



# GDUSA Newsletter

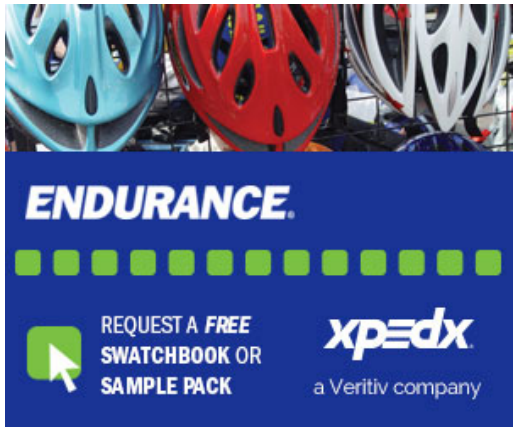
APRIL 2015

## BROAD AND DEEP

For 52 years, GDUSA has embraced the proposition that graphic design can help shape commerce and culture, and designers are uniquely positioned to influence the marketplace of goods and ideas. In the early years – decades – this was more wish than reality. But today’s enewsletter reminds us how much the discipline has broadened and deepened, and how important design thinking is in the emerging creative economy. You’ll see work for vibrant businesses like Spotify, Autotrader, Barnes & Noble. And for impactful non-profits like the Clinton Foundation, Meals on Wheels, and the UN Refugee Agency. Projects that advance commerce, culture, causes. As always, we feel lucky to be along for the ride.

**HOUSEKEEPING:** Our Package Design Awards showcase is now live online and the Inhouse Design Awards remains open for entries for one final week. More information and links to each below.

Gordon Kaye [editorial@gdusa.com](mailto:editorial@gdusa.com)



## Graphic Design News



### COLLINS FACES THE MUSIC

Spotify is shifting the brand away from its tech and engineering roots to reflect the music and entertainment service enjoyed by millennials today. To that end, New York design firm Collins visualizes the emotional “burst” that people feel when they connect with a song by incorporating a series of bursting shapes that can sit in front or behind content. In addition, the palette has been expanded from “Spotify green” to dozens of approved colors. To address



### STORE EXPERIENCE IN THE BAG

As consumers have migrated to shopping for books online, bookstores have shuttered. The last remaining national chain, Barnes & Noble, is competing where online retailers cannot: the attributes of the physical bookstore. Since an essential part of the experience is the shopping bag, Barnes & Noble asked Chermayeff & Geismar & Haviv for a design that emphasizes the difference between itself as a physical destination and portals like Amazon. Each bag features text from the first page of a classic, such as Moby Dick, Huck Finn and Wizard of Oz. Sagi Haviv notes that



the challenge of using photography from thousands of musicians — Spotify releases up to 20,000 songs a day — Collins' executive creative director Leland Maschmeyer turned to the duotone-y look of 1960s albums to impose consistency on the look. **SEE MORE >**

the shopping bag series "reflects the love of books and itself provides a book experience — you can even start reading them on the way home." The chain is producing 100 million bags for the 700 stores starting this month. **READ MORE >**

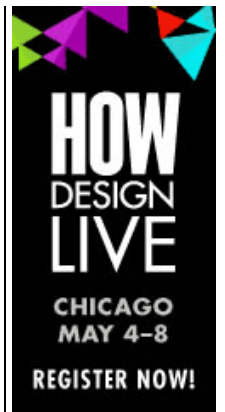


### GDUSA AMERICAN PACKAGE DESIGN AWARDS SHOWCASE IS PUBLISHED

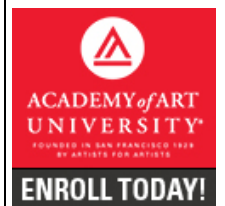
The new American Package Design Awards showcase has been released. The 200 page print publication, which doubles as the March/April edition of GDUSA, is now in the mail. It features the work of some 200 elite design firms, departments and package producers. The content can also be accessed today on the GDUSA website and the digital edition of GDUSA. A special thanks to Neenah, the founding and exclusive sponsor of the American Package Design Awards. Neenah has a new website devoted to packaging and labeling products, ideas and inspiration.

**GDUSA ONLINE WINNERS GALLERY >**

**MORE ABOUT NEENAH PACKAGING >**



**ORDER ONLINE**



### DUFFY DELIVERS FRESH IDENTITY

The Meals On Wheels Association of America, which supports 5,000-plus community-based programs addressing senior hunger and isolation, has changed its name. Now known as Meals on Wheels America, the organization also has a new visual identity designed by Duffy & Partners and a new website developed by AmericanEagle.com. The brand is said to be a foundational step to building the capacity needed to serve a rapidly growing demand, and is intended to more clearly and evocatively convey the organization's role as a vital safety net. Meals on Wheels America worked with The Storybranding Group to develop the strategic messaging, which was then translated into the identity by Joe Duffy and team. Says Duffy: "In my 30 years in this business, I have never been more proud to extend our hand in using the power of design to contribute to the enrichment of lives for so many." [LEARN MORE >](#)



**MEALS on WHEELS**  
AMERICA

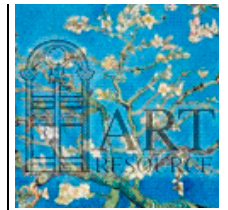
### REPOSITIONING GAINS EXPOSURE

New York-based creative services agency Mode Design Group has rebranded to Viceroy Creative. To call attention to their move from luxury branding and design firm to a full service agency, the executive team — CEO David Moritz, Creative Director Gabrielle Rein, CFO Aaron Bearce, and



### HYPERAKT PARTNERS WITH UNHCR

The United Nations Refugee Agency (UNHCR) works in more than 125 countries to deal with humanitarian emergencies, and UNHCR Innovation is the division headquartered in Geneva that tries to identify creative solutions to refugee problems, such as a recent collaboration with IKEA to create flatpacked houses. The Innovation team engaged Brooklyn NY's Hyperakt to design a brand identity that conveys its role as a convener of global partnerships that advance human-centered design. Hyperakt states: "Working hand in hand with the UNHCR Innovation team we developed a content strategy, and visual design for their new website, highlighting the group's process and impact. After conducting interviews with staff around the world and consolidating existing communication materials, we devised a clear information architecture to help external partners and internal staff better understand the importance of UNHCR Innovation's work." [SEE MORE >](#)



IS WHAT  
WE DO





Account Manager Raegan Gillette — posed nude. Rein says the concept was sparked by, among others, the famous Sagmeister and Walsh nude partnership announcement and the edgy “Equinox Made Me Do It” campaign that shows fit models misbehaving. To prepare for the unveiling, the principals went on a strict diet and undertook high-intensity training. On game day, photographer Robert Wyatt, who also shot the Equinox campaign, kept things light to defuse awkwardness. Rein describes the effort as a fashionable, fun, self-aware and provocative way to announce Viceroy’s presence. **SEE MORE >**





## CREATIVE FOR A CAUSE

Design nonprofit Code/Interactive's first-ever ad campaign

**GET CONTEST DETAILS**

Entries Due April 17



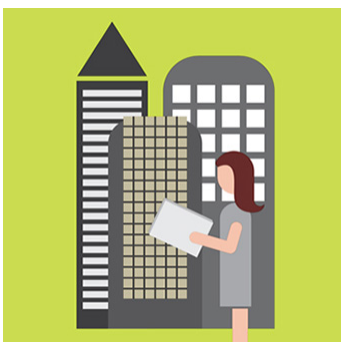



### NEW SCHOOL HAS NEUE TYPEFACE

The New School has a new identity. The institution turned to Pentagram and Paula Scher to create the University’s new look and to express its vision as an integrated institution with “design-inspired thinking design-inspired thinking essential for success in the emerging creative economy” at the center of its curriculum. The aesthetics of the identity system are inspired by the architecture and typography of the school’s new LEED certified University Center, while also incorporating parallel lines that echo the horizontal striations of the landmark Joseph Urban building nearby. As part of the identity, Scher commissioned a bespoke typeface from Peter Bil’Ak called Neue. It is composed of extended letterforms and governed by a custom algorithm, revolutionary in its combination of regular, extended and very extended widths of the same font programmed together and used seemingly at random. Each individual school appears underneath the primary logo. The university also commissioned a Pantone color, Parsons Red, to honor the history and centrality of the Parsons School of Design. **LEARN MORE >**



### FINAL WEEK TO ENTER GDUSA’S INHOUSE DESIGN AWARDS



This is the final week to submit entries to the American Inhouse Design Awards™. The original and premier showcase for outstanding work by inhouse designers, the competition represents unique opportunity for inhouse design, marketing and communications departments to be recognized for their creativity, for the special challenges they face, and for their valuable contribution to their organizations. The Creative Group, the specialized staffing firm for highly skilled interactive, design and marketing professionals, is the founding sponsor.

Final deadline: Friday April 17 (postmarked).

**ENTER NOW >**



## Take Five! Career Tips

### TAKE FIVE! CAREER TIPS FROM THE CREATIVE GROUP COPY EDITING TIPS FOR CREATIVES

Even if you're not a copywriter by trade, the ability to write clean and compelling copy is critical to your career. If you want to dazzle coworkers and clients with your communication skills and avoid embarrassing goofs, follow these five copy editing tips.

- 1. Clean Up The Clutter.** Reread your copy objectively and eliminate anything that's extraneous. The editing process often illuminates information that's interesting but not pertinent or critical.
- 2. Say What You Mean.** Make sure clichés mean what you think they mean – or better yet, steer clear of them altogether. Determine whether there's a simpler way to communicate your idea.
- 3. Press Print.** Don't just read your work on screen; print a hard copy as well. Seeing your words on paper sheds new light on the project.
- 4. Put It In Reverse.** Reading your work backward word for word will force you to focus on each and every term. (This is easier to do with a hard copy.)
- 5. Establish Distance.** Take a break from your writing – a few hours, or even a few days if you have the luxury. If you don't have a lot of time, re-reading your work in a different environment can help you see things from a new perspective.

For five additional tips, **visit the TCG Blog.**

*The Creative Group specializes in placing a range of highly skilled interactive, design and marketing professionals with a variety of firms. For more information, please visit [The Creative Group at creativegroup.com](http://TheCreativeGroup.com). Connect with TCG at [LinkedIn](#) or [Twitter](#).*



# Autotrader

### AUTOTRADER TAKES TO THE ROAD

Lippincott has developed a new brand identity for Autotrader, the online marketplace. According to Lippincott partner Michelle Matthews, the logo can be interpreted in many different ways: the road ahead, an arrow pointing forward, and a subtle "AT". It draws inspiration from vehicle badges and translates well to mobile, web and print applications to reflect the growth of multi-device usage in car shopping. The signature orange is still present. In written communications, Autotrader will now be treated as a single name. The new identity "speaks to the company's passion for cars," says Matthews, partner, Lippincott. "As important, the design also represents the journey — the possibilities that propel a car buyer along the exciting road



### DROGA5: WOMAN 'NOT THERE' YET

The Clinton Foundation's No Ceilings initiative recently released a comprehensive report on women's progress in the past two decades. Its conclusion: when it comes to gender equality, we're not there. Droga5 was tasked with urging young Americans to admit this truth, engage with it, and spread the word. On International Women's Day 2015, in a symbolic act, the agency partnered with more than 20 brands to remove women from media imagery — billboards to magazines, book covers to Top 40 songs — and replace them with a URL that leads to a video, to the data, and to a

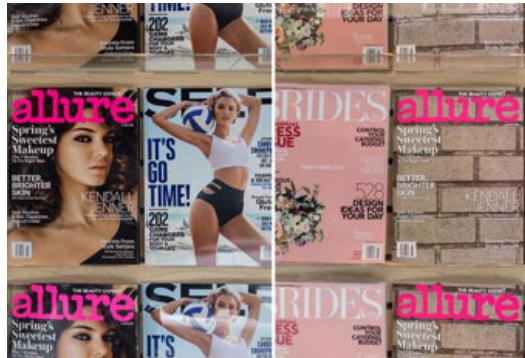
to finding the right car." **VISIT >**



### ADVANCING DESIGN IN MEDIA ARTS

The Organization of Black Designers has created the Design & Entertainment Media Exchange. The goal of the Exchange is to further the understanding, use and awareness of design, designers and the design disciplines in the media and entertainment arts such as film, music, television, the theater, dance and other forms of entertainment. Through conferences, seminars and online interaction, the Exchange hopes to provide entertainment industry professionals with access to seasoned and emerging designers in the disciplines of Automotive, Fashion/Apparel, Interior/Architectural/Environmental, Product, and Graphic/Visual design. **SEE MORE >**

call to action. **SEE MORE >**



### ENDURANCE: FREE PAPER SWATCHBOOKS AND SAMPLES



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## MONEY THAT LOVES YOU BACK

180LA is helping Pacific Life Insurance launch Swell, a new subsidiary devoted to cause-driven investing. The Newport Beach CA ad and design agency is appealing to Millennials who may not be interested investing but who are intrigued by cause-driven brands. Branding and creative assets, social media and videos focus on turning money into something happy and positive. For example, paper money folds into the shape of a heart and the Swell logo morphs into a smile. The name, says Liam Monaghan, managing director at Swell, was chosen for its multiple meanings: growth, goodness, and also ocean waves, an homage to the parent. When one invests, Swell makes a donation to causes people have pre-registered to support such as Jumpstart for Young Children or Susan G. Komen for the Cure. **SEE MORE >**



## NASHVILLE HOSTS DESIGN RETREAT

The inaugural Designers Roundtable Retreat will take place June 25–26 in downtown Nashville TN. The retreat's objective is to empower independent creative business owners by providing professional development, the time needed to focus, and the opportunity to take action through a two-day working retreat. As many as 100 creative business owners are expected, from around the country, to



## HELPING A NEW BRAND SPARKLE

MSLK has helped launch Sparkle Collagen, a new player in the emerging ingestible beauty market. The orange-flavored beverage is said to help reduce fine lines and improve skin elasticity. Noting that most brands in the category are positioned as impersonal supplements, the designers took a different tack: they positioned Sparkle as a beauty and lifestyle product. This included selecting a name that evokes youthful and aspirational qualities; designing a logotype that conveys youth and radiance; focusing packaging graphics on the product's flavor with a radiating orange illustration whose center echoes the starburst of the logo; encouraging fan engagement through a strong social media effort; and developing an ongoing campaign of creative recipes as well as beauty, nutrition and fitness tips. **SEE MORE >**

## GRETEMAN AND GARDNER HONORED

Wichita State University is inducting 12 people into its inaugural class of the College of Fine Arts Hall of Fame. Among the landmark group are two GDUSA regulars, Sonia Greteman of Greteman Group and Bill Gardner of Gardner Design and LogoLounge. The newly established Hall of Fame recognizes the College of Fine Arts' alumni, community contributors and teaching/staff mentors in all areas including design, music, theater, opera and dance. **SEE MORE >**

attend. The four main focus areas include: Power of Clarity and Setting Attainable Goals; Business Processes and Systems; Proven Communication Techniques for Creatives; and Is There Such a Thing as Work-Life Balance? More broadly, the Designers Roundtable is a community that shares resources, boosts confidence, and holds members accountable to focus on their business. **LEARN MORE >**



#### **HILLMAN CURTIS AMONG AIGA MEDALISTS TO BE HONORED AT 2015 GALA**



Hillman Curtis, the web design pioneer and filmmaker, will be honored posthumously with an AIGA Medal at this year's gala. Other medalists include Paola Antonelli, Emory Douglas, Dan Friedman, and Marcia Lausen. The medal recognizes exceptional achievements, services or other contributions to the field of design and visual communication; medals have been awarded since 1920. This year's awards presentation, chaired by Michael Bierut, takes place Thursday, May 14 at Pier Sixty in New York City. Tickets are available and proceeds from the event benefit Worldstudio AIGA Scholarships, and the AIGA Legacy Fund.

**SEE ALL THE MEDALISTS >**



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