Half, Menlo Park CA Client: Robert Half, Office Team, Robert Half Legal, Robert Half Technology Title: 2016 Salary Guides Campaign
 Creative Director: Stephnee Leathers Art Directors: Kris Kinney, Mandisa Fabris, Tom Schreiber, Jenny Owens Designers: Arianna Fernandez, Tatiana Rodionova, Joanne Ho, Mandisa Fabris, Lori Vasiliou Copywriters: Cynthia Kong, Robin Jones, Allen Scott, Robert McCauley, Jane Kelly, Dixie Walters



Company Name: Robert Half, Menlo Park CA Client: The Creative Group Title: Salary Guide 2016. The Secret Sauce Creative Director: Stephnee Leathers
 Art Directors: Stephnee Leathers, Tom Berg Designers: Meli Burgueno, Lori Vasiliou Copywriters: Doug White, Alison Strickland, Justin Jarvis



Company Name: School of the Art Institute of Chicago, Chicago IL Title: School of the Art Institute of Chicago Capital Campaign Brochure
 Art Directors: David Collins, Travis Saunders Designer: Sophia Brown Production: Travis Saunders Copyeditor: Jeremy Ohmes Executive Director: Scott Hendrickson



Company Name: School of the Art Institute of Chicago, Chicago IL Title: School of the Art Institute of Chicago Student Leadership Awards Suite
 Art Director: Travis Saunders Designer: Travis Saunders



Company Name: Spectrum Brands - Pet, Home & Garden Division, Earth City MO Title: Pet Tradeshow Brochure Art Director: Eric Ejchler
 Design: Spectrum Brands - Pet, Home & Garden Division Creative



Company Name: Springs Window Fashions, Middleton WI Client: Bali Blinds Title: Bali Solutions Brochure Designer: Laura Sano Copywriter: Janelle Greene

BROCHURES + COLLATERAL



Company Name: Springs Window Fashions, Middleton WI Client: Graber
 Title: Graber Brand Introduction Brochure Designer: Devin Miller



Company Name: Standard Process Inc., Palmyra WI Client: Standard Process Inc.
 Title: 10-Day Blood Sugar Program Kit Campaign
 Art Director: Stacy Blint Designer: Joy Yang



Company Name: Standard Process Inc., Palmyra WI Client: Standard Process Inc.
 Title: Patient Direct Campaign Art Director: Stacy Blint Designer: Joy Yang



Company Name: TIAA, New York NY Title: TIAA IRA Kit Rebrand
 Art Director: Suzanne Reisel Designers: Branwen MacDonald, Lourdes Kraft, Valerie Clementi Illustrators: Isaac Lee, MDC Partners Copywriters: Stacy Berenguel, Jim Pierce, Andrea Hoffmann Account Manager: Bryan Harding Project Manager: Jill Fielder Print Analyst: Richard Roach



Company Name: Takeda Pharmaceuticals, Cambridge MA Title: Takeda Oncology Corporate Brochure Art Director: Shawn Goodman Designer: Cristina Cresta



Company Name: The Port Authority of NY & NJ, Jersey City NJ
 Title: 2015 Mentor-Protégé Graduates Brochure Art Director: Candace Bexell-Oukacine Designer: Candace Bexell-Oukacine Photographer: Mike Dombrowski Marketing: Brenda Scott



Company Name: The Port Authority of NY & NJ, Jersey City NJ
 Title: Port Authority Bus Terminal Design + Delivery Competition
 Art Director: David Arroyo Designer: David Arroyo Marketing: Patrick Carolan



Company Name: The Port Authority of NY & NJ, Jersey City NJ
 Title: 2016 Port Authority Budget Book Art Director: Lynn Masterson
 Designer: Lynn Masterson Budget Expert: Vanessa Fernandez



Company Name: Trinity Church Wall Street, New York NY Client: Trinity Wall Street Music & the Arts Title: Music & Arts 2015-2016 Season Brochure
 Art Director: Rea Ackerman Senior Designer: Marc Tremiere



Company Name: Trinity International University, Boiling Springs PA Client: Trinity College Title: Accepted Student Campaign Packet Art Director: Alex Daye
 Designer: Stephanie Spino Photographer: Kathleen Murray Assistant Director of Marketing: Gina Adams Director of Admissions: Jordan Bryant

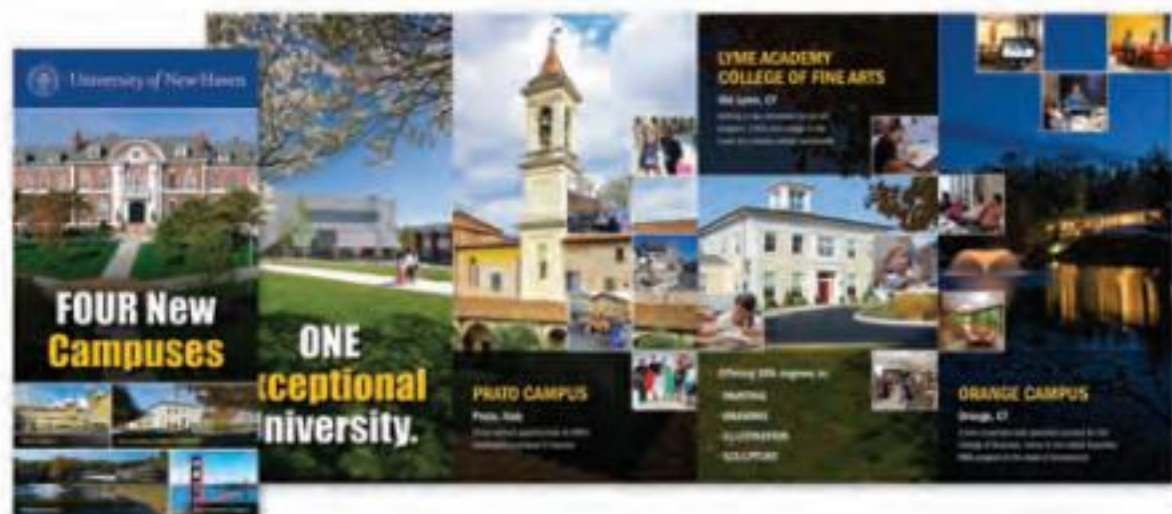


Company Name: United Rentals, Stamford CT Title: United Rentals Equipment Catalog Brochure Designer: Sarah Guerra Photographer: Don Giannatti



Company Name: University of New Haven, West Haven CT Client: Lyme Academy College of Fine Arts Title: Lyme Academy College Fair Handout
 Art Director: Chris Teodosio Designer: Laura Norris

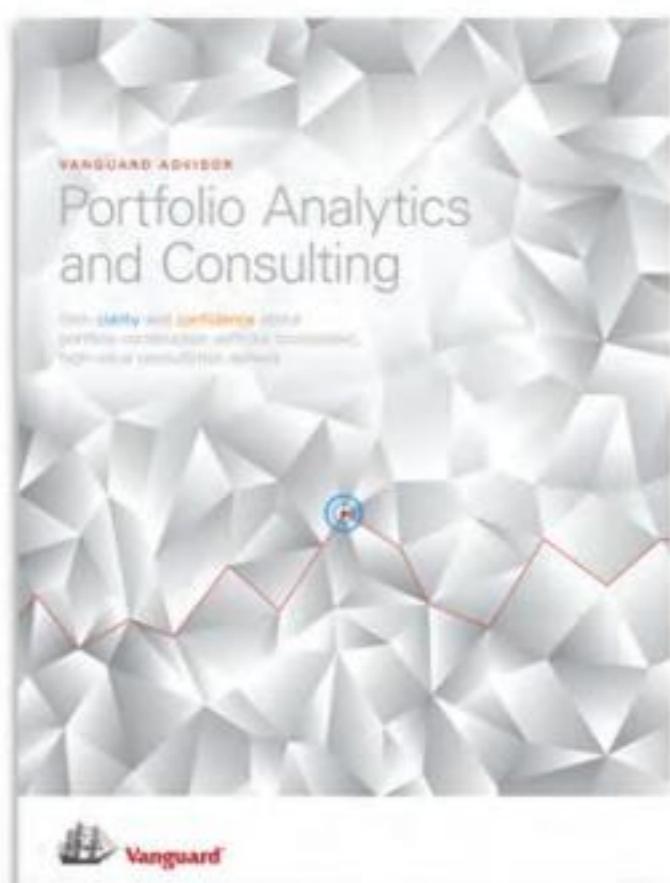
BROCHURES + COLLATERAL



Company Name: University of New Haven, West Haven CT
 Title: New Campuses Brochure Designer: Chris Teodosio



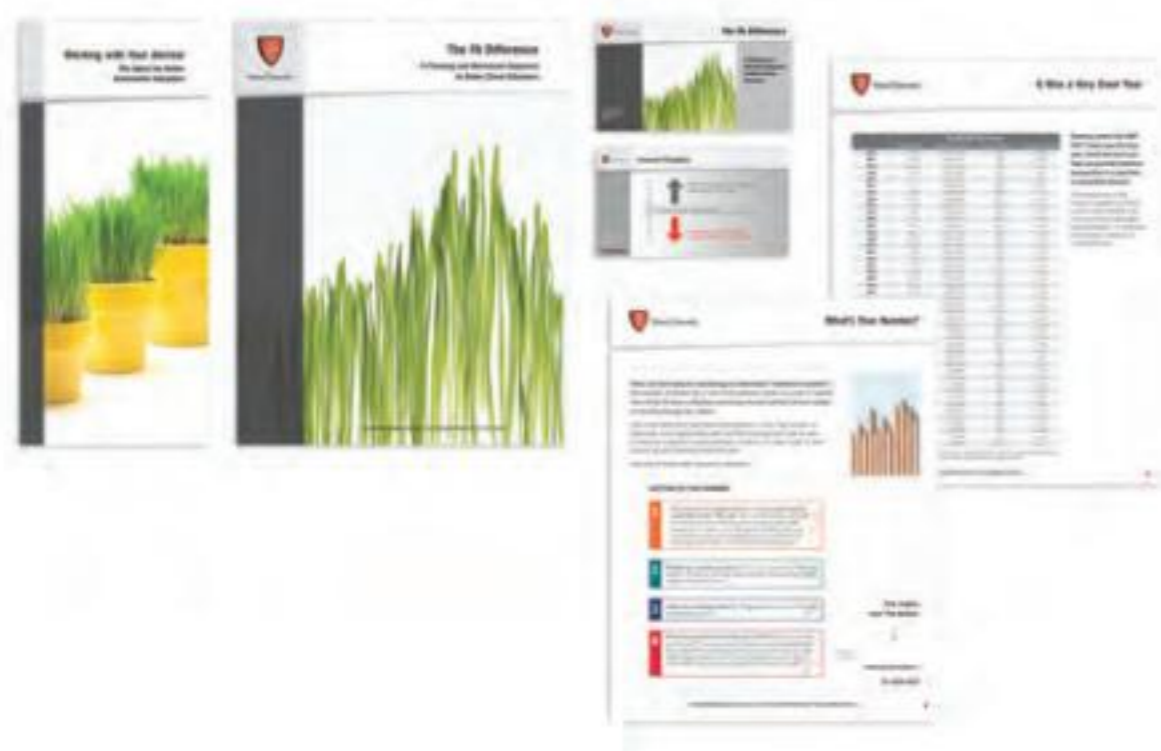
Company Name: VHB, Watertown MA Title: VHB Healthcare Qualifications
 Art Director: Terri Eisenberg Designer: Nicole Fresolo



Company Name: Vanguard, Valley Forge PA Title: Portfolio Analytics and Consulting Folder
 Art Director: Laney Waddel-Laden Designer: Craig Reese
 Illustrator: Craig Reese Copywriter: Ellen Brace CPL: Sharon Dougherty



Company Name: Virtus Investment Partners, New York NY
 Client: Virtus Investment Partners Title: Virtus DFA Target Date Retirement Income Funds Brochure
 Art Director: Emma Simon Designer: Michelle Iseley
 Copywriter: Dimensional Fund Advisors Content Provider: Dimensional Fund Advisors Printer: Allied Printing Services



Company Name: Virtus Investment Partners, New York NY
 Client: Virtus Investment Partners Title: The FA Difference Collateral
 Art Director: Emma Simon Designer: Michelle Iseley Author: Nick Murray
 Printer: Allied Printing Services



Company Name: West Bend Mutual Insurance Company, West Bend WI
 Title: DirectConnect® Accident Report Kit Art Director: Charlotte Reyes
 Designer: Charlotte Reyes Photographer: Charlotte Reyes
 Copywriter: Mary Ellen O'Connor



Company Name: Wolf Trap Foundation for the Performing Arts, Vienna VA
 Title: 2016 Wolf Trap Rentals Brochure Art Director: Sara Shaffer
 Designer: Erin Lange



Company Name: World Wildlife Fund, Washington DC Client: World Wildlife Fund
 Title: Bhutan Storybook Art Director: Sharon Roberts Designer: Sue Irish
 Copywriter: Deborah Ackerman Editor: Alice Taylor



Company Name: Yale Printing and Publishing Services/Yale University,
 New Haven CT Client: Yale Divinity School Title: Here We Stand: A Moment
 of Great Hope at Yale Divinity School Designer: Maura Gianakos



Company Name: Yale Printing and Publishing Services/Yale University,
 New Haven CT Client: Yale West Campus Title: Informational Pocket Folder
 Designer: Lynne Reichentahl

CALENDARS



Company Name: Cepheid, Sunnyvale CA Title: Cepheid 2016 Wall Calendar
 Art Director: Jared Tipton Designers: Kristin Bialaszewski, Bijal Patel Illustrator:
 Kristin Bialaszewski Photographers: John Harrison, Philippe Lee, Phil Hawkins,
 Jeff Tangen, Ryan Bialaszewski, Getty Images Editor: Juanita Westover



Company Name: County of San Diego Department of Parks and Recreation,
 San Diego CA Title: The Upside of Outside: San Diego County Parks 2016 Calendar
 Designer: Vinnie Freeman Marketing and Outreach Manager: Jessica Geiszler



Company Name: Prime Therapeutics, Eagan MN Client: Prime Therapeutics
 Title: Employee Calendar Art Director: Molly Sullivan Designer: Nils Oiseth
 Illustrators: Nils Oiseth, Mike Rupert Production Artist: Jack Jerome



Company Name: US Family Health Plan of Southern New England, Boston MA
 Title: 2016 Member Calendar Art Director: Martha Abdella
 Designer: Martha Abdella Photographers: Martha Abdella, Jill Parker
 Copywriter: Kerry Tucker



Company Name: Werner Enterprises, Omaha NE Title: Werner 2016 Calendar
 Art Director: Sadie Heisner Designer: Aaron Evans
 Photographers: Mark Fountain, Geoff Johnson, Michelle Westphalen



Company Name: World Wildlife Fund, Washington DC Client: World Wildlife Fund
Title: 2015 Calendar Art Directors: Wayne Pederson, Sharon Roberts
Designer: Donna Sicklesmith Copywriter: Deborah Ackerman Editor: Alice Taylor

CATALOGS



Company Name: C.F. Martin & Co., Nazareth PA Client: C.F. Martin & Co.
Title: The Catalog Art Director: Amani Duncan Designer: Donna Hunter



Company Name: Cerritos College Gallery, Norwalk CA Title: 2015 Cerritos College Faculty and Student Art Exhibit Catalog Art Director: Bonnie R. Barrett
Designer: Bonnie R. Barrett



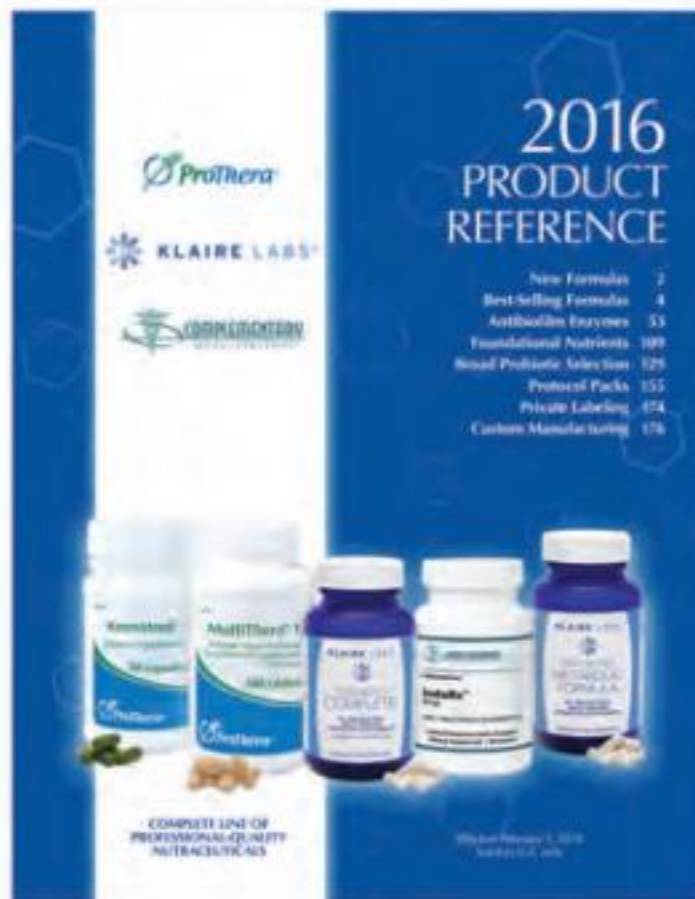
Company Name: Grand Valley State University, Allendale MI
Title: Great Lakes: Image & Word Exhibition Catalogue Art Director: Vinicius Lima
Designer: Vinicius Lima



Company Name: Handwriting Without Tears, Cabin John MD Title: Handwriting Without Tears Spring Product Catalog Art Directors: Shannon Rutledge, Kim Weinstein Designers: Kim Weinstein, Shannon Rutledge
Illustrator: Jan Olsen



Company Name: Pratt Institute, Brooklyn NY Title: School of Continuing and Professional Studies Fall 2015 Catalog Creative Director: Mats Håkansson
Associate Creative Director: Kara Schindwein
Designers: Lauren Francescone, Erin Cave Photographer: Stephen Lewis



Company Name: ProThera, Inc., Reno NV Title: 2016 Product Reference
 Art Director: Laurie Brucks Illustrators: Michelle McLemore, Tracy Marche



Company Name: School of Advertising Art, Kettering OH Title: SAA 2017-2018
 Catalog & Student Handbook Creative Directors: Betsy Woods, Matt Flick,
 Jessica Barry Art Director: Lauren Thompson Designer: Lauren Thompson
 Photographers: Lauren Thompson, Mark Werle, Kim Coughnour, Julie Walling,
 Jordan Freshour Copywriters: Betsy Eoods, Sally Athmer Editor: Sally Athmer
 Printer: Oregon Printing Communications



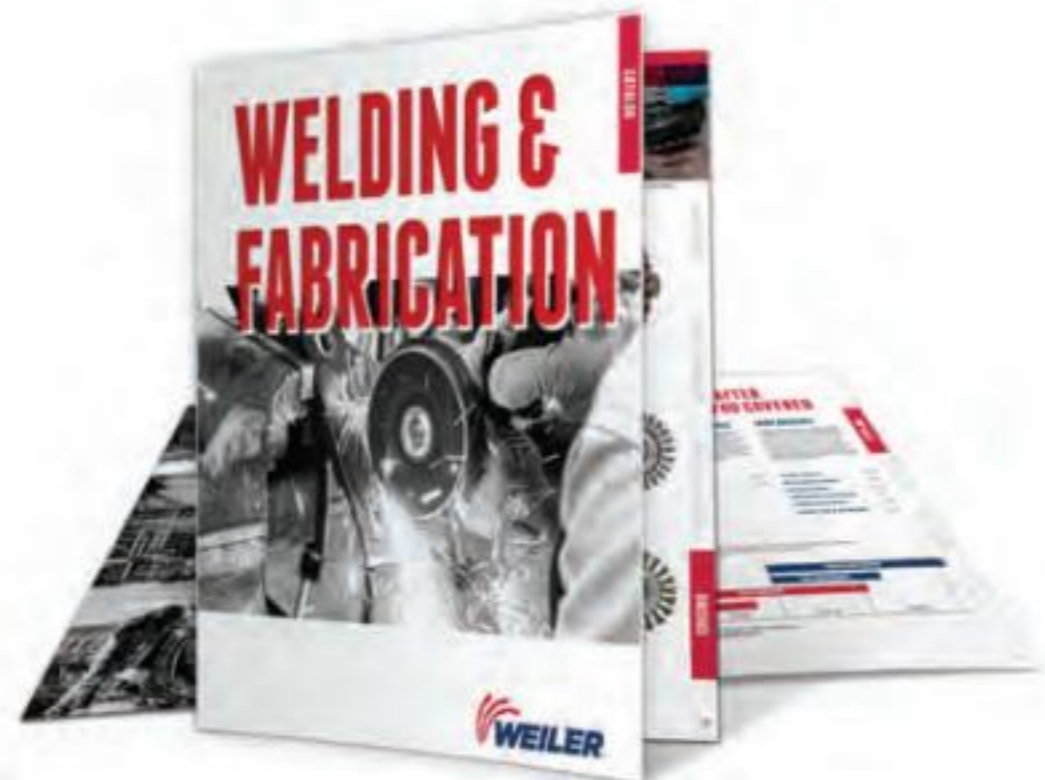
Company Name: Spectrum Brands - Pet, Home & Garden Division, Earth City MO
 Title: Home & Garden Catalog Art Director: Eric Ejchler
 Design: Spectrum Brands - Pet, Home & Garden Division Creative



Company Name: Tarrant County College District/Graphic Services, Fort Worth TX
 Client: Community & Industry Education Title: College For Kids 2016 Catalog
 Art Director: Adrian Jackson Designer: Jeff Diehl Photographer: Deedra Parrish
 Cover Logo: Alexander Hayes



Company Name: Tea Collection, San Francisco CA Title: Tea Collection Spring
 and Summer '16 Catalogs Creative Directors: Dana Johnston Marnovich,
 Stacie McCombs Navarro Designers: Alicia Miao, Sarah Adelman, Tara Creehan,
 Kaitlin Hooper Photographer: Hideaki Hamada Copywriters: LaDonna Willems,
 Shaun Kissing Design Direction: Hannah Robinson
 Creative Producer: Alexis Tijan Stylist: Marjorie Tan



Company Name: Weiler Corporation Creative Services, Cresco PA
 Client: Weiler Corporation Title: Weiler Welding & Fabrication Catalog
 Art Director: Chad Hauenstein Designers: Erik Battle, Karen Necelis

DIRECT MAIL + DIRECT RESPONSE



Company Name: American Heart Association, Dallas TX Client: INAP (Industry Nutrition Advisory Panel) Title: INAP Membership Invitation Post Card Art Director: Terri Stone



Company Name: Applied Underwriters, Foster City CA Client: Applied Underwriters Title: The Mighty Big Harvest Direct Mail Art Director: Nate Wells Designers: Chelsea Clark, Melissa Pieroni Photographer: Nate Wells Writers: Windsor Vineyards, Melissa Pieroni



Company Name: Aurora University, Aurora IL Client: Office of Admission and Financial Aid Title: Discover Aurora University Art Director: Jessi Scurte Designers: Jessi Scurte, Teresa Drier Photographer: Sylvia Springer



Company Name: Aurora University, Aurora IL Client: Community Relations Title: Music by the Lake Season Calendar Art Director: Jessi Scurte Designer: Jessi Scurte



Company Name: Cox Enterprises, Inc., Atlanta GA Title: Know Your Numbers - Health Screening Brochure Art Director: Ann Clayton Designer: Ann Clayton Photographer: David Naugle Account Director: Jeffrey Peebles Account Executive: Kelly Frommer



Company Name: DeLaval Inc., Bannockburn IL Client: National DeLaval Direct Distribution Title: Robotic Milking Info Postcard Designer: Afsaneh Bastanipour



Company Name: Drohan Management Group, Reston VA Client: ISSA Title: 2016 International Conference Postcard Designer: Challee Blackwelder



Company Name: GAF, Parsippany NJ Title: Email - Business Building Club Art Director: Jason Zangrilli Designer: Helen Azzinnari Copywriter: Tracey O'Rourke



Company Name: GAF, Parsippany NJ Title: Email - Contractor's Guide Creative Director: Carlos Caicedo Designers: Helen Azzinnari, Brian Baker Copywriter: Tracey O'Rourke



Company Name: GAF, Parsippany NJ Title: Email - Tools For Success Creative Director: Carlos Caicedo Designers: Helen Azzinnari, Brian Baker Copywriter: Tracey O'Rourke



Company Name: Springpoint Senior Living, Wall Township NJ Client: Winchester Gardens Title: Picture Yourself Here Direct Mail Art Director: Leanne Coppola Designer: Leanne Coppola

DIRECT MAIL + DIRECT RESPONSE



Company Name: Springpoint Senior Living, Wall Township NJ
 Client: Crestwood Manor Title: Crestwood Manner 101 Direct Mail
 Art Director: Anna Malyszka Designer: Anna Malyszka



Company Name: Springpoint Senior Living, Wall Township NJ
 Client: Meadow Lakes Title: Discover the Magnificence Direct Mail
 Art Director: Anna Malyszka Designer: Anna Malyszka



Company Name: University of New Haven, West Haven CT
 Title: Count Me In Participation Challenge Designer: Alicia Post Lindstadt



Company Name: University of New Haven, West Haven CT
 Title: Accepted Students Direct Mailer, Prato Campus Designer: Chris Teodosio



Company Name: Vanguard, Valley Forge PA Title: Vanguard's Inside ETFs Conference Direct Mail
 Art Director: Laney Waddel-Laden Designer: Kim Branson
 Photographer: Lisa Godfrey Copywriter: Michael Custer CPL: Kristen Simchick

EDITORIAL DESIGN

BOOKS

NEWSLETTERS

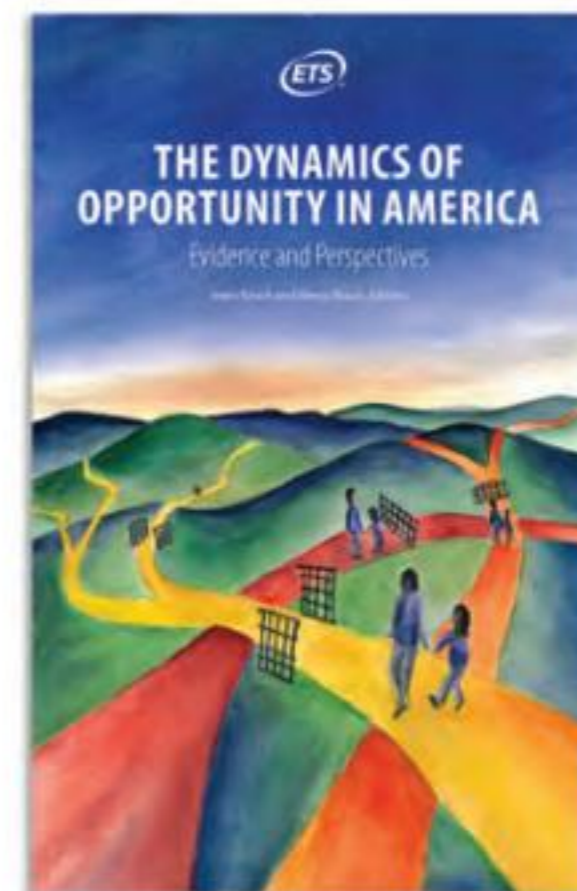
PUBLICATIONS



Company Name: AKF Group, Boston MA Title: AKF Group Brand Book 1.0
Designer: Erin Hartmann Brand Book Creator: Erin Hartmann



Company Name: EMC Publishing, LLC, St. Paul MN Client: EMC Publishing, LLC
Title: Zhēn Bàng! Second Edition Chinese Series Art Director: Leslie Anderson
Designer: Leslie Anderson



Company Name: ETS (Educational Testing Service), Princeton NJ
Title: Opportunity in America Report Art Director: George Barrett
Designer: Clara Sue Beym Illustrator: Clara Sue Beym

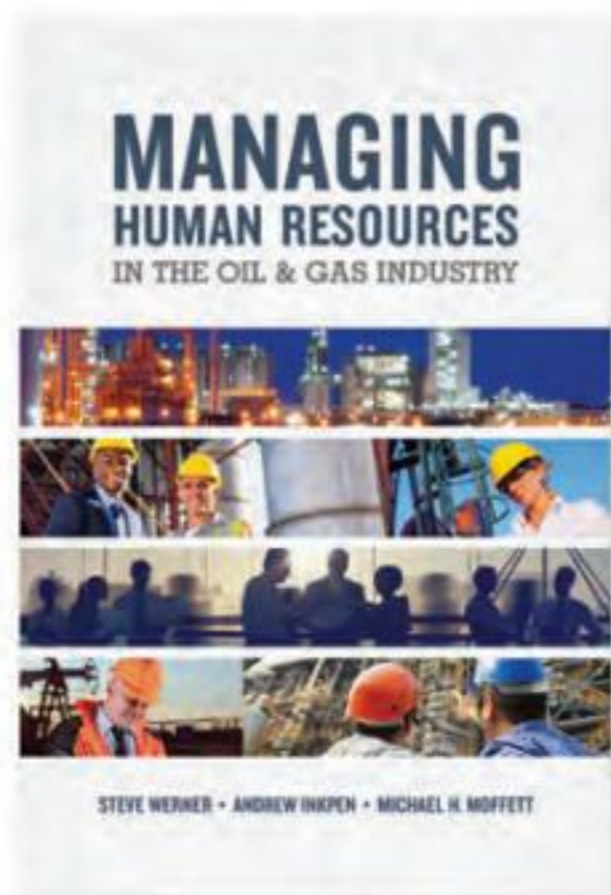


Company Name: Holiday Fenoglio Fowler (HFF), Raleigh NC
Title: Market 42 Offering Memorandum Designer: Sarah Spain
Copywriter: Sarah Godwin

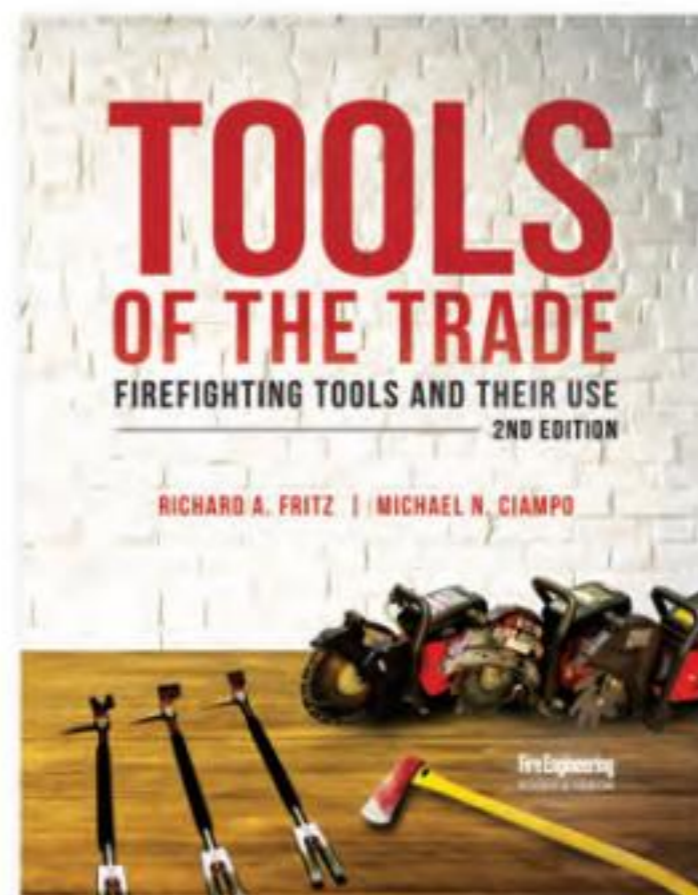


Company Name: LIK USA, Las Vegas NV Client: LIK USA/Peter Lik
Title: Equation of Time Photography Book Art Director: Peter Lik

BOOKS



Company Name: PennWell Corporation, Tulsa OK Client: PennWell Professional Education Products Title: Managing Human Resources in the Oil & Gas Industry Art Director: Charles Thomas Designer: Charles Thomas Marketing Manager: Sarah DeVos



Company Name: PennWell Corporation, Tulsa OK Client: Fire Engineering Books & Videos Title: Tools of the Trade, Second Edition Art Director: Elizabeth Wollmershauser Designer: Elizabeth Wollmershauser Publisher: June Griffin Marketing Manager: Sarah DeVos



Company Name: Quicken Loans Creative Team, Detroit MI Client: Quicken Loans Title: ISMs In Action: Eastern Market Edition Creative Director: David Garant Designer: Colleen Congeyer Photographer: Cody Ross Copywriter: Krystal Beers Editors: Chrissy Brackel, Michelle Giorlando Project Manager: Kayla Hord



Company Name: SecurityNational Mortgage Company, Cottonwood Heights UT Title: Realtor Partner Promo Book Creative Director: Dave Bollard Art Director/Designer: Evie Marenco Designer: Drew Sanders CMO: Mike Shehan



Company Name: Yale Printing and Publishing Services/Yale University, New Haven CT Client: Yale Divinity School Title: Historical Buildings of Yale Divinity School Designer: Maura Gianakos

NEWSLETTERS



Company Name: AKF Group, Boston MA Title: AKF Client Newsletter
 Designer: Erin Hartmann Photographer: James Ewing/OTTO



Company Name: Central Park Conservancy, New York NY Title: Insider -
 Central Park Conservancy Newsletter Art Director: Sol Salgar
 Designer: Lilly Passalacqua Photographer: Sara Cedar Miller



Company Name: Diplomat, Flint MI Title: The Diplomat Observer Q3, 2015
 Art Directors: Drew Smith, Alan Dore Designer: Emily Lobbstaal
 Photographers: Caitlin Moore, Emily Slezak Copywriters: Joel Meredith,
 Jennifer Hagerman, Jessica Shaddowine, Melissa Woodworth, Liz Carr



Company Name: ETS (Educational Testing Service), Princeton NJ
 Title: IEBC Email Invite Art Director: George Barrett Designer: Jeffrey Aikens
 Copywriter: Ujjaini Moulik



Company Name: Rutgers Center for Advanced Infrastructure and Transportation
 (CAIT), Piscataway NJ Title: Rutgers CAIT Transportation Today Newsletter
 Art Director: Allison Thomas Designer: Allison Thomas Illustrator:
 Chris Maghintay Photographer: Drew Noel Photography Printer: Brilliant Graphics

PUBLICATIONS



Company Name: American Academy of Dermatology, Schaumburg IL
 Title: Dermatology World June 2015 - Dangers of the Deep
 Designers: Theresa Oloier, Nicole Torling



Company Name: American Pharmacists Association, Washington DC
 Client: Integrated Design and Production Department Title: Pharmacy Today, Annual Meeting Edition Art Director: Scott Neitzke



Company Name: Association Management Group/Creative Design Studio, McLean VA Client: Association for Healthcare Foodservice (AHF)
 Title: S.O. Connected Magazine Designer: Derek Heilmann



Company Name: CBIA, Hartford CT Title: CBIA News Cover Design - July/August 2015 Art Director: John Kallio Designer: John Kallio Photographer: John Kallio



Company Name: CBIA, Hartford CT Title: CBIA News Cover Design - May 2016
 Art Director: John Kallio Designer: John Kallio



Company Name: CBRE, Inc., Philadelphia PA Title: Philadelphia's Urban Retail Report Designer: Brigit Bruning



Company Name: Central Park Conservancy, New York NY Client: Central Park Conservancy Institute for Urban Parks Title: Turf Care Handbook and Trash Management and Recycling Handbook Art Director: Sol Salgar Designer: Lilly Passalacqua Photographer: Sara Cedar Miller



Company Name: City of Hope Creative Services, Duarte CA Client: City of Hope Marketing & Communications Title: City News - Winter/Spring 2016 Art Director: Kim Hosozawa Designer: Kristen Santoni Photographers: Fred Lee, Russ Quackenbush, Walter Urie



Company Name: Federal Reserve Bank of Dallas, Dallas TX Client: Economic Education Department Title: Navigate: Exploring College and Careers Art Director: Samantha Coplen Designer: Samantha Coplen



Company Name: Kentucky Retirement Systems, Frankfort KY Title: Kentucky Retirement Systems PREP Handbook Art Director: Scarlett Consalvi Designer: Ilse House Illustrator: Ilse House Photographer: Paul Ross



Company Name: MathWorks, Natick MA Title: MathWorks News and Notes 2016 Art Director: Robert S. Davison Designer: Chris Roth Editor: Rosemary Oxenford, Julie Cornell, Linda Webb



Company Name: Medi-Weightloss, Tampa FL Title: MediLiving Patient Magazine Art Director: Vanessa Cohen Designers: Vanessa Cohen, Maria Gazabon Editors: Carol Balkcom, Kimberley Brown-Smith

PUBLICATIONS



Company Name: National Association of REALTORS®, Chicago IL
 Client: REALTOR® Magazine Title: Ground Forces (Feature Design)
 Art Director: Julie Fournier



Company Name: National Community Pharmacists Association (NCPA), Alexandria VA
 Title: America's Pharmacist - The Business of Nutrition
 Creative Director: Robert Lewis Designer: Marianela Mayhew



Company Name: National Community Pharmacists Association (NCPA), Alexandria VA
 Title: America's Pharmacist - Pet Prescriptions
 Creative Director: Robert Lewis Designer: Marianela Mayhew



Company Name: National Community Pharmacists Association (NCPA), Alexandria VA
 Title: America's Pharmacist - 2016 Buyer's Guide
 Creative Director: Robert Lewis Designer: Marianela Mayhew



Company Name: Oak Street Funding, Carmel IN Title: The Bridge Magazine
 Design Art Director: Aidreen S. Hart Designer: Aidreen S. Hart
 Editorial Director: Michelle Wilson Editor/Marketing Coordinator: Stefanie Neer



Company Name: Pennsylvania School Boards Association (PSBA), Mechanicsburg PA
 Title: PSBA Bulletin April 2015 Edition Designer: Lisa Baldwin
 Managing Editor: Steve Robinson



Company Name: Performance Racing Industry Industry Magazine, Laguna Beach CA Title: June 2015 PRI Magazine Cover - Land Speed Racing Creative Director: Rob Hiner Photographer: Louise Ann Noeth Publisher: John Kilroy Editor: Dan Schechner



Company Name: Pratt Institute, Brooklyn NY Title: DxD, Differentiate by Design, Nos. 4 & 5 Creative Director: Mats Håkansson Associate Creative Director: Kara Schlindwein Designers: Ghazaal Vojdani (No. 4), Rory King (No. 5) Illustrators: Ghazaal Vojdani, Alex Cerrilla (No. 4), Rory King (No. 5) Photographer: Peter Tannenbaum Copywriters: Karen Horton, Charlotte Savidge



Company Name: Tufts Medical Center, Boston MA Client: Tufts Medical Center Title: Good Medicine Art Director: Marcia Ciro Designer: Marcia Ciro



Company Name: University of La Verne, La Verne CA Client: Virtus Investment Partners Title: Voice Magazine Spring 2016 Art Director: Maureen Panos Designers: Kandace Selnick, Rachel Simanjuntak Photographers: Shaughn Hull, Jasmin Miranda, Philip Higson



Company Name: William & Mary Advancement Communications, Williamsburg VA Client: William & Mary Alumni Association Title: Liftoff - W&M Alumni Magazine Article, Winter 2016 Art Director: Michael D. Bartolotta Illustrator: Dave Murray Writer: Ben Kennedy

IDENTITY DESIGN

CORPORATE
IDENTITY PROGRAMS
LOGOS + SYMBOLS



Company Name: CallisonRTKL, Seattle WA Title: Ideas Change Everything
Designers: Angelia Duncan, Melody Hung, Mostafa Moselhy, Steven Norris, Liz Patterson, Marissa Pirog, Noel Rivard



Company Name: Cambridge Innovation Institute, Needham MA
Title: CII-CHI-CET Identity Art Director: Pat Capobianco
Design Director: Tom Norton Design: Cambridge Innovation Institute Team



Company Name: Commerce Bank, Kansas City MO
Client: CommerceVantage Title: CommerceVantage Identity
Art Director: Robert Sitek Designer: Robert Sitek



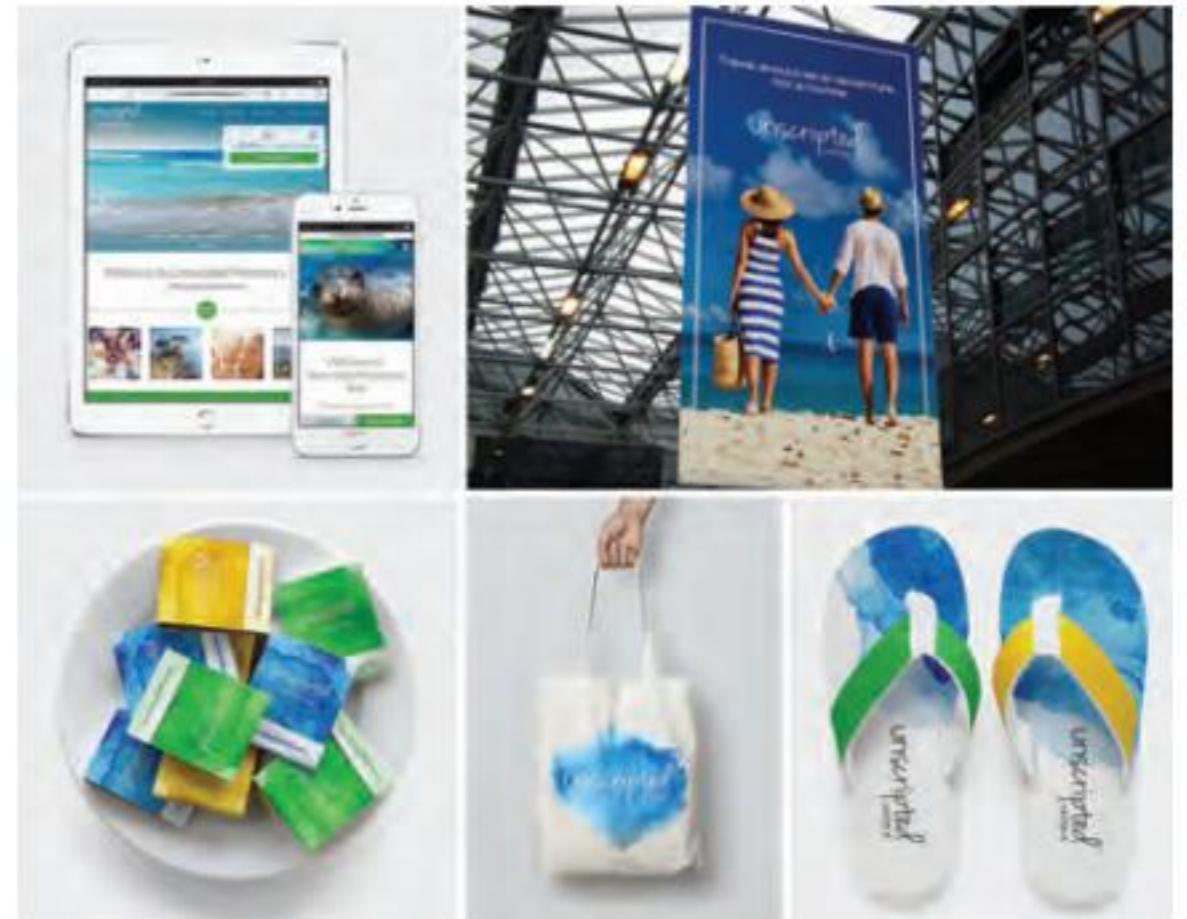
Company Name: Commerce Bank Creative Solutions Group, Kansas City MO
Client: Commerce Bank Title: Branding for Next 2016 Conference
Art Director: Jenn Kay Designer: Theresa Wildhaber



Company Name: DISH/OneTen DISH Creative, Englewood CO Client: DISH
Title: PAW Corporate Rebrand Art Director: Lauren Nadrowski
Designer: Lauren Nadrowski Account Executive: Kate Sopher
Production Artists: Evan Brogan, Lacy Moore



Company Name: Dream Hotel Group, New York NY Client: Time Hotels
 Title: Time Hotels Brand Identity System Art Director: Freddy E. Lopez
 Designer: Venessa Rosely



Company Name: Dream Hotel Group, New York NY Client: Unscripted Hotels
 Title: Unscripted Hotels Brand Identity System Art Director: Freddy E. Lopez
 Designer: Venessa Rosely



Company Name: Francis Cauffman Architects, Philadelphia PA Title: Francis Cauffman New Stationery Kit Art Director: Dale Walker Designer: Evan Raisner



Company Name: Fresh Ideas & Lucova, Columbia MO
 Title: FreshX: Refining Dining



Company Name: JConnelly, Parsippany NJ Title: JConnelly Identity System
 Designers: Angela Vuocolo, Joseph Morgan



Company Name: KPMG, Montvale NJ Title: KPMG Purpose Campaign
 Art Director: Jacquelyn Romano

CORPORATE IDENTITY PROGRAMS



Company Name: National Psoriasis Foundation, Portland OR Title: Team NPF Cycle Jerseys Art Director: Nick Fillis Designer: Nick Fillis Illustrator: Nick Fillis



Company Name: New York Life & MainStay Investments, Jersey City NJ Title: Institutional Thought Leadership Research Symposium



Company Name: Prime Therapeutics, Eagan MN Client: Prime Therapeutics Title: Government Programs Symposium Identity Art Director: Molly Sullivan Designer: Nils Oiseth Copywriter: Bryan Mack Production Artist: Jack Jerome



Company Name: Realty, Madison NJ Client: Realty Corporate Compliance Title: Code of Ethics Campaign Creative Director: Tammy Cameron Designer: Tammy Cameron Microsite Developer: Jennifer Gunn Web Developer: Rich Angermiller



Company Name: Realty, Madison NJ Client: Realty Corporate Communications Title: ONE Realty Corporate Identity Art Director: Gwenn Bartku Designer: Gwenn Bartku Flash Developer: Rich Angermiller



Company Name: Southern Company, Atlanta GA Title: Atlanta Celebrates The TOUR Champion Identity Art Director: Jennifer Higgins Designer: Jennifer Higgins



Company Name: The Exchange, Dallas TX Client: Exchange Associates and Retirees Title: ExchangeAssoc Social Media Campaign Art Director: Sandi Lute Designer: Ryan Smith

LOGOS + SYMBOLS



Company Name: Blue Bumble Creative, Littleton MA Title: Blue Bumble Creative Rebrand (from DSI Marketing) Art Director: Tim Blacklock Designer: Tim Blacklock Illustrator: Tim Blacklock



Company Name: Francis Cauffman Architects, Philadelphia PA Title: Francis Cauffman New Logo Art Director: Dale Walker Designer: Evan Raisner



Company Name: GAF, Parsippany NJ Title: Executive Summit Logo Creative Director: Carlos Caicedo Designer: David Shin



Company Name: Global Payments Inc., Atlanta GA Client: Global Payments Product Team Title: Global Payments Product Branding Creative Director: Amy W. Corn Art Director: Chris Werger Designer: Chris Werger Contributor: Beth Bergmann



Company Name: Hitachi Data Systems, Santa Clara CA Client: HDS Title: FOCUS Sales Leadership Event Brand Art Director: Kaycee Lang Designers: Vicki Taniguchi, Kathy King Copywriter: Doug Howatt



Company Name: Hitachi Data Systems, Santa Clara CA Client: Women of Hitachi Title: Women of Hitachi Identity Designer: Kaycee Lang



Company Name: Neoscape, Inc., Boston MA Title: Neoscape Corporate Identity



Company Name: North Carolina Zoo, Asheboro NC
 Title: 2016 North Carolina Zoo Logo Art Director: Brooke Sides
 Designers: Betsy Powell, De Potter, Diane Villa



Company Name: Parsons Corporation, Chicago IL
 Title: Parsons ECD Logo Creative Director: Kathy Sara
 Designer: Abby Jeuell, Elizabeth Clark



Company Name: PennWell Corporation, Tulsa OK
 Client: Dental Assisting & Office Manager Digest Title: Dental Assisting Logo
 Art Director: Brandon Ash Designer: Brandon Ash Publisher: Craig Dickson
 Marketing Manager: Jennifer Van Burkleo



Company Name: Protect-A-Bed, Wheeling IL Client: REM-Fit
 Title: REM-Fit Branding Logo Designer: Peter Pecoulas



Company Name: San Diego Convention Center Corporation, San Diego CA
 Title: San Diego Convention Center Corporation Logo Redesign
 Art Director: Barbara Moreno Designer: Geri Koenig

LOGOS + SYMBOLS



Company Name: THE HIVE, New York Institute of Technology, New York NY
 Title: THE HIVE Logo Art Director: Diego Rios Designer: Rozina Vavatsi



Company Name: Takeda Pharmaceuticals, Cambridge MA Title: Galactic Gala
 Logo and Identity Art Director: Cristina Cresta Designer: Tiffany McMeen



Company Name: Takeda Pharmaceuticals, Cambridge MA
 Title: Music 2 Fight Myeloma Logo and Identity
 Art Director: Cristina Cresta Designer: Tiffany McMeen



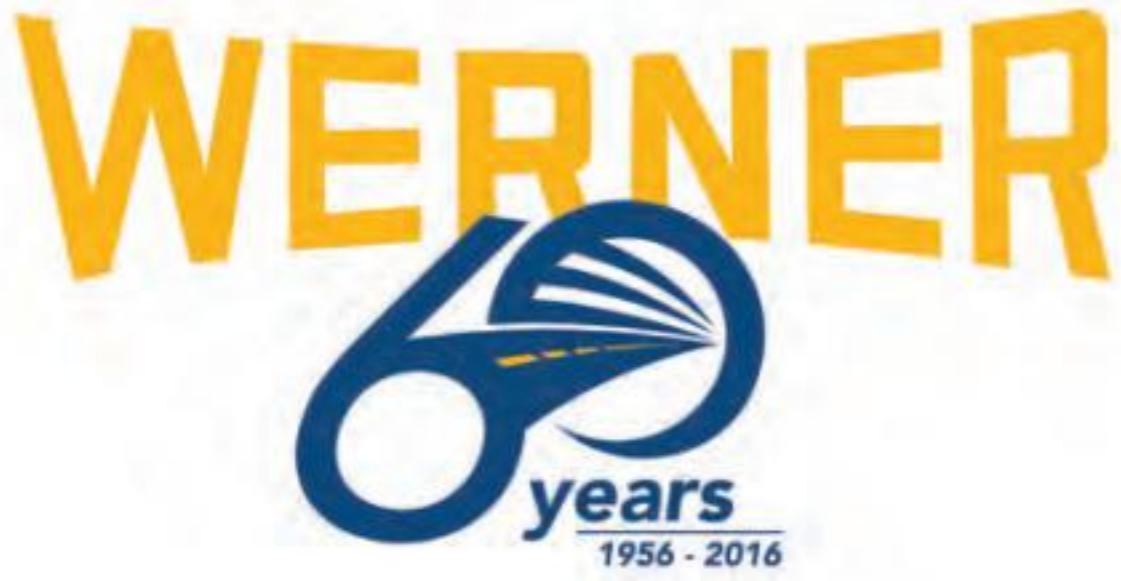
Company Name: Takeda Pharmaceuticals, Cambridge MA
 Title: National Sales Meeting Logo and Identity Art Director: Jess Gangi
 Designer: Tiffany McMeen



Company Name: Takeda Pharmaceuticals, Cambridge MA Client: Aramark
 Title: The Local Logo and Identity Art Director: Cristina Cresta
 Designer: Leah Markham



Company Name: Veritiv, Loveland OH Title: Seville Envelopes Identity
 Senior Graphic Designer: Michael McCall



Company Name: Werner Enterprises, Omaha NE Client: Werner Enterprises
Title: Werner 60 Year Logo Art Director: Sadie Heisner Designer: Aaron Evans



Company Name: YETI, Austin TX Title: Smoke Charmers Graphic
Art Director: Trish Olives Designer: Michael Bergman

INFOGRAPHICS



Company Name: Cox Automotive Creative Studios, Atlanta GA Client: Autotrader
 Title: Autotrader Winter Care Car Infographic Creative Director: Carlos Escobar
 Art Director: Chris Lozada Designer: Amanda O'Neal



Company Name: Davis Polk & Wardwell LLP, New York NY Client: Davis Polk -
 Financial Institutions Group Title: Five Years of Dodd-Frank Infographic
 Art Director: Glenn Gontha



Company Name: DeLaval Inc., Bannockburn IL Client: North American Animal
 Health Division Title: Swinging Cow Brush Campaign Designer: Susanne Norman
 Illustrators: Susanne Norman, Lupu Design AB



Company Name: Diplomat, Flint MI Title: Rare Disease Campaign Infographic
 Art Director: Drew Smith Designer: Emily Lobbetael Illustrator: Emily Lobbetael
 Copywriter: Joel Meredith



Company Name: Enova, Chicago IL Client: QuickQuid Title: How To Plan the
 Perfect Cheap Getaway Designer: Katherine Wren Copywriter: Eddie Rybarski



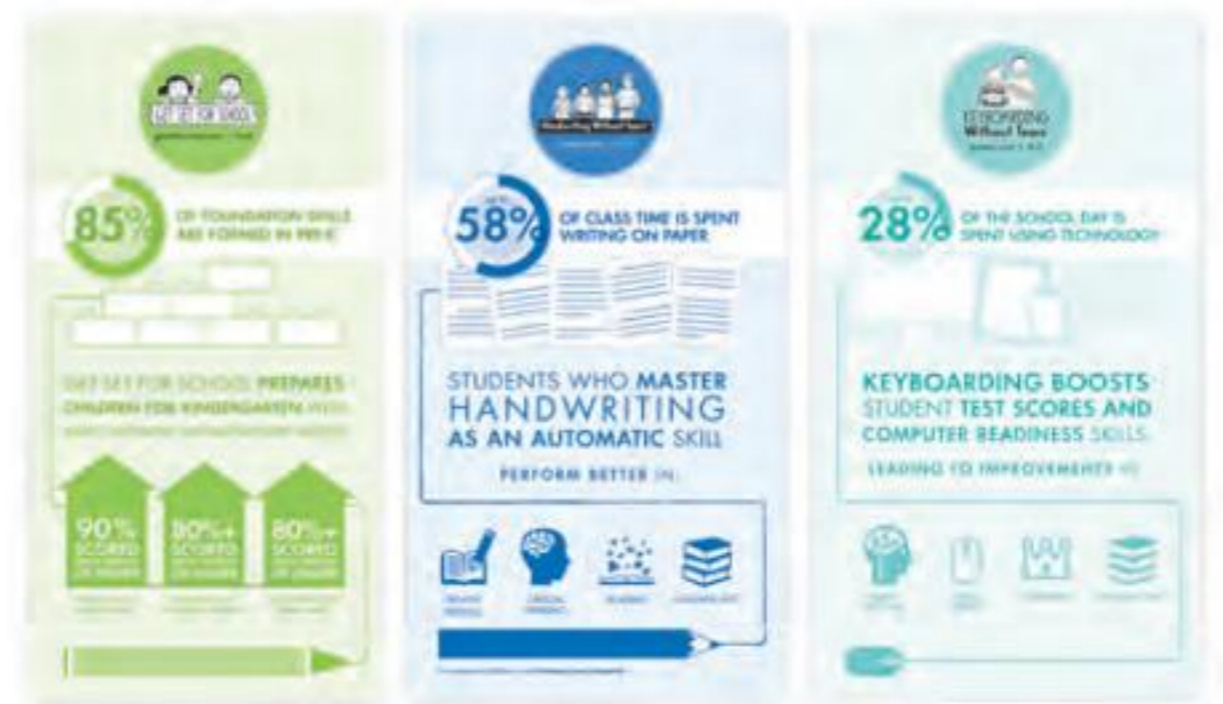
Company Name: Enova, Chicago IL Client: Headway Capital
 Title: Small Business Holiday Planning Guide Designer: Joanna Burgraf
 Copywriter: Jordhan Briggs



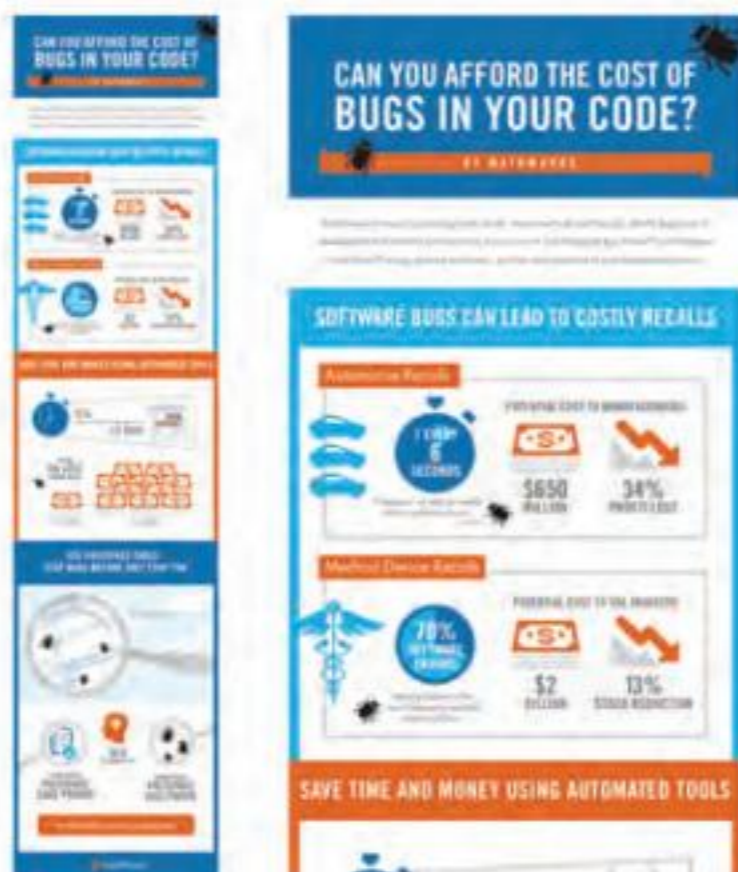
Company Name: Enova, Chicago IL Client: NetCredit
 Title: The Total Cost of Thanksgiving Designer: Will Carter
 Copywriter: Jordhan Briggs



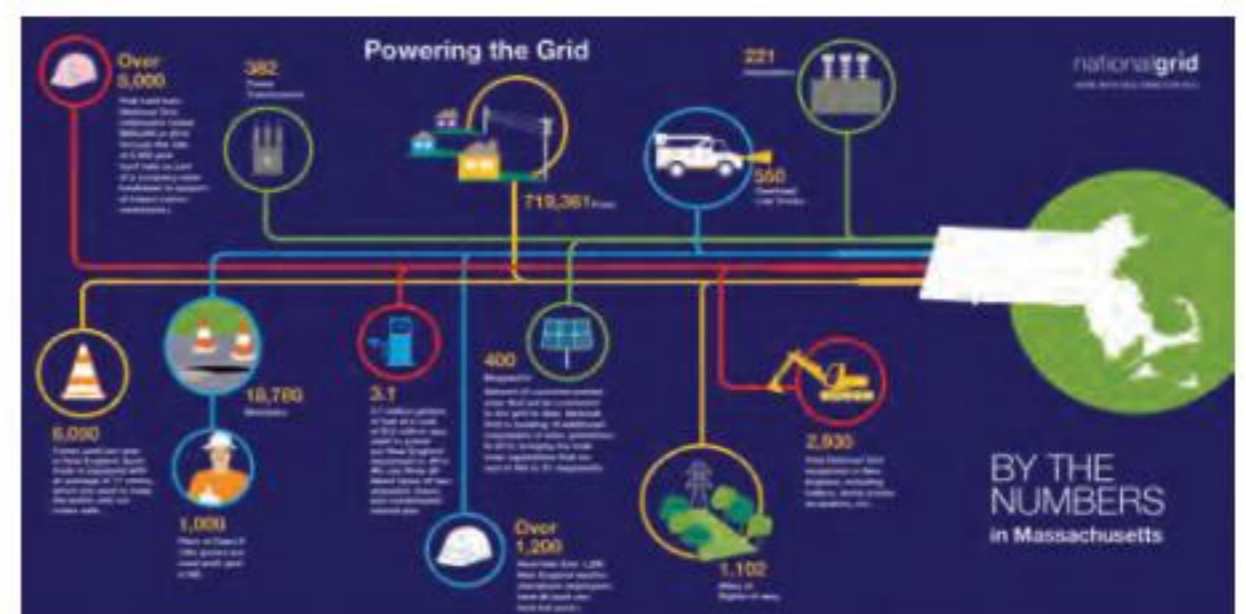
Company Name: Global Payments Inc., Atlanta GA Client: Global Payments Inc.
 Title: Ecommerce Infographic Art Director: Chris Werger Designer: Chris Werger
 Copywriters: Jill Shuberg, DeAnna Bell



Company Name: Handwriting Without Tears, Cabin John MD
 Title: Developmental Skills Infographic Series Designer: Shannon Rutledge
 Illustrator: Shannon Rutledge



Company Name: MathWorks, Natick MA Title: Polyspace Infographic
 Art Director: Robert S. Davison Designer: Kate Motter
 Illustrator: Kate Motter Editor: Kate Camerlin



Company Name: National Grid, Waltham MA Title: Massachusetts By The Numbers Infographic
 Art Director: Henry Brigham Designer: Lori Taraborelli
 Senior Production Coordinator: Heather Thompson

INFOGRAPHICS



Company Name: Parsons Corporation, Chicago IL Title: Parsons Aviation Infographic Creative Director: Kathy Sara Designers: Tim Imbordino



Company Name: Plex Systems, Inc., Troy MI Title: 3 Ways To Enhance Shop Floor Visibility Infographic Designer: Danielle Polselli



Company Name: Sessions College for Professional Design, Tempe AZ Title: Graphic Design Career Guide Infographic Art Director: Patricio Sarzosa Designer: Patricio Sarzosa Director of Marketing: Mhelanie Hernandez President: Gordon Drummond



Company Name: The Exchange, Dallas TX Client: HQ Building Facility Title: Exchange By The Numbers Mural Art Director: Sandi Lute Designer: Ryan Smith

INTERNET DESIGN



Company Name: American Heart Association, Dallas TX Client: ECC - CPR and First Aid Training Title: ECC - CPR & First Aid Training Microsite Art Director: Karen Morales Designer: Karen Morales Illustrator: Karen Morales



Company Name: American Petroleum Institute (API), Washington DC Title: International Oil Spill Conference (IOSC) Website Art Director: Jim Van Meer Designer: Anais L. Vaval Developer: Rachid Mrad



Company Name: American Petroleum Institute (API), Washington DC Title: API WorkSafe 2.0 Website Art Director: Jim Van Meer Designer: Anais L. Vaval



Company Name: Association Management Group/Creative Design Studio, McLean VA Client: National Investment Company Service Association (NCSA) Title: NCSA General Membership Meeting Website Designer: Derek Heilmann



Company Name: Associations International, Lexington KY Client: International Coach Federation Title: International Coach Federation Become A Coach Microsite Designer: Stephanie Wright Videography: Courage Media

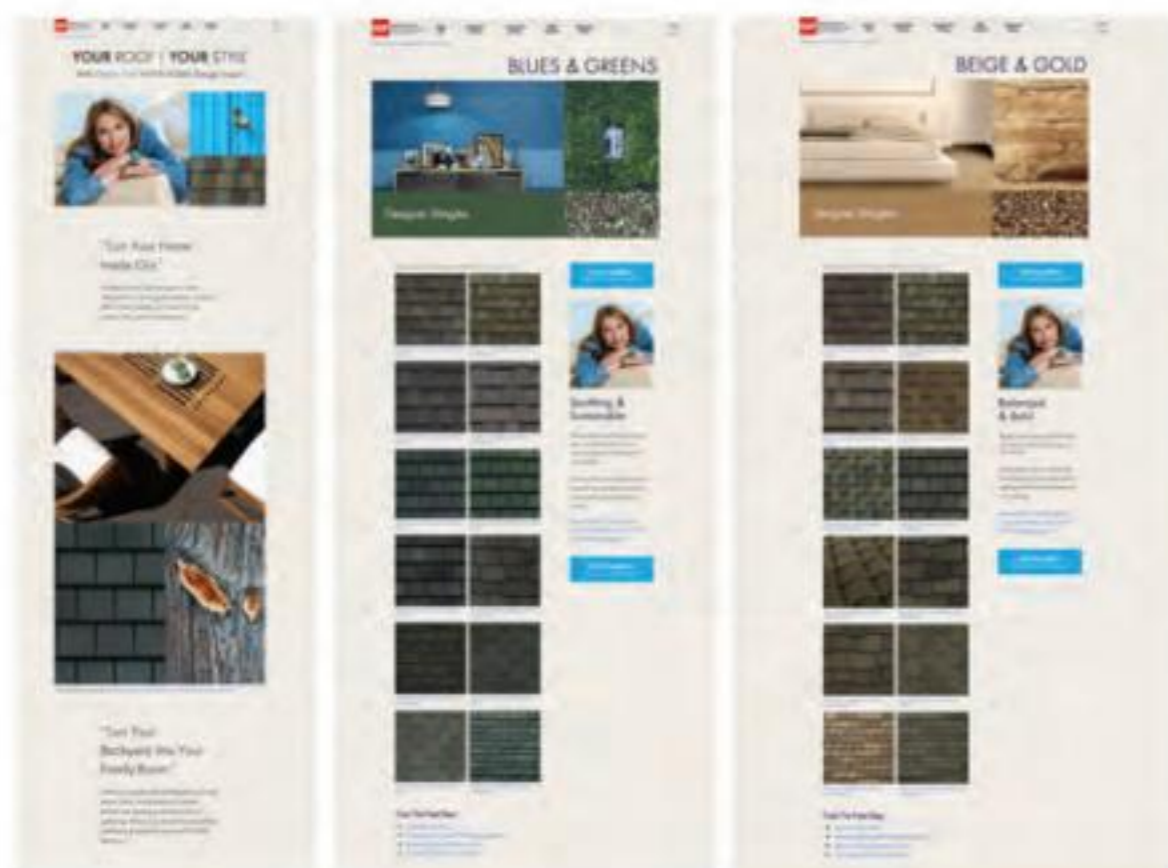
INTERNET DESIGN



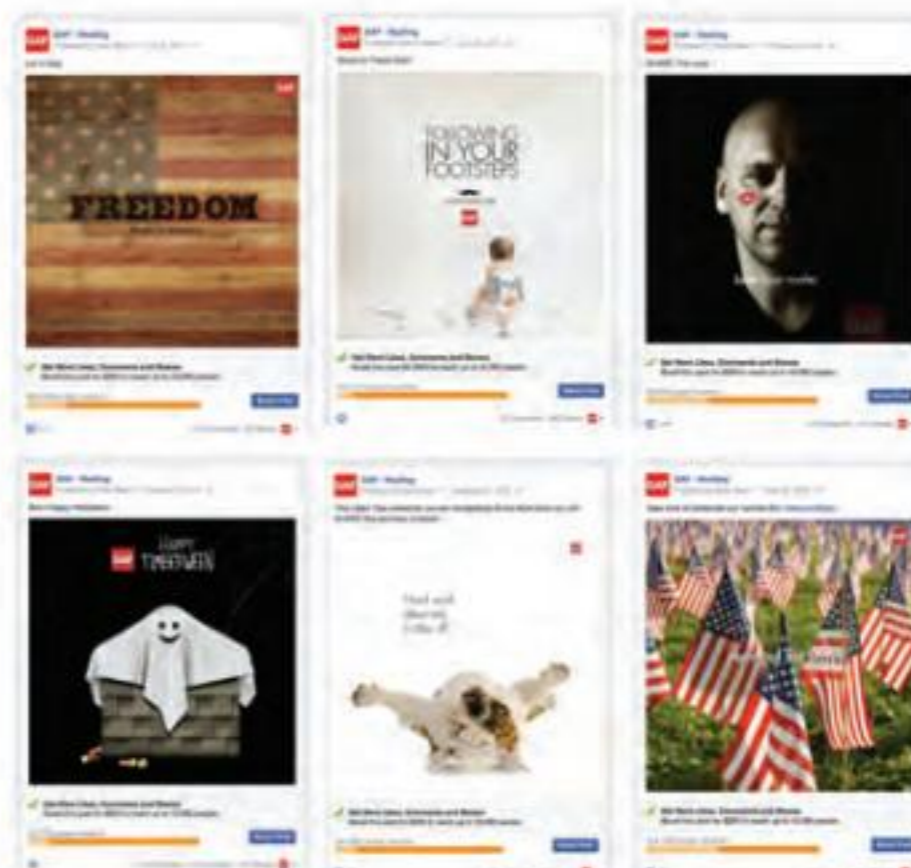
Company Name: Clarus Commerce, Rocky Hill CT Client: ShopSmarter
 Title: ShopSmarter Web Experience Art Director: Elizabeth Kaseta
 Design Guidance: Caitlin Albrycht, Christine Rochester



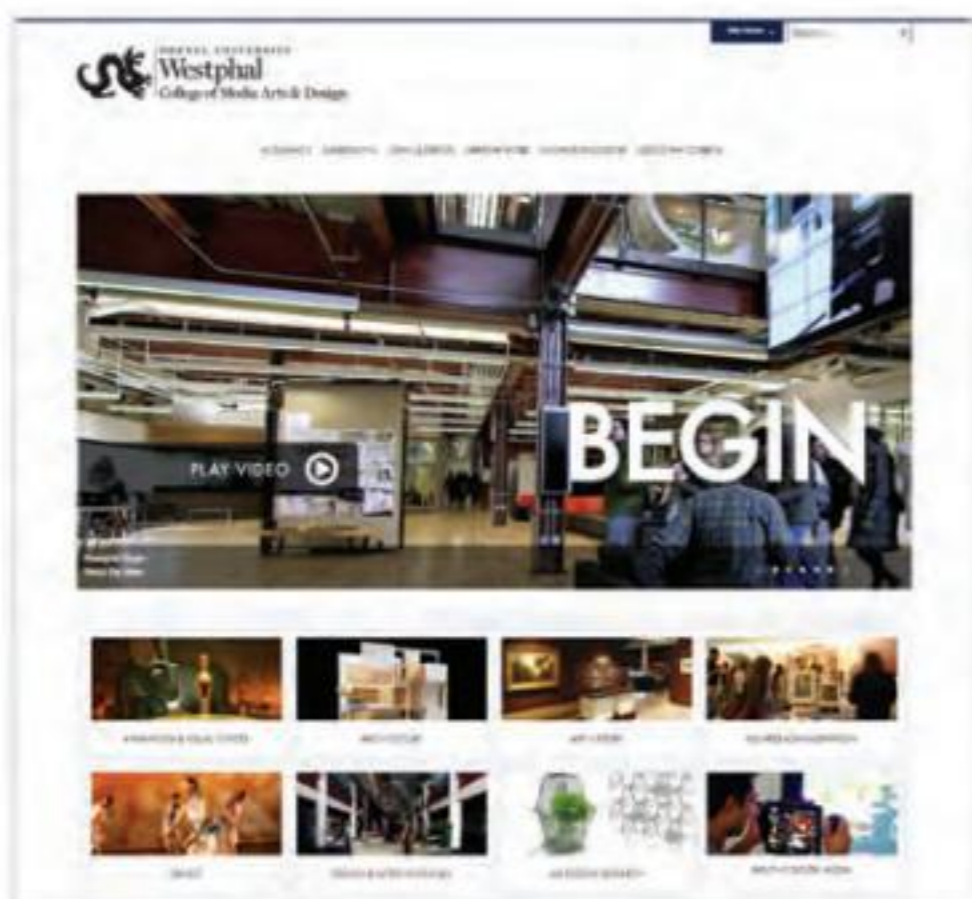
Company Name: Colgate University, Hamilton NY Client: Office of Admission
 Title: Admission Landing Page Art Director: Katherine Mutz
 Developer: Patrick Brosnan



Company Name: GAF, Parsippany NJ Title: GAF Shingle Style Guide
 Creative Director: Carlos Caicedo Designers: Brian Baker, Matt Neilan
 Photographer: Matt Wells Sr. Manager, Digital Strategy: Brian Baker
 Project Manager: Deb Shufelt



Company Name: GAF, Parsippany NJ Title: Facebook Holiday Posts
 Creative Director: Carlos Caicedo Designers: David Shin, Matt Neilan,
 Helen Azzinnari Photographer: Jeff Herbert Copywriter: Tracey O'Rourke
 Sr. Manager, Digital Strategy: Brian Baker Social Content
 Creator: Deb Shufelt Retoucher: Matt Wells



Company Name: Gdovin Designs, Philadelphia PA Title: Drexel University
 Westphal College of Media Arts & Design Website Design
 Art Director/Designer: Josh Gdovin, Gdovin Designs



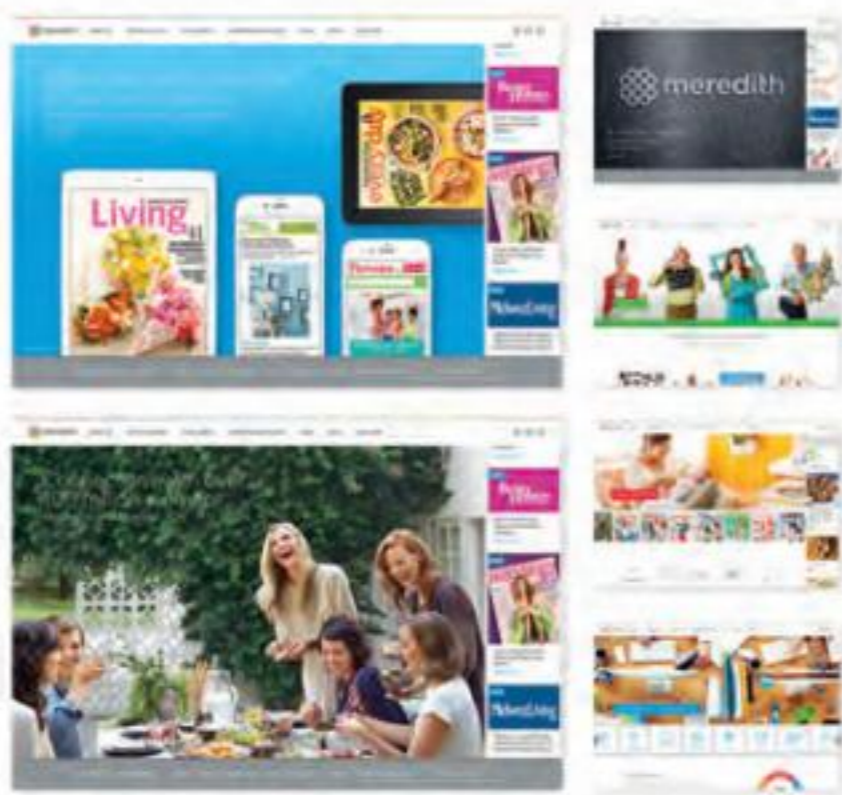
Company Name: Kahala Brands, Scottsdale AZ Client: TacoTime
 Title: TacoTime Website Redesign Creative Director: Rebecca Springer
 Designer: Leslie York



Company Name: Kids II, Inc., Atlanta GA Title: Kids II Website Redesign
 Art Directors: Adam Bain, Robbie Beers Designer: Robbie Beers
 Photographer: John Scott Randall Partner: Launch Interactive



Company Name: MESA, Dallas TX Title: MESA Website Design
 Art Director: Sandra Barker Designers: Jennifer King, Meredith Roberts



Company Name: Meredith Corporation, New York NY Title: Meredith Corporation
 Site Redesign Art Director: Chris Ondik



Company Name: New York Life & MainStay Investments, Jersey City NJ
 Title: Index IQ Website Design



Company Name: Prime Therapeutics, Eagan MN Client: Prime Therapeutics
 Title: Prime Therapeutics Website Art Director: Molly Sullivan
 Designers: Nils Oiseth, Megan Tanck Photographers: Joe Treleven,
 Dave Shafer Copywriter: Christine Cosby



Company Name: Protect-A-Bed, Wheeling IL Client: Protect-A-Bed, UK
 Title: B2B Email Promotion Designer: Lian Tan

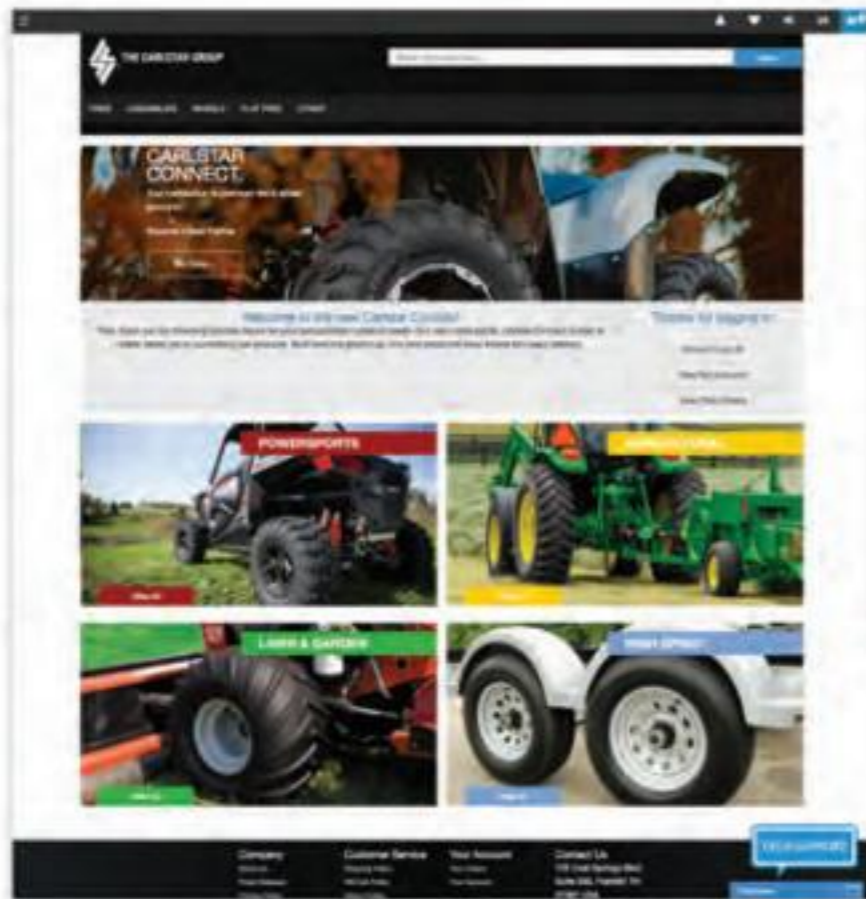
INTERNET DESIGN



Company Name: Robert Half, Menlo Park CA Title: Get Ready For Generation Z
 Creative Director: Stephnee Leathers Art Director: Liz Soares
 Designers: Misty Reed, Mary Jane Copywriter: Sarah Whitman



Company Name: THOR, Inc., Broomfield CO Title: THOR Agent Connection
 Website Designer: Tessa Snyder Marketing and Operations Manager: Trisha Hall



Company Name: The Carlstar Group, Franklin TN Title: The Carlstar Group B2B
 Ecommerce Site Art Director: Joshua Penfold Designer: Joshua Penfold
 Project Manager: Peter Gavin



Company Name: University of Texas/MD Anderson Cancer Center, Houston TX
 Client: MD Anderson Cancer Center Strategic Communications
 Title: Facebook Graphic For National Cancer Survivors Day Art Director:
 Erin McCormick Designer: Erin McCormick Illustrator: Erin McCormick



Company Name: Werner Enterprises, Omaha NE Title: WernerHiringHeroes.com
 Website Art Director: Sadie Heisner Designer: Aaron Evans
 Photographers: Mark Fountain, Sadie Heisner



Company Name: YETI, Austin TX Title: YETI Rambler Bottles Landing Page
 Art Director: Trish Olives Designer: Michael Bergman
 Copywriter: Caitlin Greenwood

“Go Green - Go Paperless” is:

- A misleading marketing claim**
- A true and factual statement**

**HELP US
BUST MYTHS
ABOUT
PRINT AND PAPER**

Join Two Sides Now!

www.twosidesna.org



Print and Paper
have a great
environmental
story to tell



MULTIMEDIA + INTERACTIVE DESIGN



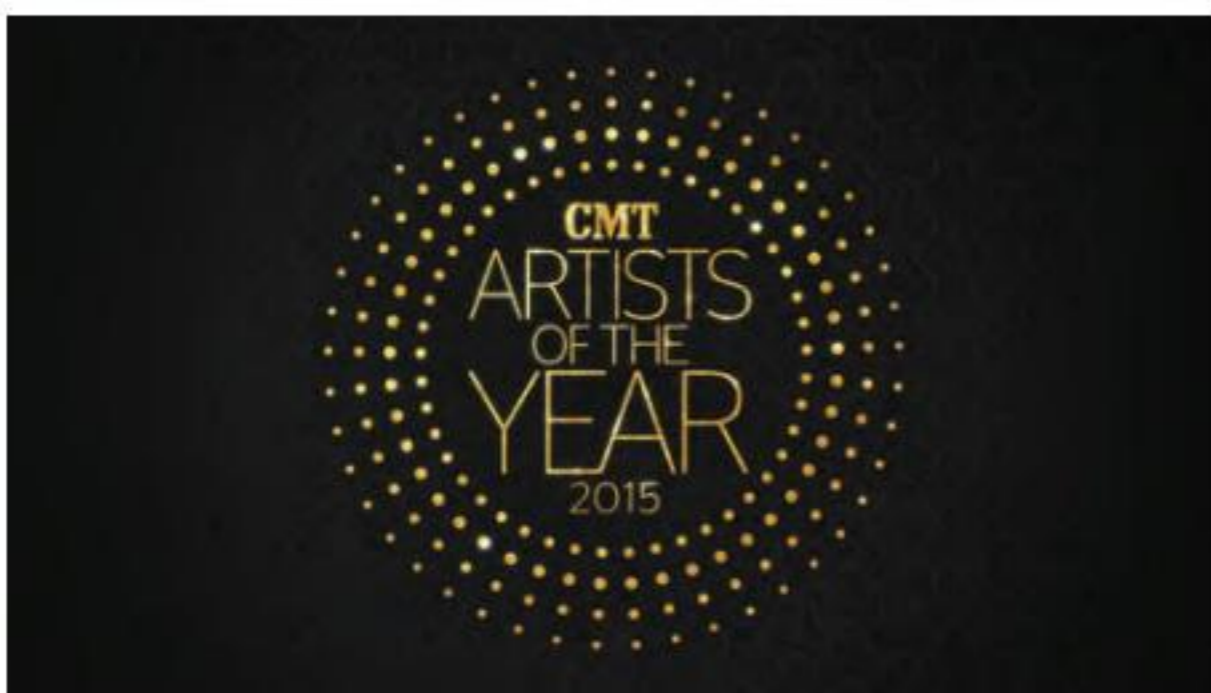
Company Name: American Petroleum Institute (API), Washington DC
Title: NewDieselOil.com Promotional Video Art Director: Jim Van Meer
Designer: Jim Van Meer Photographer: CJ Wilson Racing
Post-Production: Coyne PR



Company Name: Amtrak® - National Railroad Passenger Corporation, Washington DC
Title: Amtrak: A Time to Build Art Director: Marlon Sharpe
Illustrator: Lisa Pulaski Cinematographer/Film Director: Chuck Gomez
Aerial Cinematographers: Alan Health, Marc Hemsworth Video Editor: Frank Luna
Writer/Producers: Alicia Lee, Chuck Gomez Audio: Mike Roche
Music/Post Audio: Artem Kulakov Project Team: Danelle Hunter, Petra



Company Name: Blue Shield of California, San Francisco CA
Title: Go With SHIELD Open Enrollment Mobile App Creative Director:
Silvia Illingworth Art Directors: Kent MacElwee, Adam Beu
Designers: Kent MacElwee, Adam Beu Copywriter: William Ruha



Company Name: CMT On-Air Design, Nashville TN Client: CMT Title: CMT Artists of the Year 2015 Senior Director, On-Air Design: David Bennett Manager, On Air Design: Shawna O'Neill On-Air Design Team: Warren Beck, Ryan Rowland, Mark Waczak, Lisa Rueckert, Jonathan Richter, John Monaghan, Eli Hargrove, David Wright, Rosemary Radford, Caitlin Spauld



Company Name: CMT On-Air Design, Nashville TN Client: CMT Title: Gainesville Video Art Director: David Bennett Designers: Ryan Rowland, Jennifer Bergen, David Wright, Mark Waczak, Caitlin Spaulding, Colin Bridges, Shawna O'Neill, Mark Furnell Senior Director, On-Air Design: David Bennett Manager, On-Air Design: Rosemary Radford On-Air Design Team: Ryan Rowland, Jennifer Bergen, David Wright, Mark Waczak, Caitlin Spaulding, Colin Bridges, Shawna O'Neill, Mark Furnell



Company Name: Cox Automotive Creative Studios, Atlanta GA Client: Manheim
 Title: Winter Weather Email Campaign Creative Director: Michelle Ducayet
 Art Director: Heather Jackson Designer: Beth Shefall Copywriter: Kathy Roberts



Company Name: Crete Carrier Corporation, Lincoln NE Client: Shaffer Trucking
 Title: Don't Be a Turnover Statistic Video Designer: Amanda Roberts



Company Name: Crete Carrier Corporation, Lincoln NE Client: Hunt Transportation
 Title: More Than a Number Video Designer: Amanda Roberts



Company Name: Crown Media Family Networks, Studio City CA
 Title: Hallmark Channel's Countdown to Valentine's Day On-Air Stunt Graphics
 Creative Director: Jennifer Lee-Temple Designer and 3D Animator: Kathleen Bloome



Company Name: Crown Media Family Networks, Studio City CA
 Title: Hallmark Channel's Winterfest On-Air Stunt Graphics Creative Director: Jennifer Lee-Temple Designer and Animator: Kimberly Gonzalez



Company Name: Crown Media Family Networks, Studio City CA
 Title: Hallmark Channel's Spring Fling On-Air Stunt Graphics
 Creative Director: Jennifer Lee-Temple Designer: Amie Serio Designer and 3D Animator: Kathleen Bloome

MULTIMEDIA + INTERACTIVE DESIGN



Company Name: Enova, Chicago IL Client: CashNetUSA
 Title: Guide to Packing Healthy Lunches For Work Designer: Ashley Cafaro
 Copywriter: Barbara Davidson



Company Name: McGraw-Hill Education, Chicago IL Client: Everyday Mathematics
 Title: Educational Digital Games Art Director: Omar Salgado
 Designers: Stacie Stankos, David Schroeder, Amanda Onitiveros,
 Rachel Samaniego Illustrator: 3CD



Company Name: Midmark Corporation, Versailles OH Client: Midmark Corporation - Dental Division
 Title: The Midmark Experience - Everything You Unexpected Senior Graphic Designer: Julie Bollenbacher
 Graphic Design Supervisor: Kevin Smith Photographers: Julie Bollenbacher and AGI Studios Videography: Angie Kaiser and AGI Studios
 Creative Services Manager: Tanya Coby



Company Name: Morley, Saginaw MI Title: Morley Holiday Campaign
 Art Director: Lindsay Sullivan Designer: Kelly Walz Production Manager: Julie Potter
 Senior Manager, Marketing and Communications: Laura Morris UX/UI Designer: Chris Gruber
 Communications Manager: Perashina LaMotte



Company Name: Nestlé ICON Creative Center, Glendale CA
 Title: Nestlé Marketing & Sales Planning Video Creative Director: Dan Castro
 Designer: Ana Soriano Meseguer Copywriter/Proofer: Steven Reeser



Company Name: Raytheon, El Segundo CA Client: Raytheon Space and Airborne Systems Communications
 Title: Space and Airborne Systems VIIRS View Mobile App Art Director: Richard Reed
 Designer: Richard Reed Illustrator: Richard Reed



Company Name: Realogy, Madison NJ Client: Realogy Human Resources
 Title: Realogy Welcome Video Creative Director: Tammy Cameron
 Designer: Jennifer Gunn Videography: Dinh La



Company Name: TIAA, Charlotte NC Title: TIAA Showcase Presentation
 Art Director: Isabella Conenna Designer: Sarah Tringas



Company Name: TIAA, Charlotte NC Title: TIAA Thanksgiving Card
 Creative Director: Susan Brown Art Director: Suzanne Reisel
 Design Director: Isabella Conenna Designer: Heather Mayoros
 Copywriter: Kathy West Project Manager: Melanie Harris



Company Name: Weiler Corporation Creative Services, Cresco PA
 Client: Weiler Corporation Title: Weiler Tiger X Product Video
 Art Director: Chad Hauenstein Designer: Erik Battle

PACKAGING



Company Name: Academy Sports + Outdoors, Katy TX Title: Monarch Ammo Packaging Art Director: Charles Leung Designer: Thanh Nguyen



Company Name: Casabella, Congers NY Title: Duets - Dual Use Kitchen Tools Package Design Creative Director: Debra Earl Designer: Nika Grant Illustrator: Nika Grant



Company Name: Delhaize America, Salisbury NC Client: Food Lion Title: Private Brand Packaging Art Directors: Lauren Reagan, Cathy Horvath, Dina Dembicki, Cameron Parson Designers: Lauren Reagan, Cathy Horvath, Dina Dembicki, Cameron Parson, Adam Pristas Photographer: Group360 Illustrator: Lauren Reagan



Company Name: Delhaize America, Salisbury NC Client: Hannaford Title: Private Brand Packaging Designers: Wendy Masterson, Adam Pristas Photographer: Group360



Company Name: Fetzer Vineyards, Healdsburg CA Client: HEB Texas Grocery Title: Hoodwinked Label Designs Art Director: Aaron Woolsey Designer: Heidi Shea Photographer: Alan Campbell Brand Manager: April Caldwell



Company Name: Global Payments Inc., Atlanta GA Client: Global Payments Inc.
 Title: Global Payments Bike Jersey Art Director: Chris Werger
 Designer: Chris Werger Model: Shaun Baddock



Company Name: Happy Family Brands, New York NY Client: Happy Baby
 Title: Clearly Crafted Package Design Art Director: Rebecca Kovalcik
 Designer: Thais Nogueira Photographer: Aaron Rezny



Company Name: Jackson Family Wines, Santa Rosa CA Client: Zena Crown Vineyard
 Title: Zena Crown Vineyard Pinot Noir Package Art Director: Chelsea Terrill
 Designer: Chelsea Terrill Photographers: Leah Flores, Ed Book
 Marketing: Alison Ashworth, Shilah Salmon Printer: CCL Labels



Company Name: Kids II, Inc., Atlanta GA Title: Bright Starts Branding and Packaging
 Creative Director: Joe Duffy Art Directors: Adam Bain, Chase Ferguson
 Designer: Chase Ferguson Photographer: John Scott Randall
 Packaging Director: Kevin Rej Partner: Duffy



Company Name: Kids II, Inc., Atlanta GA Title: Comfort & Harmony Branding and Packaging
 Creative Director: Joe Duffy Art Directors: Adam Bain, Ben Jackson
 Designer: Ben Jackson Photographer: John Scott Randall
 Packaging Director: Kevin Rej Partner: Duffy



Company Name: Montana Mex, Gallatin Gateway MT Title: Montana Mex Avocado Oil
 Art Director: Jennifer Jane Designer: Christopher Jane
 Photographer: Jennifer Jane Label Printing: Hammer Packaging

PACKAGING



Company Name: Nestlé ICON Creative Center, Glendale CA Title: Nestlé Damak Fine & Dark Chocolate w/Pistachios Packaging Creative Director: Dan Castro Art Director: Jean Chu Designer: Sose Ohanjanian Photographer: Ana Soriano Meseguer Copywriter/Proofer: Steven Reeser Project Manager: Robert Long



Company Name: PepsiCo Design & Innovation, New York NY Client: PepsiCo Title: 7Up Vintage Cans Limited Edition Design: PepsiCo Design & Innovation



Company Name: PepsiCo Design & Innovation, New York NY Client: PepsiCo Title: Pepsi Challenge China Design: PepsiCo Design & Innovation



Company Name: PepsiCo Design & Innovation, New York NY Client: PepsiCo Title: Pepsi Homemade Design: PepsiCo Design & Innovation



Company Name: PepsiCo Design & Innovation, New York NY Client: PepsiCo Title: Pepsi Limited Edition Can China Design: PepsiCo Design & Innovation



Company Name: PepsiCo Design & Innovation, New York NY Client: PepsiCo Title: Pepsi Shanghai Fashion Week Limited Edition Can Design: PepsiCo Design & Innovation



Company Name: PepsiCo Design & Innovation and Little Fury, New York NY
 Client: PepsiCo Title: Mountain Dewshine Photographer: Rebecca Ward
 Design: PepsiCo Design & Innovation and Little Fury



Company Name: PureFormulas, Miami FL Title: PureFormulas Private Label
 Packaging Art Director: Andres Bustamante Designer: Raquel Cabrera



Company Name: Robert Bosch Tool Corporation, Mt. Prospect IL
 Client: Bosch Power Tool Accessories Packaging Title: Starlock OMT Blades
 Art Director: David A. Cieslik Designer: Joe Abbeduto Illustrator: David A. Cieslik
 Photographer: Bosch Europe Product Line Manager: Jared Schmidt



Company Name: Soh Spirits, Los Angeles CA Client: Kikori Whiskey
 Title: Bottle Label Design Art Directors: DJ Stout, Barrett Fry Designer:
 Barrett Fry Illustrators: Barrett Fry, DJ Stout Photographer: Nick Cabrera



Company Name: Spectrum Brands - Pet, Home & Garden Division, Earth City MO
 Title: Liquid Fence® Brand Design Art Director: Eric Ejchler Designers:
 Jen Nordman, Spectrum Brands - Pet, Home & Garden Division Creative Team



Company Name: The Imprinting, Miami FL Client: House of Senses
 Title: Grooming Products for Dirty People Art Director: Jose Luis Andres - Jota
 Designer: Maria Lopez Montes Illustrators: Mario Gonzalez,
 Jose Manuel Hortelano-Pi Copywriter: Ana Meira

PACKAGING



Company Name: Topco Associates, Elk Grove Village IL Title: Simply Done Package Design Art Director: Shelbi Sturges Illustrator: Tina Truskowski



Company Name: TricorBraun, St. Louis MO Client: All-Nutrient Title: Chuckles Hair Care Line Design: TricorBraun Design and Innovation



Company Name: TricorBraun, St. Louis MO Client: Old Limestone Title: Old Limestone Mixing Water Design: TricorBraun Design and Innovation



Company Name: Weiler Corporation Creative Services, Cresco PA Client: Weiler Corporation Title: Weiler Bonded Abrasives Product Label Design Art Director: Chad Hauenstein Designers: Karen Necelis, Erik Battle



Company Name: West Bend Mutual Insurance Company, West Bend WI Title: Teen Driving Promotional Package Designer: Mandy Staver



Company Name: WhiteWave, Broomfield CO Client: Horizon Title: Snack Crackers Packaging Creative Director: Kae Penner-Howell Art Director: Kate Coslett Designer: Kate Coslett Illustrator: Kate Coslett Photographer: Noel Barnhurst



Company Name: WhiteWave, Broomfield CO Client: Sir Bananas
 Title: Milk Packaging Creative Director: Kae Penner-Howell Art Director:
 Jesse Green Designers: Courtney McArtor, Mia Huang
 Illustrator: Brizida Ahrnsbrak



Company Name: WhiteWave, Broomfield CO Client: STÖK Title: Cold Brew
 Coffee Drink Packaging Creative Director: Andy Yates Art Director: Eric Winslow
 Designers: Eric Winslow, Eric Ericson Illustrator: Alyssa Evans

P-O-P, DISPLAYS, SIGNS + ENVIRONMENTAL GRAPHICS



Company Name: AARP, Washington DC Title: AARP Caregiving Display
Art Director: Mike Hilker Designer: Matt Rosser



Company Name: AARP, Washington DC Title: AARP Library of Congress Book Festival Exhibit
Art Director: Mike Hilker Designer: Matthew Hlubny



Company Name: AARP, Washington DC Title: AARP Multicultural Exhibit Booth
Art Director: Mike Hilker Designer: Matthew Hlubny



Company Name: Acorda Therapeutics, Ardsley NY Title: National Sales Meeting Mural
Creative Director: Maria Verastegui Art Director: Susan Lyons
Designer: Scott Biersack Partnership: Ascend Marketing



Company Name: American Museum of Natural History, New York NY Title: Dinosaurs Among Us Exhibition
Art Director: Catharine Weese Designers: Elizabeth Anderson, Eleanor Kung, Joshua Marz
Graphics Production Manager: Antonia Gabor Graphics Coordinator: Rache Edsill



Company Name: American Museum of Natural History, New York NY
 Title: The Secret World Inside You Exhibition Art Director: Catharine Weese
 Designers: Elizabeth Anderson, Eleanor Kung, Joshua Marz Graphics Production
 Manager: Antonia Gabor Graphics Coordinator: Rache Edsill



Company Name: Asurion, Bridgewater NJ Client: Walmart Title: Holiday P-O-P
 Creative Director: John Elter Designer: Amy Latham Copywriter: Mark Wolf
 Project Manager: Lauren Carver Marketing Manager: Jennifer Aaron



Company Name: BIC Graphic USA, Clearwater FL Title: 2016 Vegas PPAI Trade
 Show Love My Bic Campaign Creative Director: Sara Rooney Concepts and
 Contributing Designers: Melissa Albritton, Joseph Abiera Contributing Artists:
 Godfrey Stubbs, Joseph Rivera, Jesse Starr, Peter Pasha, Deanna Davoli,
 Tammy Pryce, Robert Melendez



Company Name: Beam Suntory, Chicago IL Client: Beam Suntory Whiskey
 Title: Whiskey Fest Experientials Art Director: Bryan Dixon



Company Name: BlackRock, Princeton NJ Title: National Sales Meeting
 Art Directors: Lisa Atkinson, Laura Zavetz Designer: Ivy Cox
 Project Manager: Nicole Gochal



Company Name: Cepheid, Sunnyvale CA Title: Cepheid Still About Life Exhibit
 Art Director: Jared Tipton Designers: Kristin Bialaszewski, Bijal Patel
 Photographers: John Harrison, Daniel Peak, Kent Clemenco, Philippe Lee,
 Benjamin Brown Communication: Darwa Peterson Events: Barbara Colletta
 Projects: Juanita Westover

P-O-P, DISPLAYS, SIGNS + ENVIRONMENTAL GRAPHICS



Company Name: Children's Hospital Colorado, Aurora CO Client: Corporate and Community Relations Title: Young Ameritowne Medical Center Art Director: Emma Brooks Designer: Emma Brooks VP Marketing: Charlotte Isoline Marketing Manager: Nicole Hebert



Company Name: Conair Corporation, Stamford CT Title: Powder: Chicago Housewares Show 2016 Art Directors: Tricia Brady, Cindy Cheung, Michael "Gorby" Tierney Designer: Michael "Gorby" Tierney Photographer: Chris Hobson Retouching: Erik Schafer, Jon Padilla



Company Name: GAF, Parsippany NJ Title: Glenwood Show Graphics Creative Director: Carlos Caicedo Art Director: Samuel Ballard Designers: David Shin, Samuel Ballard, Heather Weissman Photographer: Jeff Herbert Copywriter: Dawn Barnes Retoucher: Matt Wells



Company Name: Georgia Southern University, Statesboro GA Client: Athletics Department Title: Football Equipment Trailer Art Director: Stephanie Arends Neal Designer: Stephanie Arends Neal Photographer: Frank Fortune



Company Name: HDR, Inc., Omaha NE Client: University of Nebraska at Omaha Title: Baxter Arena Brand Experiential Design Art Director: Paula Brammier Designer: Matthew Delaney Illustrator: Matthew Delaney Photographer: Dan Schwalm Signage/Wayfinding: Nick Zuniga



Company Name: Kids II, Inc., Atlanta GA Title: Kids II Amsterdam Showroom Graphics Art Director: Adam Bain Designers: Robbie Beers, Chase Ferguson, Ben Jackson Photographer: John Scott Randall



Company Name: Legacy Marketing, Chicago IL Client: Constellation Brands Beer Division - Pacifico Title: Adventure in a Glass Art Director: Peter Perez Designer: Sean Daly Illustrator: Sean Daly



Company Name: NIH Medical Arts, Bethesda MD Client: NIH - NIAID Title: NIH NIAID Global Science Wall Designer: Rayne Ann Wood



Company Name: Pennsylvania School Boards Association (PSBA), Mechanicsburg PA Title: PSBA Lobby Display Designer: Lisa Baldwin



Company Name: Perkins Eastman, Washington DC Client: DC Department of General Services (DGS) Title: Roosevelt High School Acoustical Baffles Designer: Alexandra Alepohoritis Photographers: Sarah Mechling, Alexandra Alepohoritis



Company Name: PepsiCo Design & Innovation, New York NY Title: FIZZ: Grab Life by the Bubbles! Design: PepsiCo Design & Innovation



Company Name: PepsiCo Design & Innovation, New York NY Client: PepsiCo Title: PepsiCo Mix It Up 2015 - Milan Design Week Design: PepsiCo Design & Innovation

P-O-P, DISPLAYS, SIGNS + ENVIRONMENTAL GRAPHICS



Company Name: PepsiCo Design & Innovation, New York NY Client: PepsiCo
 Title: PepsiCo NSPIRE™ Design: PepsiCo Design & Innovation



Company Name: Prime Therapeutics, Eagan MN Client: Prime Therapeutics
 Title: Corporate Lobby Environment Art Director: Molly Sullivan
 Designer: Nils Oiseth Facilities Director: Kim Gibson



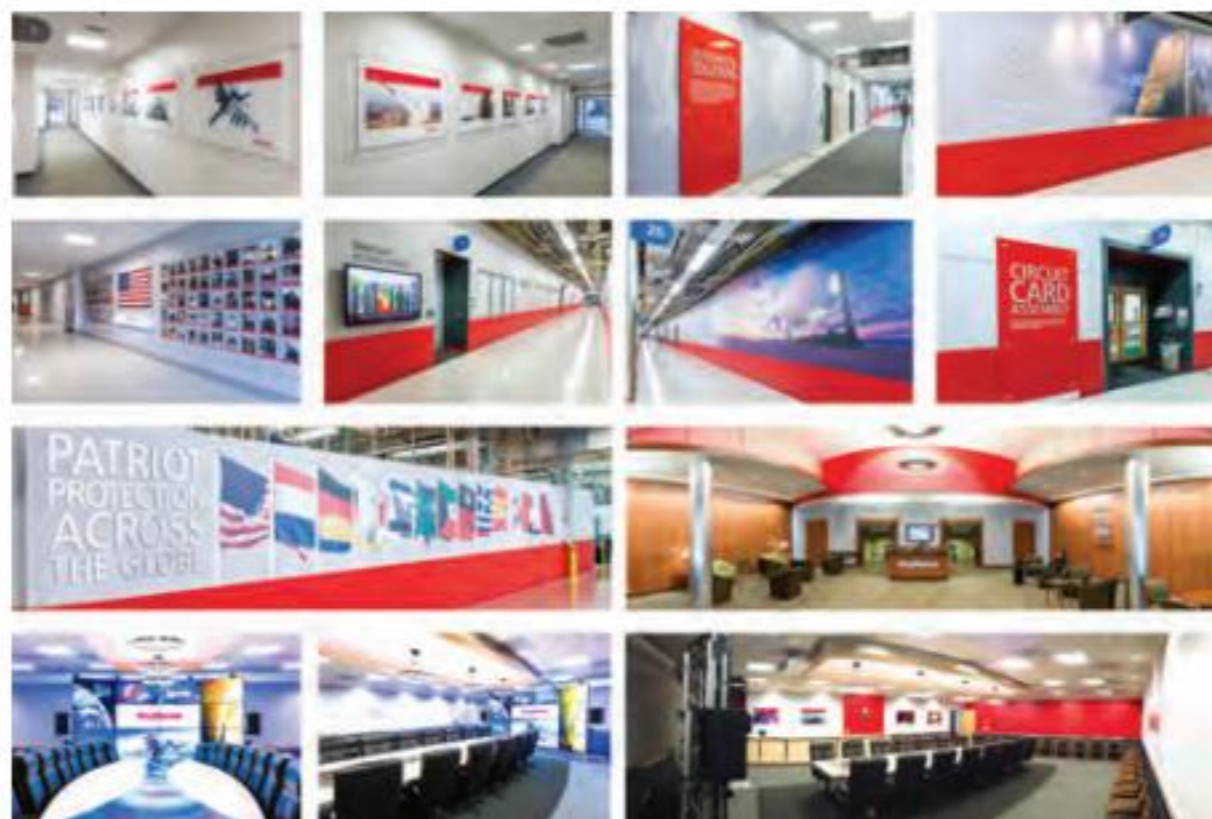
Company Name: Protect-A-Bed, Wheeling IL Client: Protect-A-Bed China
 Title: Protect-A-Bed Display Room Designer: Lian Tan



Company Name: Protect-A-Bed, Wheeling IL Client: REM-Fit
 Title: REM-Fit Store Wall Graphic Art Director: Nadia Maykova
 Designer: Marie Hackert



Company Name: Protect-A-Bed, Wheeling IL Client: Protect-A-Bed Hospitality Division
 Title: Hospitality Trade Show Booth Designers: Peter Pecoulas, Lian Tan



Company Name: Raytheon, El Segundo CA Client: Raytheon Integrated Defense Systems Operations
 Title: Raytheon Andover Rebranding Art Directors: Christine Hagg, Stephen Delisle Designers: David Burns, Susan DeCrosta, Stephen Delisle
 Illustrator: Stephen Delisle Photographers: Fran Brophy, Dan Plumpton
 Production Coordinators: Jan Rice, Stephen Delisle Editor: Tom Flynn Partnerships: Lauren Medeiros, The Boston Group



Company Name: Robert Bosch Tool Corporation, Mt. Prospect IL Client: Bosch Power Tools, Measuring Tools & Accessories Title: Bosch Mobile Tour Vehicle 2016 Art Directors: Greg Henderson, Erica Johnson Designer: David A. Cieslik Illustrator: Zach Hicks, Switch Photographer: Black Box Studios Switch Account Supervisor: Tim Kalicak



Company Name: Robert Bosch Tool Corporation, Mt. Prospect IL Client: Bosch Power Tools, Measuring Tools & Accessories Title: Bosch World of Concrete Booth 2016 Art Director: Ryan Duell Designer: David A. Cieslik Photographer: Black Box Studios Booth Structure Designer: Matrex Exhibits



Company Name: Takeda Pharmaceuticals, Cambridge MA Title: Take the Stairs Environmental Graphics Art Director: Cristina Cresta Designer: Tiffany McMeen



11-931 Company Name: VHB, Watertown MA Client: Wood Partners Title: Alta Stone Place Art Director: Terri Courtemarche Designers: Eliana Southworth, Terri Courtemarche



Company Name: Vanguard, Valley Forge PA Title: Vanguard's Inside ETFs Conference Booth Art Director: Laney Waddel-Laden Designer: Craig Reese Photographer: Lisa Godfrey Copywriter: Michael Custer CPL: Deborah Leach

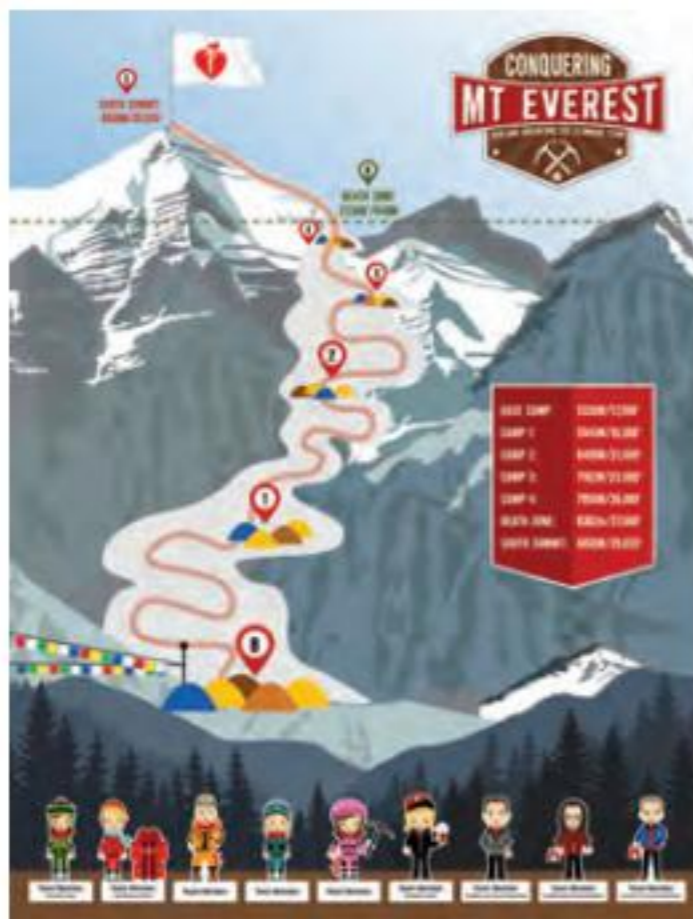


Company Name: West Virginia University, Morgantown WV Client: WVU School of Art and Design Title: Wall and Door Stickers Designer: Kofi Opoku Lettering/Typography: Joseph Galbreath

POSTERS



Company Name: American College of Cardiology, Washington DC Client: American College of Cardiology Title: ACC.16 Posters Creative Director: Tony Ciccoletta Art Director: Daniela Smith Marketing Manager: Rebekah Wychulis Production Manager: Kristen Moye Traffic Manager: Samantha Fraser



Company Name: American Heart Association, Dallas TX Client: ECC International Title: Conquering Mt. Everest ECC Team Poster Art Director: Sherri Misner Illustrator: Sherri Misner



Company Name: BakerHostetler, Cleveland OH Title: Skokie Valley Symphony Orchestra Posters Designer: Amy Nehez



Company Name: Asurion, Bridgewater NJ Client: DIRECTV Title: Golden Egg Contest Poster Creative Director: John Elter Designer: Yahui Chang Copywriter: Paula Ernst Project Manager: Lauren Carver Marketing Manager: Sarah Smith



Company Name: Beam Suntory, Chicago IL Client: Beam Suntory Title: Branded Art for Holiday Bazaar Art Directors: Bryan Dixon, Amy Horton, Rachelle Male



Company Name: DISH/OneTen DISH Creative, Englewood CO Client: DISH Consumer Insights Title: The Art of Storytelling Speaking Series Posters
 Creative Director: Nancy Perales Art Director: Michael Sizemore
 Designer: Michelle Baker Illustrator: Michelle Baker Copywriter: Matt Aitken
 Account Executive: Zach Hemen



Company Name: Diplomat, Flint MI Title: Movember Campaign
 Art Director: Drew Smith Designer: Rigo Cardoso Illustrator: Rigo Cardoso
 Copywriter: Joel Meredith



Company Name: Drexel University Westphal College of Media Arts & Design, Philadelphia PA Title: Drexel University Westphal College of Media Arts & Design Recruitment Poster
 Art Director: Mark Willie Designer: Mark Willie
 Illustrator: Mark Willie



Company Name: ETS (Educational Testing Service), Princeton NJ Title: TOEFL Go English Poster
 Art Director: George Barrett
 Designer: Paul Eisler Copywriter: Shanay Bell



Company Name: ETS (Educational Testing Service), Princeton NJ Title: One Vision. One Voice. Internal Campaign
 Art Director: George Barrett
 Designer: Jeffrey Aikens Photographers: George Barrett, Marita Gray
 Copywriter: Shanay Bell



Company Name: ETS (Educational Testing Service), Princeton NJ Title: Social Media Internal Campaign for Human Resources
 Art Director: George Barrett Designer: Clara Sue Beym Copywriter: Shanay Bell

POSTERS



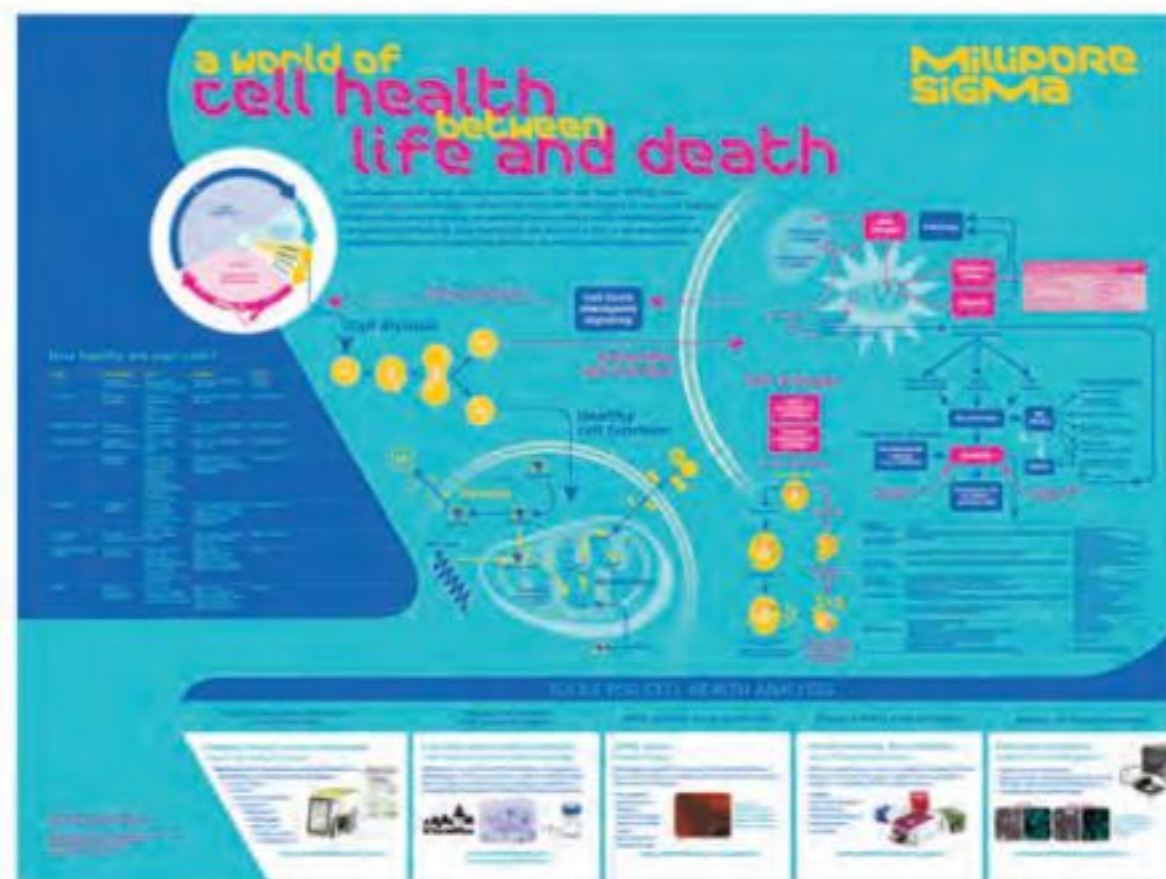
Company Name: Freedom Mortgage Corporation, Moorestown NJ
 Title: I Concur Poster Creative Director: Dennis Murray
 Art Director: Dennis Murray Designer: Dennis Murray



Company Name: Global Payments Inc., Atlanta GA Client: Global Payments Inc.
 Title: Investing in the Next Generation Poster Creative Director: Amy W. Corn
 Art Director: Chris Werger Designer: Chris Werger Copywriter: Laura Coerper



Company Name: MathWorks, Natick MA Title: MATLAB Expo 2016
 Art Directors: Julia Dagget, Robert S. Davison Designers: Liz Parmalee,
 Marene Salzman Editor: Julie Cornell



Company Name: MilliporeSigma, Temecula CA Client: Life Science Business Unit
 Title: Cell Health Between Life and Death Poster Art Director:
 Liza Benson Designer: Liza Benson Illustrator: Liza Benson



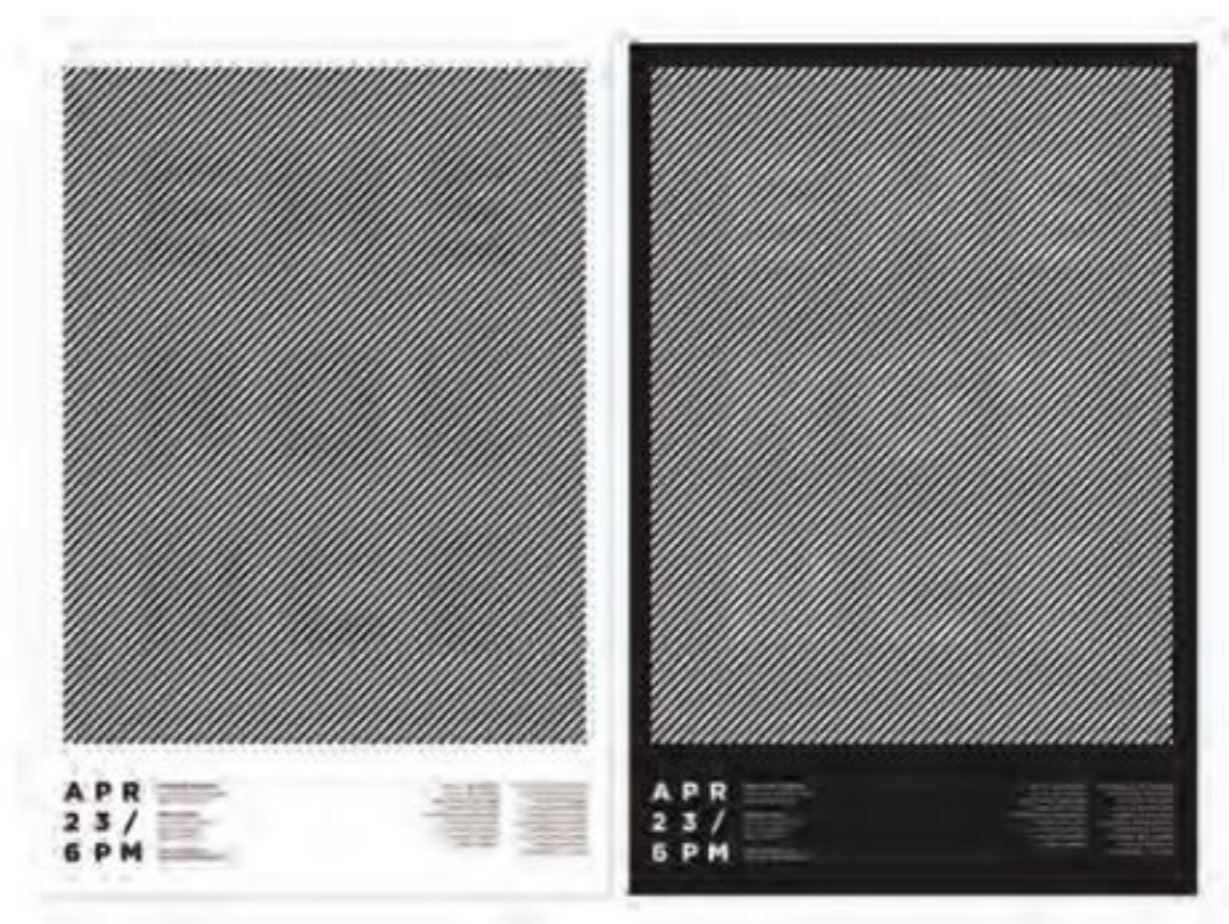
Company Name: Nestlé ICON Creative Center, Glendale CA Title: Nestlé Culinary Center Poster Series Art Director: Jennifer Butler Designer: Yvonne Lee
 Copywriter: Steven Reaser Copywriter/Proofer: Steven Reaser



Company Name: New York Institute of Technology, New York NY
 Client: NYIT, CITYArts, Lincoln Square Bid Title: World Peace at Winter's Eve Poster Art Director: Diego Rios Designer: Rozina Vavatsi



Company Name: Parsons Corporation, Chicago IL Title: Parsons Holiday Potluck Posters Creative Director: Kathy Sara Designers: Luciana Hickman, Tim Imbordino Copywriter: Brandon Fitzgerald



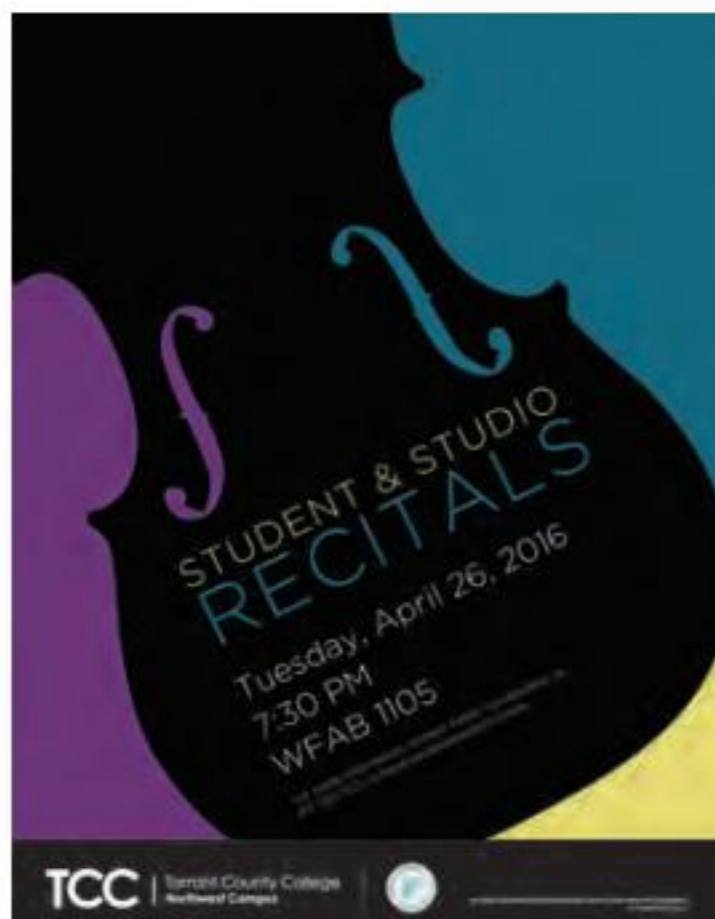
Company Name: Sam Houston State University, Huntsville TX Client: Department of Art Title: EMERGENCE Art Director: W. Anthony Watkins Designer: Jackson Mahlke



Company Name: Sauk Valley Community College, Dixon IL Title: Sauk Valley Community College Event Posters Art Director: Jenny Bumba Designer: Jenny Bumba



Company Name: Tarrant County College District/Graphic Services, Fort Worth TX Client: Tarrant County College Title: QEP Conference Poster Art Director: Alexander Hayes Designer: Alexander Hayes Illustrator: Alexander Hayes

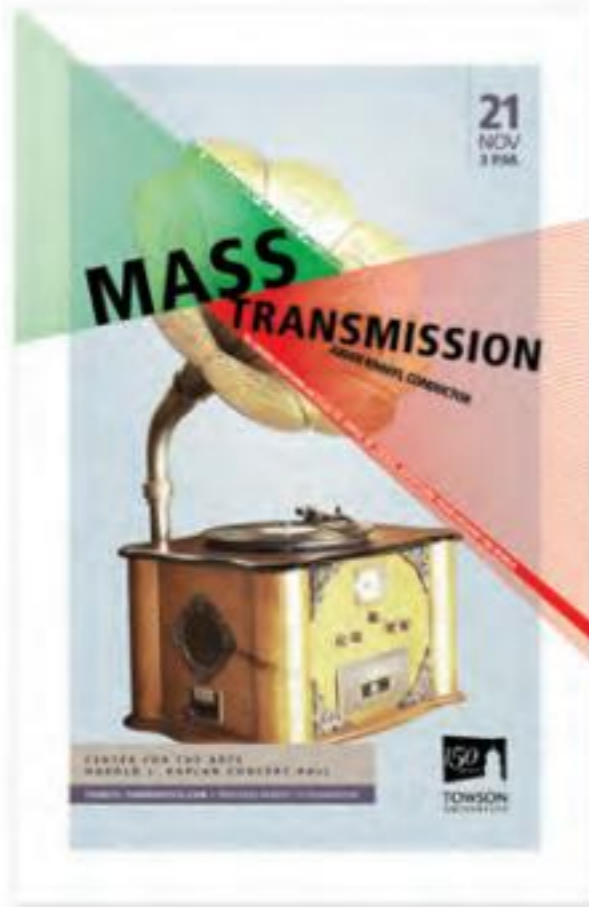


Company Name: Tarrant County College District/Graphic Services, Fort Worth TX Client: Tarrant County College Northwest Campus Title: Studio and Student Recitals Poster Art Director: Samantha Morales Designer: Samantha Morales Illustrator: Samantha Morales



Company Name: The University of Arizona, School of Art, Dayton OH Client: Visual Communications Department Title: Illustration and Design Awards Poster Art Director: Jackson Boelts Designer: Hannah Fournier

POSTERS



Company Name: Towson University Creative Services, Towson MD Client: Towson University Department of Music Title: Mass Transmission - TU Choirs Performance Poster Designer: David Calkins



Company Name: Towson University Creative Services, Towson MD Client: Towson University Department of Theatre Arts Title: No Child Poster Designer: David Calkins



Company Name: Towson University Creative Services, Towson MD Client: Towson University Department of Theatre Arts Title: Sweeney Todd Poster Designer: David Calkins



Company Name: Towson University Creative Services, Towson MD Client: Towson University Electronic Media & Film Department Title: WAMM (Women & Minorities In Media) Festival Poster Designer: Michelle Stidham



Company Name: University of Northern Iowa Department of Art, Cedar Falls IA Client: University of Northern Iowa Gallery of Art Title: Fall 2015 Faculty Exhibition Poster Art Director: Phil Fass Designer: Phil Fass Printing: The Pioneer Group



Company Name: University of Northern Iowa Department of Art, Cedar Falls IA Client: University of Northern Iowa Gallery of Art Title: Spring 2016 Gallery Schedule Art Director: Phil Fass Designer: Rhiannon Rasmussen Printing: Color FX



Company Name: Werner Enterprises, Omaha NE Client: Werner Enterprises
Title: Werner 60th Anniversary Poster Series Art Director: Sadie Heisner
Designer: Aaron Evans

PUBLIC SERVICE + PRO BONO PROJECTS



Company Name: AbbVie, North Chicago IL Title: Endometriosis Awareness Month Campaign Creative Director: Judy Alberts Senior Designer: Jeff Beuing



Company Name: Children's Hospital Colorado, Aurora CO Client: Corporate and Community Relations Title: Healthy Eating for Families Art Director: Emma Brooks Designer: Emma Brooks Project Manager: Katherine Collins



Company Name: Cox Enterprises, Inc., Atlanta GA Client: Cox Enterprises, Inc. Title: Toys for Tots Donation Display Designer: Ann Clayton Illustrator: Ann Clayton Account Director: Kara Shiflet



Company Name: DISH/OneTen DISH Creative, Englewood CO Client: DISH Title: PAWFest Summer Concert Campaign Creative Director: Nancy Perales Art Director: Michael Sizemore Designer: Christopher Rolofson Account Executive: Kate Sopher Production Artists: Joe Domenech, Jorge Angelini Video Editor: Jessie Eck



Company Name: Messiah College/Design As Service, Mechanicsburg PA Client: Damascus Citizens for Sustainability, Barbara Arrindell, Director Title: FRAC SAND, Why Worry...Art Director: K.T. Hettinga Designers: Frances Miller, April Nguyen, Rebecca Adam Illustrators: Ted Auch, Pat Popple, M. Kenosian Photographers: Ted Auch, Pat Popple, M. Kenosian Printer: Spencer Printing & Graphics



Company Name: Tarrant County College District/Graphic Services, Fort Worth TX
 Client: TABPHE Title: TABPHE Conference Program Art Director: Adrian Jackson
 Designer: Adrian Jackson Illustrator: Adrian Jackson



Company Name: World Wildlife Fund, Washington DC Client: World Wildlife Fund
 Title: Word Play PSA Art Directors: Betty Meyer, Sharon Roberts
 Designer: Evan Levent

SALES PROMOTION, SALES KITS + PRESENTATIONS



Company Name: Alternatives Federal Credit Union/The Visual Team, Annapolis MD
 Client: Alternatives Federal Credit Union Title: Coffee Talk Campaign
 Creative Director: Tammy S. Drost Art Director: Kim Macauley
 Designer: Kim Macauley Illustrator: Kim Macauley Project Lead: Tammy S. Drost
 Brand Strategy: Tammy S. Drost Design Firm: The Visual Team



Company Name: Alternatives Federal Credit Union/The Visual Team, Annapolis MD
 Client: Alternatives Federal Credit Union Title: Mobility+ Campaign
 Creative Director: Tammy S. Drost Art Director: Kim Macauley
 Designer: Kim Macauley Illustrator: Kim Macauley Photographer: Steve Macauley
 Project Lead: Tammy S. Drost Design Firm: The Visual Team



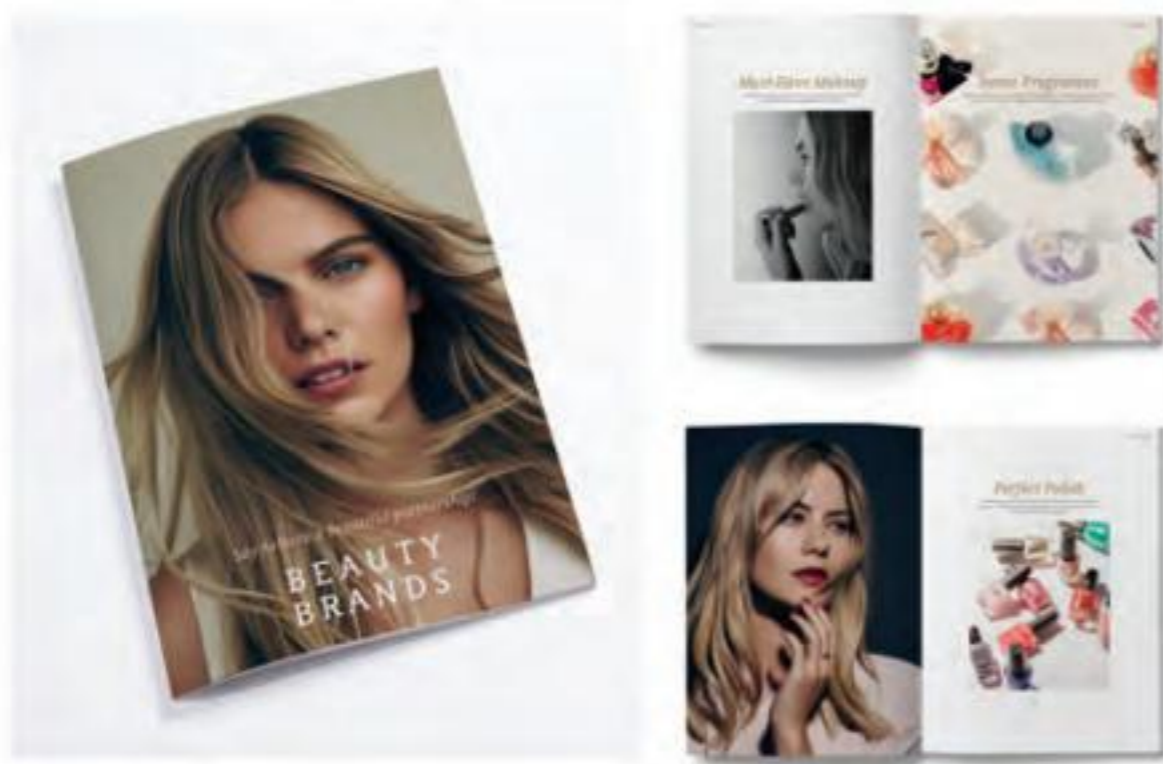
Company Name: American Academy of Dermatology, Schaumburg IL
 Client: American Academy of Dermatology Title: Skin Cancer, Take a Hike!
 Identity Art Director: Lori Schoenwetter Designer: Lori Schoenwetter



Company Name: Asurion, Bridgewater NJ Client: DIRECTV
 Title: New Hire Training Kit Creative Director: John Elter
 Designer: Vi Hannett Copywriter: Aaron Kaplan Project Manager: Lauren Carver
 Marketing Manager: Sarah Smith



Company Name: Aurora University, Aurora IL Client: Office of the President
 Title: Spartan Athletic Park Art Director: Jessi Scurte Designer: Mary Crylen



Company Name: Beauty Brands, Kansas City MO Title: Empowerment Sales Brochure Art Directors: Tom Rascati, Stephanie Dunn Designer: Kristen Morrison Photographers: Matthew Sprout, CTG, Mike Prepejchal, Mike Regnier Copywriters: Ericka Cherry, Savannah Kannberg



Company Name: DeLaval Inc., Bannockburn IL Client: North American Animal Health Division Title: DeLaval 2017 Consumables Growth Program Designers: Afsaneh Bastanipour, Susanne Norman



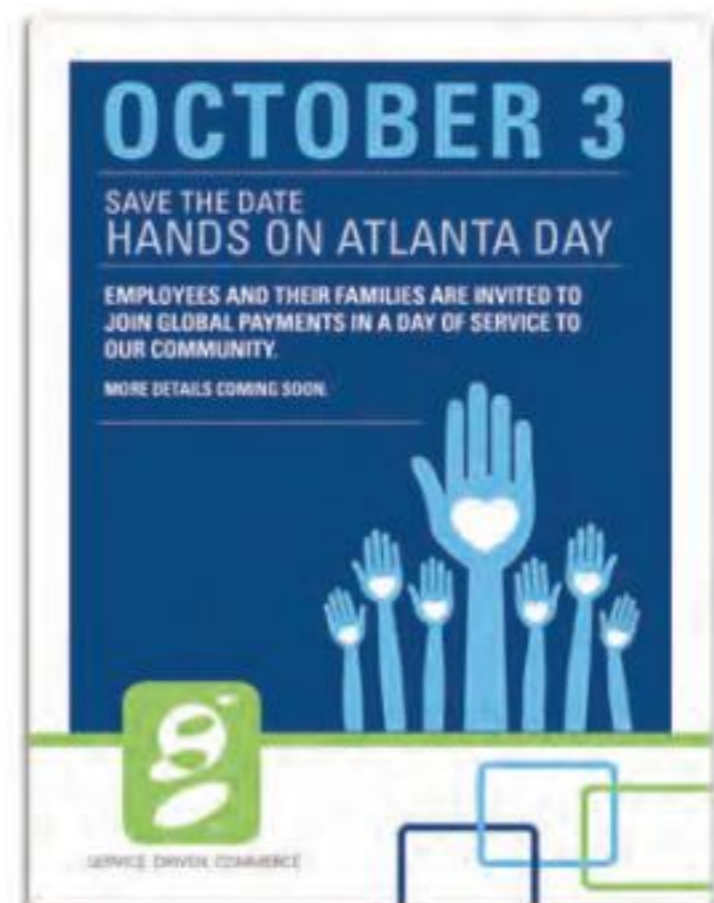
Company Name: DeLaval Inc., Bannockburn IL Client: National DeLaval Direct Distribution Title: True Blue Program Brochure Designer: Susanne Norman



Company Name: Diplomat, Flint MI Client: Diplomat Sales Title: Diplomat Sales Toolkit Art Director: Drew Smith Designer: Emily Lobbestael Photographer: Brian Kelly Copywriter: Melissa Woodworth



Company Name: Fluke Corporation, Everett WA Client: North American Field Marketing Title: Rugged Power of Fluke Promotion Designer: Lyndsey Burke Photographer: Louis Fliger Project Manager: Leah Schedin



Company Name: Global Payments Inc., Atlanta GA Client: Global Payments Inc. Title: Global Payments Hands On Atlanta Presentation Creative Director: Amy W. Corn Art Director: Chris Werger Designer: Chris Werger Copywriter: Laura Coerper

SALES PROMOTION, SALES KITS + PRESENTATIONS



Company Name: PennWell Corporation, Tulsa OK Client: Power Generation Week
 Title: Car Giveaway Official Entry Form Art Director: Brandon Ash
 Designer: Brandon Ash Publisher: Rich Baker Marketing Manager: Cassie Chitty



Company Name: Performance Racing Industry Trade Show, Laguna Beach CA
 Title: 2015 PRI Attendee Registration Brochure Creative Director: Rob Hiner
 Designers: Justin Beaulieu, Tyler Tremellen Photographers: Scott Crawford,
 Steve Essig Copywriters: John Kilroy, Christen D'Alessandro



Company Name: Prime Therapeutics, Eagan MN Client: Prime Therapeutics
 Title: Market Solutions Product Card Art Director: Molly Sullivan Designer:
 Steve Gamache Copywriter: Nancy Mandela Production Artist: Susie Patterson



Company Name: Prince William County Department of Parks & Recreation, Manassas VA Client: SplashDown Waterpark Title: SplashDown Waterpark 2016
 Sales Collateral Package Creative Director: Brent Heavner Lead Designer:
 Lori Richards Production Manager: Bill Goswellen



Company Name: Protect-A-Bed, Wheeling IL Client: Protect-A-Bed
 Title: Abt Sales Associates Promotion Designer: Lian Tan



Company Name: SecurityNational Mortgage Company, Cottonwood Heights UT
 Title: Sales Recruiter Booklet Creative Director: Dave Bollard
 Art Director/Designer: Kevin Keller Photographer: Kevin Keller
 CMO: Mike Shehan



Company Name: Springs Window Fashions, Middleton WI Client: Graber
 Title: Graber Vertical Blinds Launch Kit Designer: Devin Miller
 Copywriter: Gwen Rice



Company Name: Springs Window Fashions, Middleton WI Client: Signature Select
 Title: Signature Select Sample Book Designer: Toni Breitweiser
 Copywriter: Jen Braico Sampling Manager: Janet Kelly
 Sampling Designer: Sandy Harper



Company Name: TIAA, New York NY Title: TIAA Showcase
 Creative Director: Susan Brown Art Director: Isabella Conenna
 Design Director: Isabella Conenna Designers: Jaime Ibrahim, Lourdes Kraft,
 Heather Mayoros, Suzanne Reisel, Sarah Tringas Copywriters: Sandy Jahnke,
 Becky McCraw, Cindy Dvorachek, Deb Schroeder



Company Name: Trade Center Management Associates, Washington DC
 Client: Ronald Reagan Building and International Trade Center
 Title: Center of Influence Sales Folder Art Director: Jacie Roberts Lallis
 Designer: Liz Summers



Company Name: West Bend Mutual Insurance Company, West Bend WI
 Title: 2016 Co-Op Advertising Kit Art Director: Charlotte Reyes
 Designer: Charlotte Reyes Photographer: Charlotte Reyes
 Copywriter: Mary Ellen O'Connor

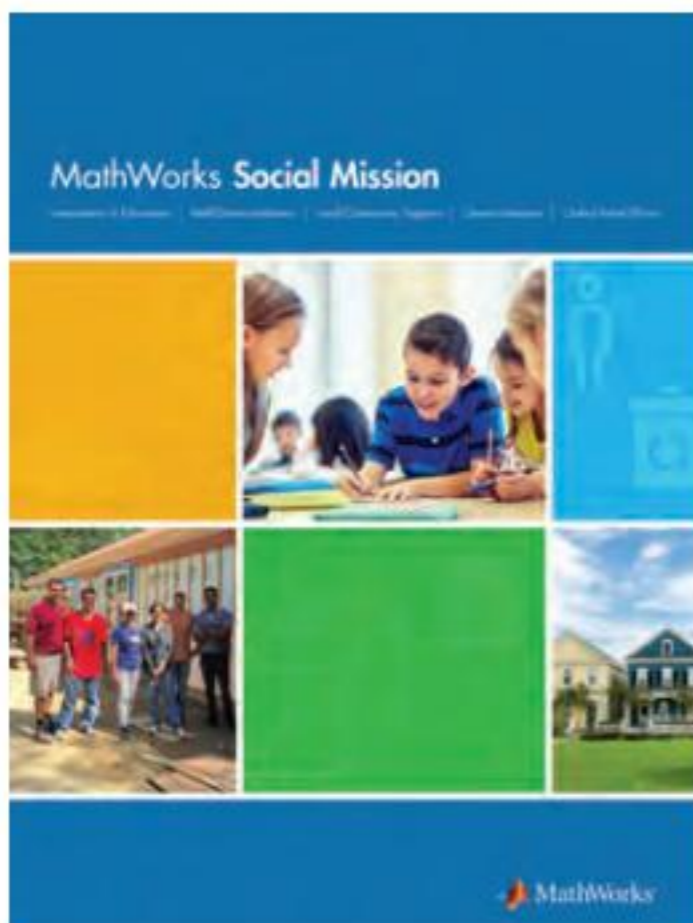


Company Name: YETI, Austin TX Title: Built For The Wild Bugling Elk Tee
 Art Director: Trish Olives Designer: Alan Kahler

SUSTAINABILITY REPORTS + CSR



Company Name: Henry Schein, Inc., Melville NY Client: Henry Schein
 Title: Corporate Social Responsibility Review Art Director: Sigita Penikas
 Designer: Sigita Penikas



Company Name: MathWorks, Natick MA Title: MathWorks Social Mission Report
 Art Director: Robert S. Davison Designer: Chris Roth Illustrator: Chris Roth
 Editor: Margaret Waters, Rosemary Oxenford



Company Name: McDermott Will & Emery, Chicago IL
 Title: Protecting the Pursuit of Opportunity 2015 Social Responsibility Report
 Designers: Christine Abrego, Cali Stefanos, Kristen Wexler



Company Name: TECO Energy, Tampa FL Title: 2015 Corporate Sustainability Report
 Art Director: Paulette Plumeri-Miller Designer: Paulette Plumeri-Miller
 Photographer: Bob Waselewski Copywriter: Kevin Young
 Project Manager: Kevin Young Editor: Sylvia Vega



Company Name: TIAA, Charlotte NC Title: TIAA Responsible Investment Report
 Art Director: Isabella Conenna Designer: Heather Mayoros
 Copywriter: Adam Basss Account Manager: Courtney Lee
 Project Manager: Nhia Vang

I AM PASSIONATE I AM IN-HOUSE

Alex Center is a Brooklyn-based designer who works for the global beverage leader, The Coca-Cola Company. He grew up in the town of Oceanside, NY, home to the world's second Nathan's Famous Hot Dogs. He has spent most of his professional hours being creative on behalf of the beverage brand vitaminwater®.

Over the years, he has designed packaging that has been in bodegas across the globe, created breakthrough marketing campaigns, launched innovative new products and once met rapper 50 Cent who told him "You must think you're pretty special." He got nervous and instantly started sweating.

Hear Alex speak about being in-house at HOWLive in May, and the InSource Signature Event: In-House Perspectives 2 in September.

InSource
In-house. Creative. Connected.

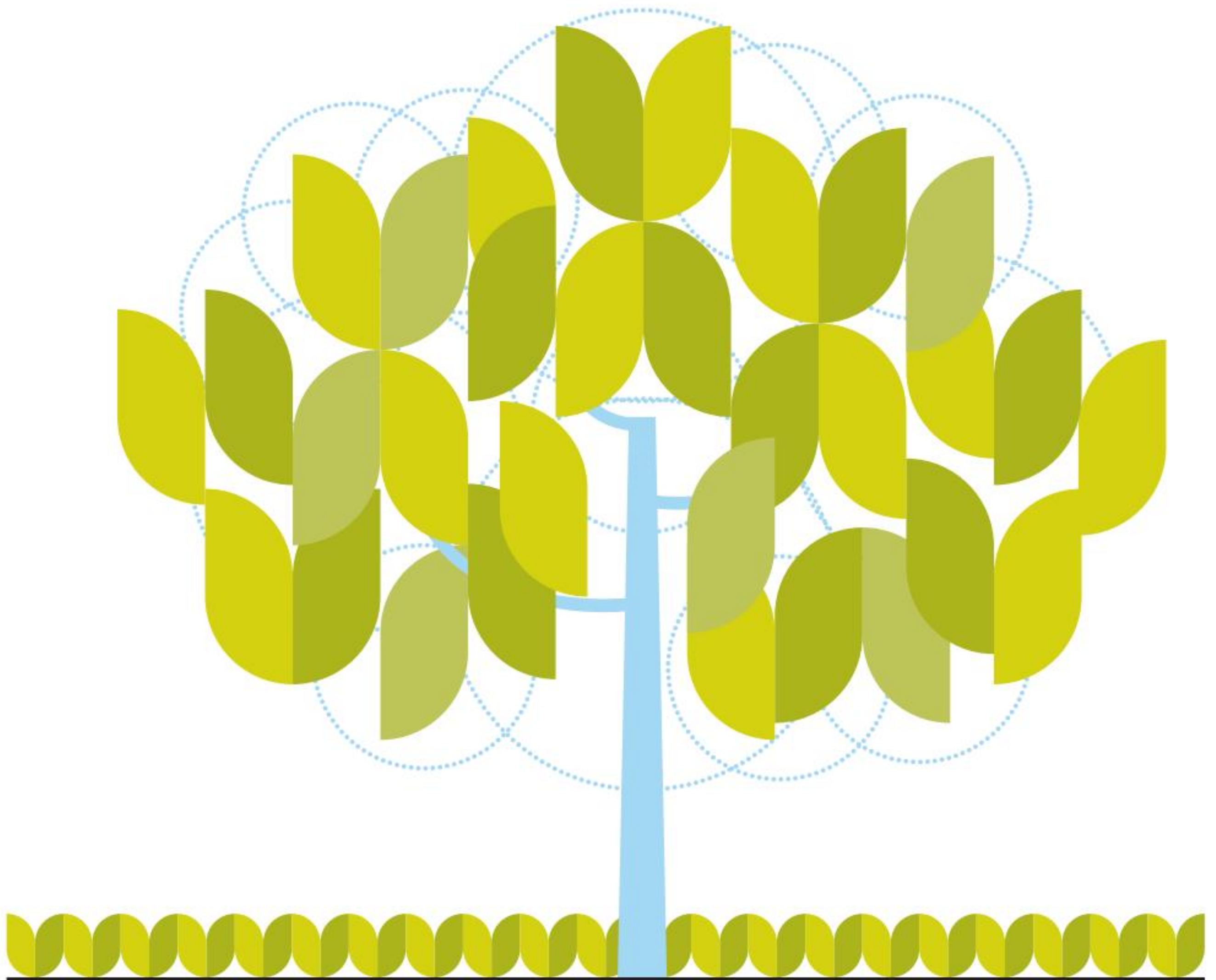
in-source.org

Designed by Ava Salazar, InSource Member | Photo Credit: Ian Sautner

EVERY TIME WE PLACE TALENT IT'S LIKE PLANTING A SEED.

Then we carefully nurture them along the way, providing the resources they need to blossom.
We help to plant their roots at leading companies, to begin or continue prolific careers in
the fields of digital, print and marketing.

That's how we proudly cultivate long-standing relationships with both the talent we represent
and the clients we serve. Join us in growing something extraordinary.



ERICKSON STOCK INTRODUCES ROYALTY FREE PRICING FOR THE FIRST TIME

Highly Regarded Agency Sponsors GDUSA Health + Wellness Design Awards



It's been a busy summer for Erickson Stock, the high-end image collection long regarded by graphic designers and artists as some of the finest stock imagery in the world. The company has announced that half of its assignment-quality image collection, produced by renowned photographer and artist Jim Erickson, is being released to a new royalty free pricing model.

And befitting the high-touch emotional imagery for which it is known, Erickson Stock is the exclusive sponsor of the 2016 GDUSA Health + Wellness Design Awards, open for entries all summer.

Erickson's award-winning photography has been said to "illustrate stories with the eye and heart of a photojournalist." This is the first time Erickson Stock images have been offered in the royalty free format. Check out why Erickson Stock, and its high-quality business, travel, healthcare, family and many other image libraries, is the preferred choice for comps, swipes and creative ideas that are persuasive and visually dazzling.

The move to RF allows more designers to seamlessly create cohesive, custom-looking campaign with this curated collection that has, until now, been exclusively RM. To see the royalty free options, visit the Erickson Stock website and check ONLY the RF IMAGES checkbox, or simply look for the RF750 watermark on selected images.

As for the competition, Erickson Stock is once again the sponsor of GDUSA's Health + Wellness Design Awards. The annual competition encompasses the big picture of healthcare: traditional medical industries such as doctors and nurses, hospitals and homecare, pharmaceuticals and insurance, as well as newly energized preventive and holistic areas such as fitness and exercise, meditation and spiritual, and natural and organic lifestyles. Erickson Stock explains its motivation: "The Health + Wellness Design Awards celebrates the promotion and visualization of the human spirit at its best, which is the very core of our business as well."

ENTRY DEADLINE IS AUGUST 26.

www.ericksonstock.com and
gdusa.com/category/competitions/enter-now

PRINT HELPS PROTECT FORESTS

BY GERRY BONETTO

There's a very popular myth out there about the relationship between print on paper and forests. You may have even heard your clients say, "Cutting trees for paper threatens forests." Lots of people think this. Many companies have even used this myth to motivate customers to switch from paper bills to electronic bills. But the reality is, it's just not true. Here's why.

THINK IN TERMS OF 'TREE FARMS' NOT 'OLD GROWTH FORESTS'

In the U.S. today, trees are grown as a crop. As Bob Lindgren, President of Printing Industries Association, Inc. of Southern California (PIASC) explains, "When we consume vegetables, whether that be wheat, corn, spinach or broccoli, that farmer is going to grow more wheat, corn, spinach and broccoli. In the same way, if we're using paper by putting ink on that paper, this means that a tree farmer is going to grow more trees."

Strong wood markets, including the demand created by print, provide an incentive for private foresters to hold their land rather than sell it for other use. With over half of U.S. forestland being privately owned — and 62% of this private land owned by families and individuals — this financial incentive is vital.¹

"By using print on paper," adds Bob, "we are giving that tree farmer income so that they can manage, renew and take care of that forest in a very responsible manner."

MILLIONS OF TREES ARE PLANTED EVERY DAY

In spite of the ongoing demand for wood-based products, there are actually more trees in the U.S. today than there were 100 years ago. According to the USDA Forest Service, four million trees are planted every day in the United States. Of this amount, the wood and paper products industry plants an average of 1.7 million trees daily.²



The people who believe that cutting trees for paper threatens forests don't realize that our industry plants more trees than are used. For every tree that is cut down, three or four are planted. The obvious benefits are huge: cleaner air and less carbon footprint. The benefit is not only from a sustainability standpoint for our environment, but also sustainability for the mills. After all, if the mills are going to cut down trees and never replant, they would be going out of business.

CONCLUSION

The bottom line is, cutting trees for paper does not threaten forests. The real threat to forests is that people will stop using paper, thereby reducing the market for wood products and making it economically unviable for landowners to continue to grow trees.

NOTES

1. Two Sides North America, Print and Paper: The Facts
2. Paper Because, Truth or Fiction?, accessed May 2016.

GERRY BONETTO is VP Government Affairs for Printing Industries Association, Inc. of Southern California (PIASC) and a Choose Print content provider. PIASC is the trade association for the graphic arts community in Southern California. Founded in 1935 and incorporated in 1944, today, PIASC is the largest graphic arts trade association in the nation. Choose Print is an educational campaign designed to promote the effectiveness of print and to reinforce the fact that print on paper is a recyclable and renewable and thus a sustainable environmental choice. Choose Print is sponsored by PIASC. Contact: ChoosePrint.org

VISUAL CONNECTIONS: DISCOVER. NETWORK. LEARN.



Visual Connections Image Expo New York is returning Thursday October 27 to the Metropolitan Pavilion in Manhattan.

Workbook, a major marketing resource for commercial photographers and illustrators, will again be the principal sponsor of the event.

“Workbook's involvement last year took us in an exciting new direction, into assignment photography, illustration and footage, perfectly complementing the traditionally strong presence of creative and editorial stock agencies,” state event organizers Deborah Free and Edward Leigh (pictured left). “It has helped us become a meeting place for all visual creatives. Those who routinely use stock benefit from seeing the work of some of the world's top photographers; those who mainly commission new content benefit from seeing a wide variety of stock available at a time when budgets are tight.”

The expo hosts a range of international and niche suppliers, including stock image and footage agencies, artist reps and production companies. According to a study, 97% of the people who attend Visual Connections are actively seeking new providers of visual media and are able to find agencies and reps they hadn't heard of or wouldn't have found out about any other way. Four educational sessions are scheduled, including a Q&A with a panel, featuring attorney Nancy Wolff, on copyright and fair use as it pertains to social media.

Visual Connections offers the opportunity for art directors and designers to discover new suppliers of visual media and network with peers in the industry by:

- Discovering inspiring new sources of still and moving imagery from specialty editorial collections to creative stock.
- Discussing needs for custom content with artists reps and production companies.
- Attending educational sessions programmed throughout the day.
- Networking with visual creatives from advertising, design, publishing and TV production.
- Enjoying lunch, snacks and drinks throughout the day, including wine and beer from 5 pm.
- Taking part in the prize drawing, with the top prize worth \$2,000.

www.visualconnections.com/GDUSA



DEALING WITH DIFFICULT CLIENTS AND THEIR STRANGE REQUESTS

BY DIANE DOMEYER



Dealing with difficult clients is one of the biggest challenges creative teams face. Sometimes they make such wacky, weird and absurd requests that you have to stop and wonder, “Did I hear that correctly?”

But once the initial shock wears off, how do you handle these oddball queries? To help answer that question, The Creative Group asked marketing executives to share the strangest request they've ever received from a client. Here are some of their responses, along with tips for managing awkward or impossible demands.

LITTLE OR NO KNOWLEDGE OF THE BUSINESS

- “How do I open, send or work with a PDF?”
- “One client asked us to use a lighter shade of black.”
- “Can you remove the links across the top of the screen? It makes the page too busy.”
- “Can I use your scanner to create a color copy of my black-and-white photo?”

You may want to laugh when you hear these kinds of requests, but it's important to treat every customer with courtesy and respect. So instead of throwing your hands up when dealing

with difficult clients who don't have much tech or design savvy, take some time to explain how things work. Obviously, you don't need to teach the ins and outs of file formats or design software, but you can point colleagues toward helpful resources.

When a client's request is simply impossible, provide alternatives. In the case of the last question above, for example, you might point out that most scanners can't do what is being asked, but you'd be happy to research how much it will cost to colorize a black-and-white photo.

YOU WANT IT BY WHEN?

- “One client asked us to do online work instantly.”
- “I was asked to redo a layout for a presentation that was to begin in 30 minutes, even though the client signed off on it the previous day.”
- “The client wanted us to complete a large-scale project in less than 48 hours, but it was something that would take at least a month to do.”

Obviously, some clients have no concept of the amount of work it takes to pull off a polished and effective campaign. That's why it's so important for creative professionals to educate clients about processes and realistic time frames.

How? Use clear language, free of industry or technical jargon, when conveying why a project can't be completed in a day, a week or a month. If a client insists on a faster turnaround and the deadline is not impossible to meet, explain how other activities will be impacted. Once they see the bigger picture, they may have a change of heart and reconsider their demands.

BLURRY BOUNDARIES

- "I was once asked if I could hire a client's family member to oversee the project."
- "We had one client who wanted us to run errands and walk his dog while he was out of town."
- "I was asked for my home phone number so I could be reached after hours if [the client] had any questions."

When clients make dubious requests, the key is to set limits and stick to them. Calmly outline the scope of the project you're taking on and any associated parameters, like when and where you can be reached. Provide a personal phone number that can be used in an emergency only if you're comfortable with it. Often, dealing with difficult clients requires you to politely but firmly say, "Sorry, but I/we can't."

CONSTANT CHANGES

- "We have clients who often hover. They want to give input and make sure things are going smoothly, but their vision changes and they get in the way."
- "Some clients make countless revisions to their projects. It is very frustrating and work is never completed by the deadline."
- "A client took us out to discuss a project over drinks. Later, when we went over logistics, he said, 'What is this?' and wanted something totally different. It was like we were talking to two different people."

One of the most common complaints executives reported when dealing with difficult clients is that they can be vague or change their mind on a whim, often at the worst possible time.

Protect yourself from wishy-washy and mercurial clients by establishing ground rules from the start. In the contract or statement of work, spell out your revision policy and make sure your client signs it. This step won't eliminate indecisiveness, but it may prevent clients from making excessive adjustments.

PALTRY BUDGETS

- "One client, trying to save money, wanted only one person to work on a big project."
- "I'm the project manager and was asked not to manage because the budget was limited and the client said managers are useless."
- "I was asked to do a presentation pro bono."
- "A client asked us to provide free design services."

Everyone wants to save money when they can. But sometimes difficult clients take it too far. Still, when someone wants to tap into your creativity and design savvy but balks at paying the price, don't laugh and reject them outright.

Rather, present a tiered proposal with good, better and best options. The basic model could include two mockups and one revision, while the premium version could incorporate a faster turnaround and your most experienced designers. When clients have choices, they feel like they have control and are more likely to come to a reasonable agreement.

QUIRKY QUERIES

- "One person wanted us to create a video about the relationship with her dog."
- "The client brought all of his dogs to the office to show what he wanted for a pet ad."
- "A client created her own artwork and asked us to use it."

Some of these wackier requests may cause you to raise an eyebrow, but you just might find that working with whimsical clients brings a little levity to the job. Just make sure expectations for the final deliverable aren't unrealistic. During the kickoff meeting, ask clients for as many details as possible to make sure you understand their vision.

Dealing with difficult clients can be maddening. However, it can keep you on your toes, add humor to your work day and help you become a better creative professional who can handle different personalities.



DIANE DOMEYER is executive director of The Creative Group (TCG), a specialized staffing agency connecting interactive, design, marketing, advertising and public relations talent with the best companies. More information, including job-hunting services, candidate portfolios and TCG's blog, can be found at creativegroup.com.

FREE INFORMATION

To request product information from advertisers featured in this issue visit:

www.gdusa.com/freestuff.php

You can also contact the advertisers directly as provided below or fax this page back to 212.696.4564

COMPANY NAME	PAGE	COMPANY NAME	PAGE
○ 1 4over www.4over.com	147	○ 15 Graph Expo www.graphexpo.com	29
○ 2 Academy of Art University www.academyart.edu	9	○ 16 Hoefler & Co. www.typography.com	11
○ 3 Admore www.admorefolders.com	22	○ 17 InSource www.in-source.org	149
○ 4 Adobe MAX www.adobe.com/go/max16gdusa	33	○ 18 Jam Paper www.jampaper.com	22
○ 5 Art Arena www.artarena.com	IBC	○ 19 Kallima Paper www.kallima.com	25
○ 6 Artisan www.artisanalent.com	27	○ 20 Pantone www.pantone.com	IFC
○ 7 Berthold www.bertholdtypes.com	5	○ 21 PhotoSpin www.photospin.com	19
○ 8 Choose Print www.chooseprint.org	20	○ 22 Shutterstock www.shutterstock.com	BC
○ 9 Clearwater Paper pandp@clearwater.com	13	○ 23 The Creative Group www.creativegroup.com	3
○ 10 Corporate Image www.corp-image.com	15	○ 24 TwoSides www.twosidesna.org	117
○ 11 CTI Paper USA www.thepapermill.com	17	○ 25 Veritiv www.veritivcorp.com	7
○ 12 EnvyPak www.envypak.com	23	○ 26 Verso www.versopaper.com	31
○ 13 Erickson Stock www.ericksonstock.com	1	○ 27 Yupo www.yupo.com	65
○ 14 Florida Trade Graphics estimates@floridatradegraphics.com	23		

STOCK PHOTOS

Got an adorable Pet?
Take a Photo. Put it up on **ArtArena**.



Create a FREE account today to start
downloading or uploading images!



99¢
Images

(Over 6 million to choose from)



70%
Commission

(Most sites 30% or less)



www.artarena.com

Not Just Another Stock Photo Site



EXPOSURE

Made with
shutterstock



[shutterstock.com](https://www.shutterstock.com)

Bring your ideas to life.

Fabian de Lange made this beautiful composition with assets from Shutterstock. What will you create?

Use our innovative search to explore a collection of over 70 million images, vectors, and illustrations.