

The **BIG**
BOOK **of**
DESIGN
IDEAS

Edited by David Carter

Annual Reports

Books

Calendars

Catalogs

Corporate ID/Logos

Editorial Design

Environmental

Exhibits

Illustration

Labels & Tags

Letterhead Sets

Menus

Music CDs

Outdoor

Packaging

Posters

Product Design

Promotion

Self-Promotion

Shopping Bags

T-Shirts

Other Stuff

**The BIG
BOOK of
DESIGN
IDEAS**

editor
DAVID E. CARTER

art director
SUZANNA M.W.

designers
CYNTHIA B. COMBS
ANTHONY B. STEPHENS

The Big Book of Design Ideas

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creative firm
EMERSON, WAJDOWICZ STUDIOS
 New York, New York
 creative director
JUREK WAJDOWICZ
 senior art director
LISA LaROCHELLE
 client
AVSC INTERNATIONAL

Mission
 AVSC International works worldwide to improve the lives of individuals by making reproductive health services safe, available, and sustainable. We provide technical assistance, training, and information, with a focus on practical solutions that improve services where resources are scarce. We believe that individuals have the right to make informed decisions about their reproductive health and to receive care that meets their needs. We work in partnership with governments, institutions, and health care professionals to make this right a reality.

Our Name
 We are frequently asked, "What do the letters AVSC stand for?" Until 1994, the letters of our name stood for the Association for Voluntary Surgical Contraception. However, the scope of our work had grown beyond what it once was. Thus, in 1994 we changed our name to AVSC International. At that time, we decided to use the letters AVSC to convey a continuing commitment to making quality, voluntary sterilization available while at the same time permitting us to make a broad commitment to family planning and reproductive health.

2000 ANNUAL REPORT
 1

creative firm
LOUEY/RUBINO DESIGN GROUP, INC.
 Santa Monica, California
 creative director
ROBERT LOUEY
 client
KAUFMAN AND BROAD HOME CORPORATION

ZALE CORPORATION 7 1999 ANNUAL REPORT

Although true to its moniker, "Zales, The Diamond King," Zales has leveraged its customer relationship special occasions. Capitalizing on innovative merchandise, a lifetime, Zales has revolutionized the jewelry industry with a box of chocolates with a diamond heart pendant as a Valentine's Day, or a gift for a special "graduate."

Zales continues to be first and fast, leading the industry for Zales is the gift that gives twice. Two years ago, Zales launched a purchase program benefiting the Make-A-Wish Foundation. Backing up the merchandise initiative is an aggressive product offers, like "Brilliant Buys." In an industry that is television and print during holidays and high retail volume in the industry.

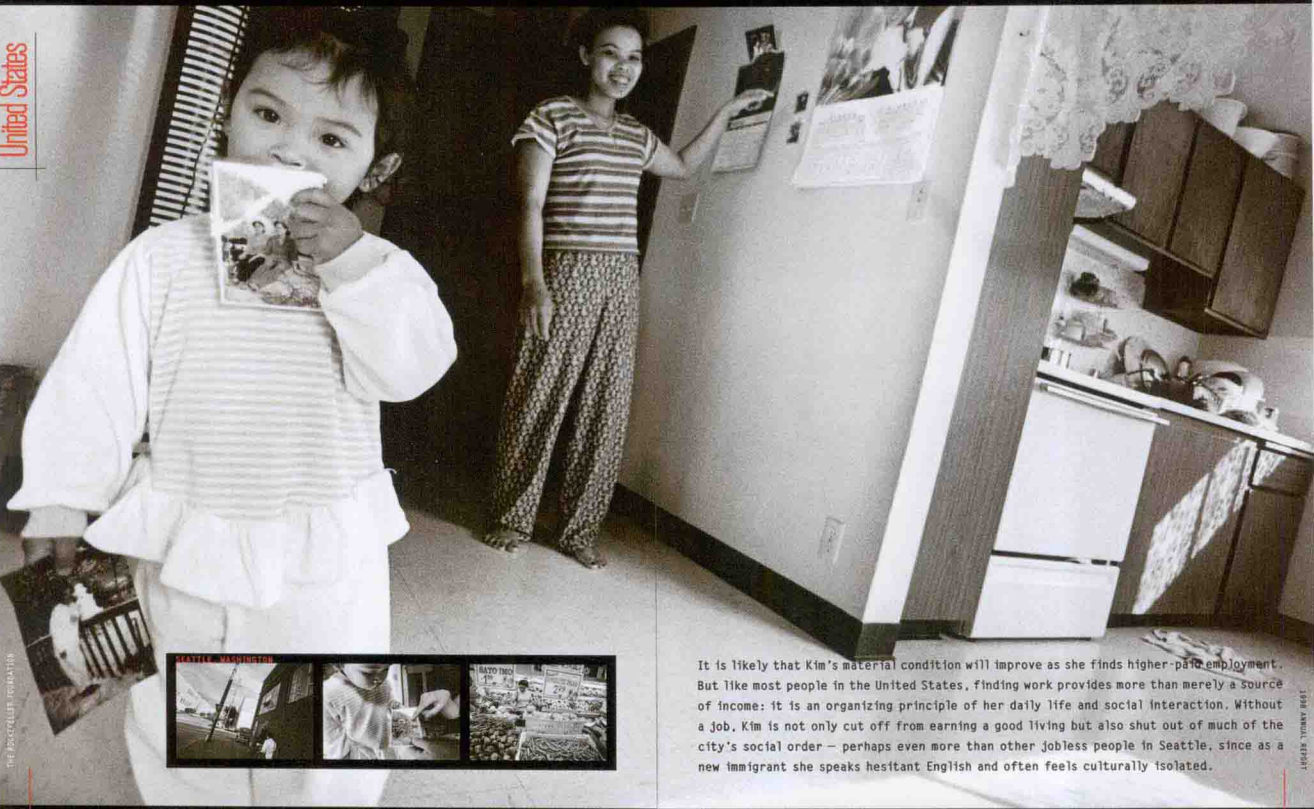
The strength of Zales' merchandising and marketing programs, average store sales volume increase to \$1.2 million, a 57.7% increase in 1999.

Zales Jewelers, already the leading jewelry retailer in the U.S., has a target of up to approximately 850 domestic Zales stores by 2005. 75 years later Zales Jewelers is a thriving franchise of distribution, including online shopping and Zales.com.

ZALE CORPORATION
 ANNUAL REPORT TO SHAREHOLDERS

1999

creative firm
SIBLEY PEEETE DESIGN
 Dallas, Texas
 designer
DAVID BECK
 photographers
JOHN PARRISH, GREG BOOTH
 client
ZALE CORPORATION

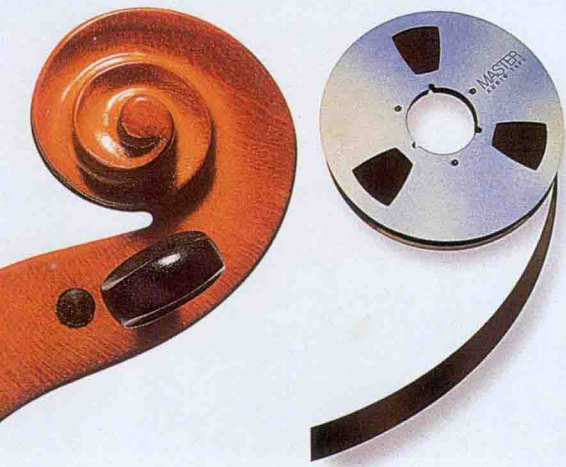


It is likely that Kim's material condition will improve as she finds higher-paid employment. But like most people in the United States, finding work provides more than merely a source of income: it is an organizing principle of her daily life and social interaction. Without a job, Kim is not only cut off from earning a good living but also shut out of much of the city's social order — perhaps even more than other jobless people in Seattle, since as a new immigrant she speaks hesitant English and often feels culturally isolated.

creative firm
EMERSON, WAJDOWICZ STUDIOS
New York, New York
creative director
JUREK WAJDOWICZ
senior art director
LISA LAROCHELLE
client
THE ROCKEFELLER FOUNDATION

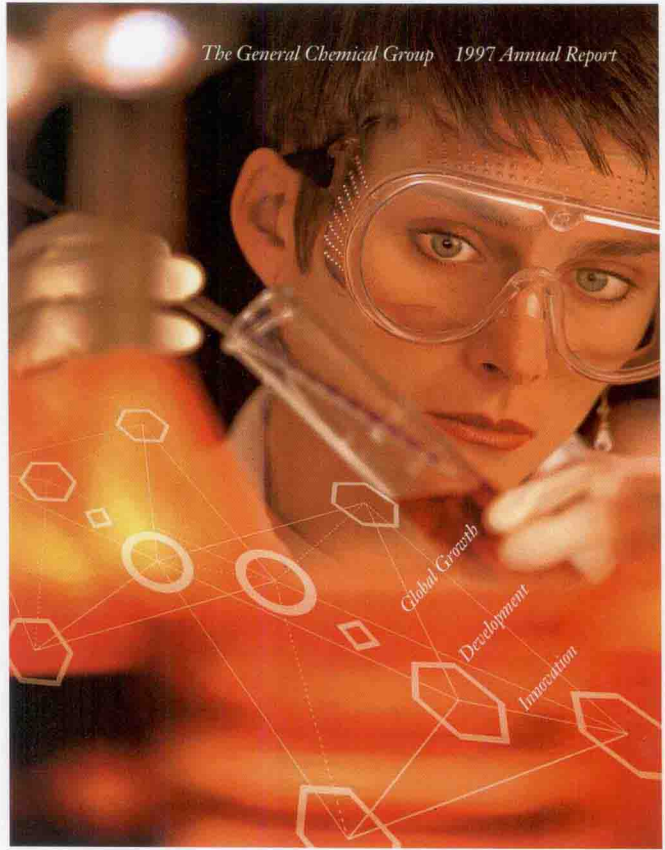
creative firm
ARNOLD SAKS ASSOCIATES
New York, New York
creative director
ARNOLD SAKS
designer
MICHELLE NOVAK
client
GENERAL CHEMICAL

The EMI Group Annual Report 1999



creative firm
TOR PETERSEN & PARTNERS
London, England
designers
JEFF DAVIS, JIM ALLSOPP
client
THE EMI GROUP

The General Chemical Group 1997 Annual Report



Growth Strategies
Puma Technology

For the Future

00: 00: 05



g r o w i n g

1 Corporate Market

Growth

anytime, anywhere access for the enterprise

Whether telecommuting, on the office floor, or traveling around the world, corporate employees are spending more time away from the office and PCs. To enable them to take their data on the road, corporations are now purchasing mobile devices in large numbers. Puma's synchronization solutions for corporations are enabling the growing mobile workforce to stay productive by staying in sync.

One of Puma's key objectives during FY 1998 was to begin to establish our position in the enterprise market. Accordingly, we targeted our marketing programs to corporations, developed a broad-based brand advertising campaign, revamped our product packaging, and instituted a new site licensing program. Called *Intelleync Gold*, this program allows corporations to deploy any *Intelleync* product—regardless of the devices or applications they use—for a single, per-seat price that protects their mobile computing investments.

Two recent Puma developments take corporate mobility to the next level. By allowing employees on the road or just down the hall access, anytime, anywhere access to server-based groupware applications, our new *Intelleync Anywhere* enterprise server removes the key barrier to more pervasive corporate deployment of handheld devices. And our recently acquired *Satellite Forms* product line will combine with *Intelleync* and *Intelleync Anywhere* product family to help corporations move beyond using handheld devices merely for personal organization, to enabling the rapid deployment and seamless integration of custom handheld applications with critical business applications.

creative firm
HEINEY & CRAIG, INC.
San Francisco, California

creative director
TIM CRAIG

senior designer
SHARON BACKURZ

client
PUMA TECHNOLOGIES


HermanMiller


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Connect: Host www.hermanmiller.com contacted.

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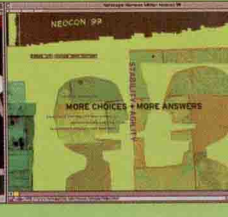












creative firm
BBK STUDIO INC.
Grand Rapids, Michigan

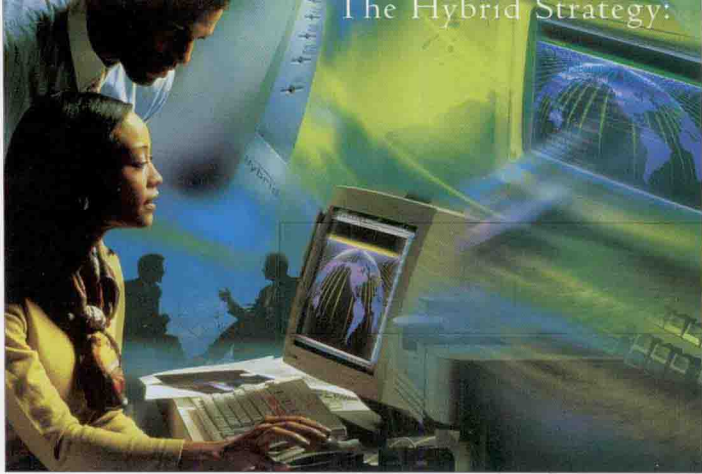
creative director
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designer
YANG KIM

copywriter
CLARK MALCOLM

typesetter
KIM LAPP

client
HERMAN MILLER INC.



The Hybrid Strategy: Superior Technology/Customer Focus


True broadband solutions for any environment or user need

The superior broadband Internet access of wireless and cable represents an important new value-added revenue opportunity for wireless and cable companies, network systems integrators, resellers, and even traditional telephone access.

Hybrid Networks, Inc. Annual Report 1997

Work that's...
ing about...
as BCN...
important

download in seconds rather than minutes



Hybrid we make the internet fly

summary annual report 98 peapod.com

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Chicago, Illinois
designer
SCOTT HICKMAN
client
PEAPOD

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HEINEY & CRAIG, INC.
San Francisco, California
creative director
TIM CRAIG
senior designer
JANET CARPINELLI
client
HYBRID NETWORKS, INC.

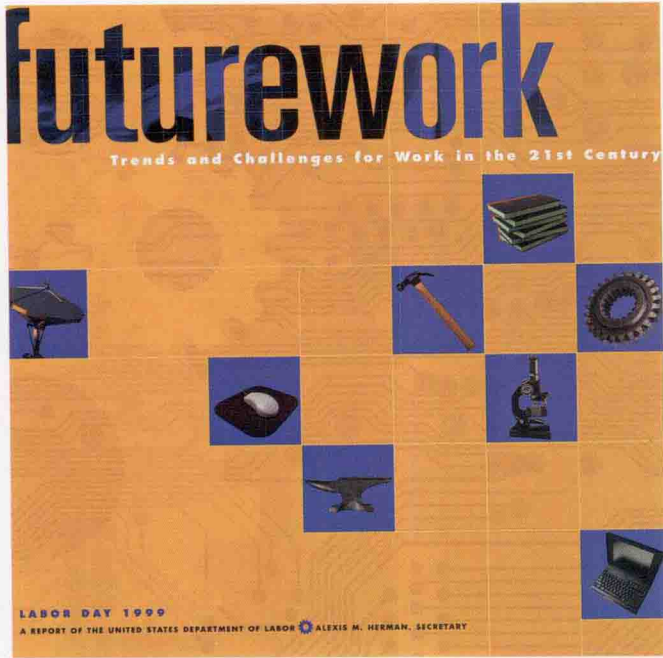
ECTIONS NOW

PEOPLE AS OTONH3J1

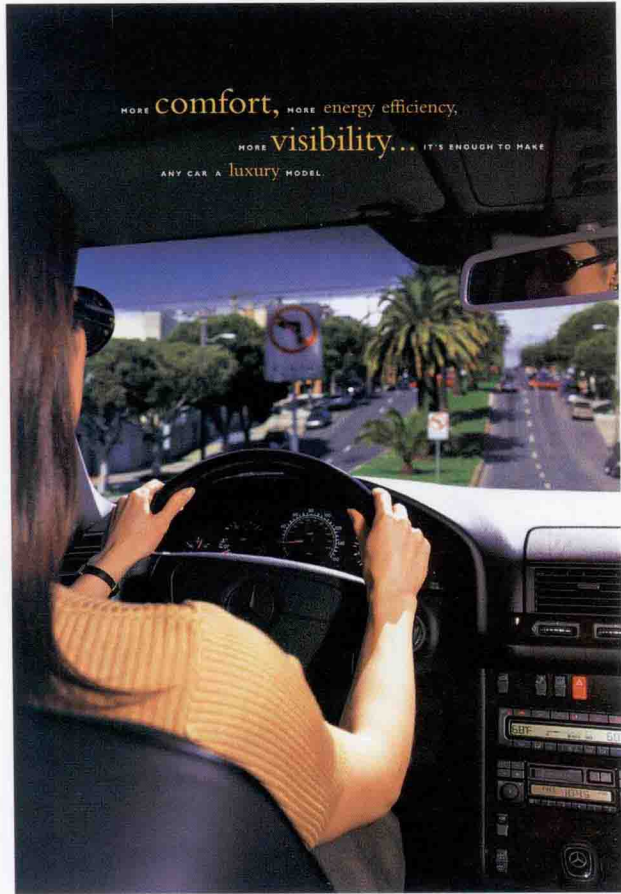
A Report on the Environmental Stewardship of Herman Miller and its Subsidiary Companies

"The opportunity of peapods are so precious—only once!"

SELLING >>
Connecting seeing and believing, perception and reality. ISI keeps us connected to our dealers and salespeople, a vital part of selling and servicing our products. 2-Axis shows people the office they are ordering from Herman Miller before it arrives. Then prices it. Perfectly. Every time. OnSite is redefining how our larger customers get their furniture—with speed, convenience, and reliability. Customers connected directly to manufacturing. A complete process. A working connection.



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art director
JEFFREY L. DEVER
designer
AMY WHITE SUCHERMAN
client
U.S. DEPT OF LABOR



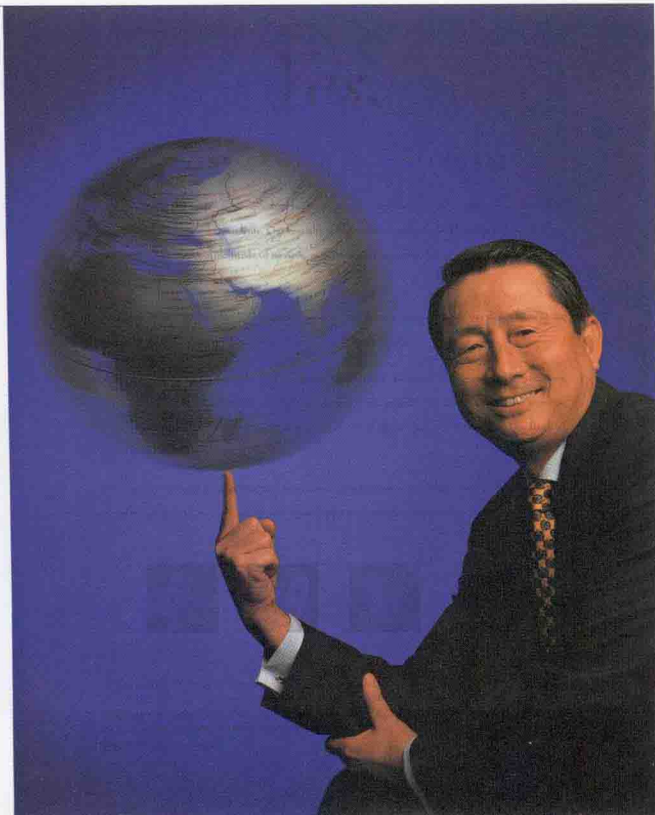
creative firm
HEINEY & CRAIG, INC.
San Francisco, California
creative director
TIM CRAIG
designer
KRIS MATSUYAMA
client
APEX PC SOLUTIONS

creative firm
HEINEY & CRAIG, INC.
San Francisco, California
creative director
TIM CRAIG
senior designer
SHARON BACKURZ
client
UNION BANK

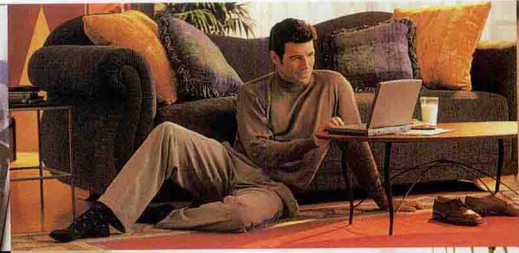
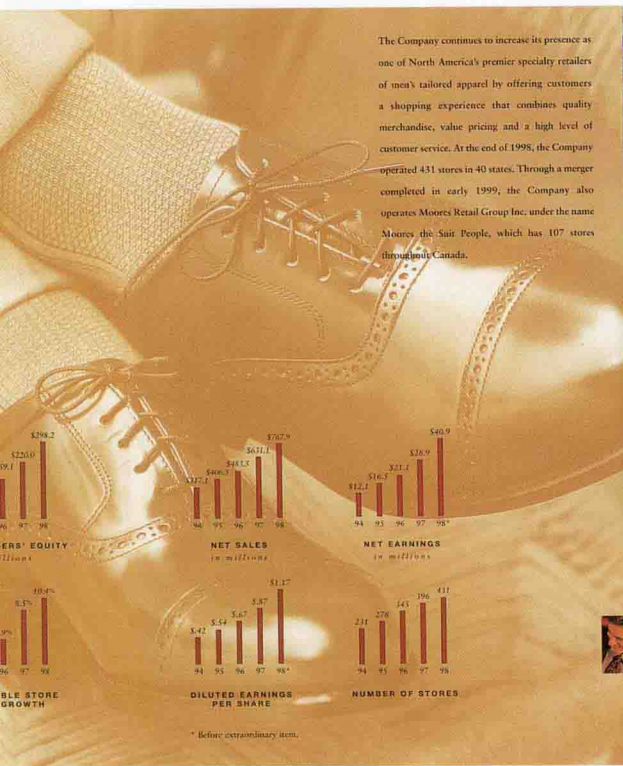
Can you help keep my global trade *spinning*?

"We need an international correspondent that has an extensive network and can deliver all types of trade-related services, from foreign exchange to letters of credit. We insist upon high quality, competitive pricing and overall value. Our domestic clients depend upon us for fast payment and processing of their transactions. Union Bank of California's quality and efficient services make my life easier and our clients happier."

Harry Tang, General Manager
International Bank of China and a Satisfied Customer



1998 HIGHLIGHTS



Even with the changing look of business, taste still remains in style.



creative firm
HEINEY & CRAIG, INC.
 San Francisco, California
 creative director
TIM CRAIG
 senior designer
SHARON BACKURZ
 client
THE MEN'S WEARHOUSE

creative firm
CASPER DESIGN GROUP
 Berkeley, California
 creative director, designer
BILL RIBAR
 photographer
DAVID POWERS
 client
PROBUSINESS SYSTEMS



Personal support makes the difference.

Jenny Craig

Jenny Craig, Inc. is one of the most successful weight management service companies in the world. What truly sets it apart is an emphasis on personal support. Consultants help clients one-on-one to develop a healthy relationship with food, build an active lifestyle, and create a more balanced approach to living.

Jamie Filippone, director of finance, has found several tangible benefits to working with ProBusiness. "One of the challenges that we had in the past was a lack of direct access to our own information," she says. "We were with another payroll provider, and we always had to go through them to get any type of detailed report. With ProBusiness, we're able to generate detailed reports at the push of a button. Before, it took days to generate these reports—now it takes minutes."



ProBusiness Account Sites for Jenny Craig: Dan Kinke, Tim Leach, and Kimberly Haring

In turn, Jenny Craig, Inc. relies on expert personal support from ProBusiness to automate its payroll processing and payroll tax filings for more than 2,900 employees at 524 company-owned Centres in the United States.

"We've been extremely pleased with the level of service provided by ProBusiness," says Jim Kelly, vice president and CFO for Jenny Craig, Inc. "ProBusiness has enabled us to save time and focus our resources on more strategic initiatives."

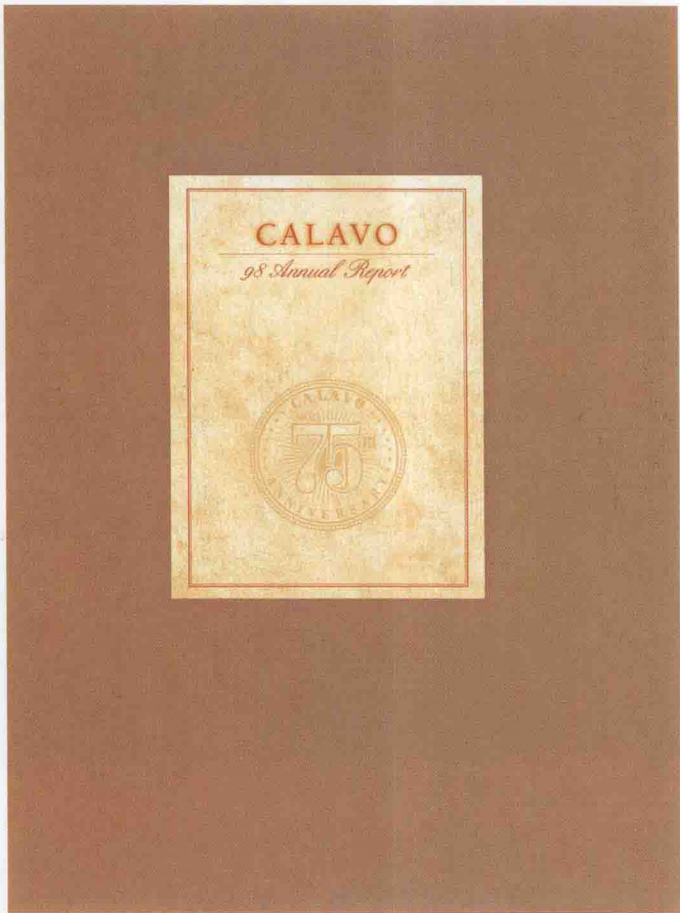
"Working with ProBusiness has been a very positive experience—from the people to the product to the training," says Filippone. "If I call them with questions, they get back to me right away. They do quality work. It's always 'How can we do that better?' It's great."

Powering businesses by empowering people.

Personal motivation is key for the success of Jenny Craig, both with its clients and with its employees. The company reengineered the commission process to reward performance on an individual basis—and to teams of employees—who meet their goals. Monthly team commissions apply to everyone in a Centre. From

consultants to program directors to the Centre director even to support staff. ProBusiness has allowed Jenny Craig to reduce processing time for the entire payroll process—including commissions, vacation accruals, benefits administration, and tax deposits—by a day and a half each pay period.





creative firm
McNULTY & CO.
Thousand Oaks, California
creative director
DAN McNULTY
designer
EUGENE BUSTILLOS
illustrator
LIZ WHEATON
copywriter
GERRY FREISLEBEN
client
CALAVO GROWERS OF CALIFORNIA

creative firm
ARNOLD SAKS ASSOCIATES
New York, New York
creative director
ARNOLD SAKS
designer
MICHELLE NOVAK
client
VF CORPORATION

Our brands buck all the trends. Because we know our success doesn't depend on being first in fashion. It's about satisfying consumers with innovative products that set the standard for value. Using technology to break new ground in flexible manufacturing and retail service. And speaking directly to consumers who know that things like quality, comfort, function and fit never go out of style.

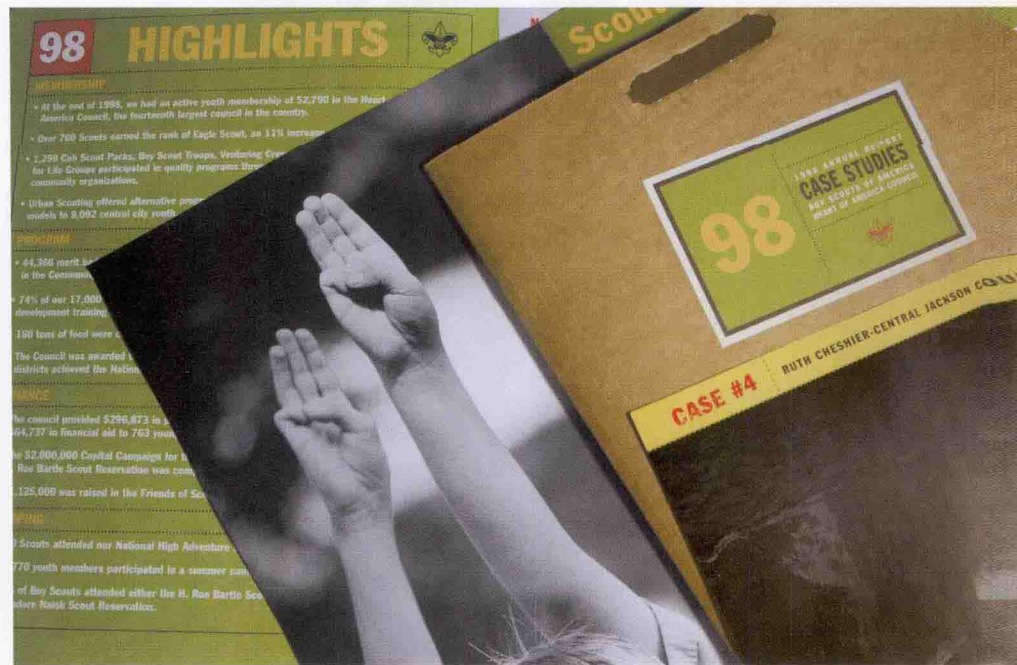
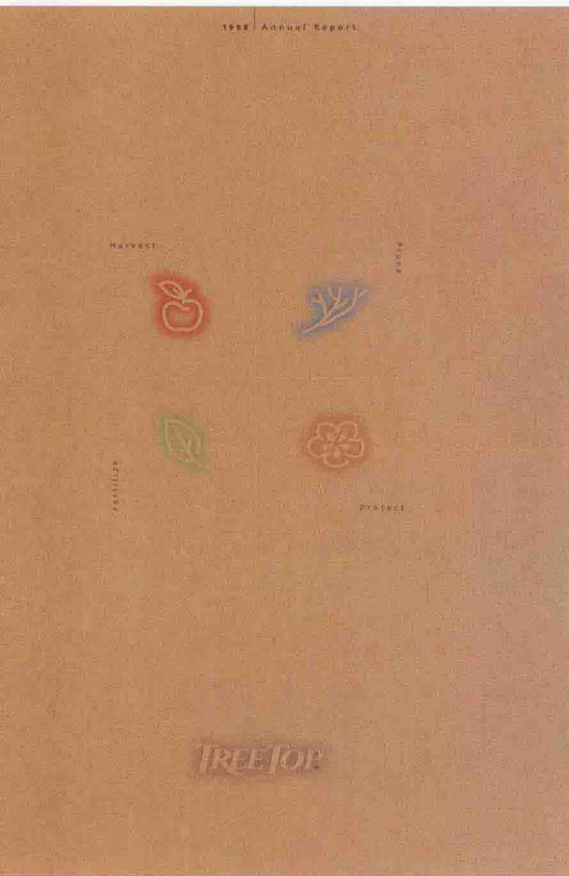
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creative firm
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client
RELIANCE STEEL & ALUMINUM COMPANY



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Seattle, Washington
art director
KATHA DALTON
designers
KATHA DALTON, JANA NISHI
client
TREE TOP

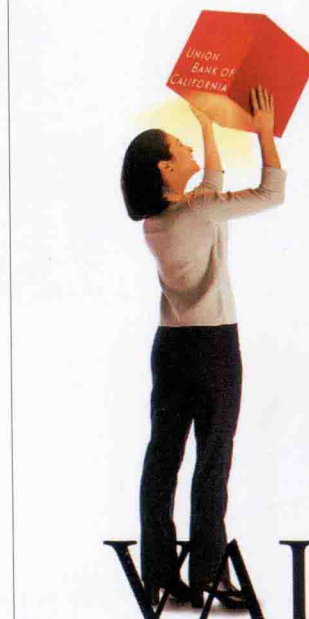
creative firm
MULLER + CO.
Kansas City, Missouri
creative executive officer
JOHN MULLER
creative director, copywriter
DAVID MARKS
designer
MARK VOSS
client
BOY SCOUTS OF AMERICA

ANNUAL REPORTS



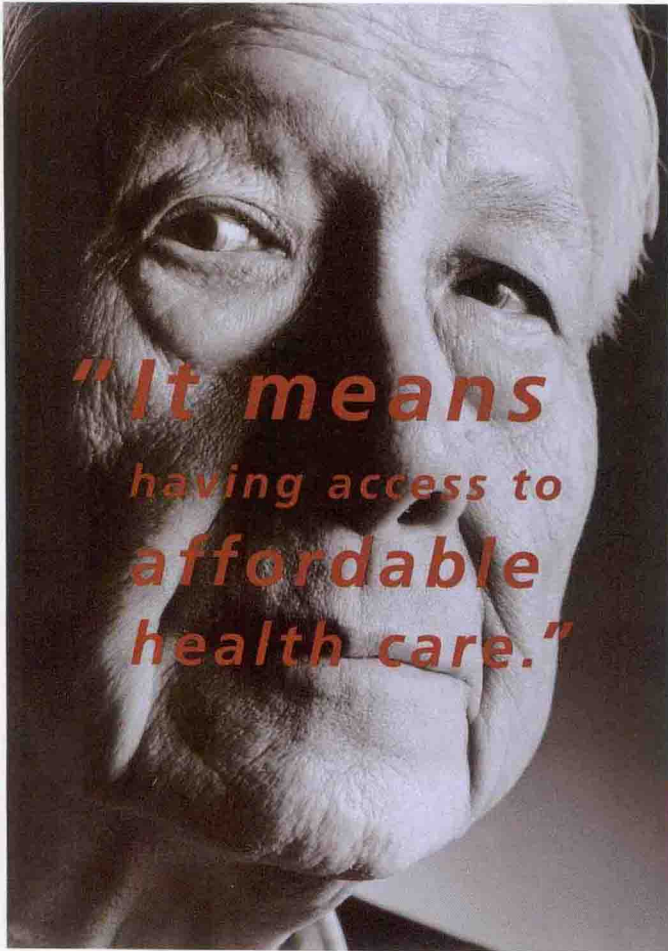
creative firm
MINALE TATTERSFIELD + PARTNERS
Richmond, England
creative director
PAUL ASTBURY
senior designers
GRANT RUSSELL, ROBIN CHAPMAN
client
EXPRESS DAIRIES

1998 Annual Report UnionBanCal Corporation



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San Francisco, California
creative director
TIM CRAIG
senior designer
JANET CARPINELLI
client
UNION BANK OF CALIFORNIA

VALUE



*"It means
having access to
affordable
health care."*

creative firm
CASPER DESIGN GROUP
Berkeley, California
creative director
BILL RIBAR
designer
CHRISTOPHER BUEHLER
photographer
DAVID POWERS
client
THE CALIFORNIA ENDOWMENT

UTILICORP UNITED 1998 Annual Report

FIRST MOVER

CEO/COO Interview: What Sets UCU Apart? ANSWERS PAGE 9

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20 THE ENERGY BIZ Made Fresh DAILY

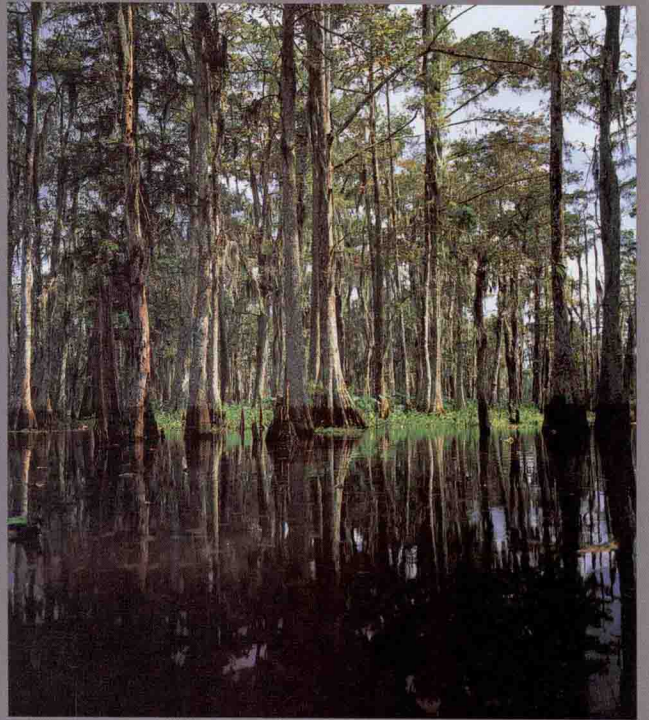
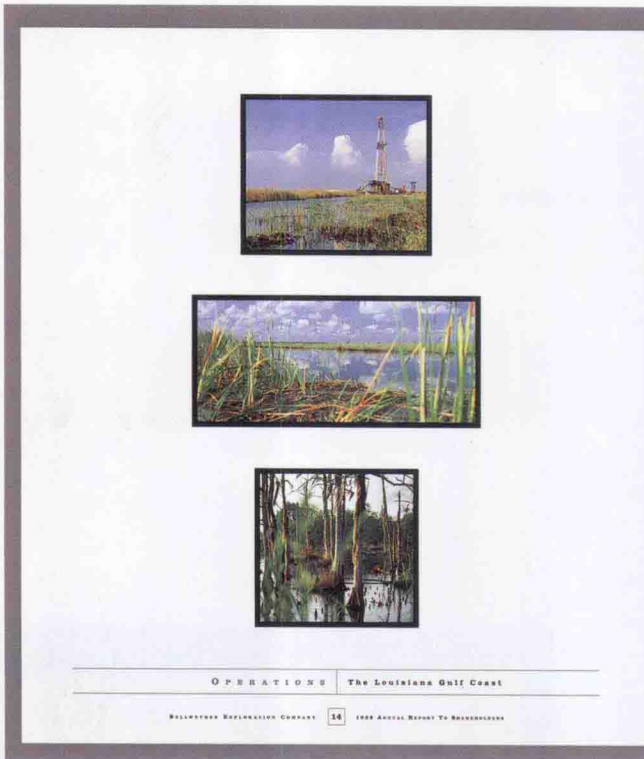
25 Staying Ahead With Y2K Solutions

Deregulation: Will it fly?
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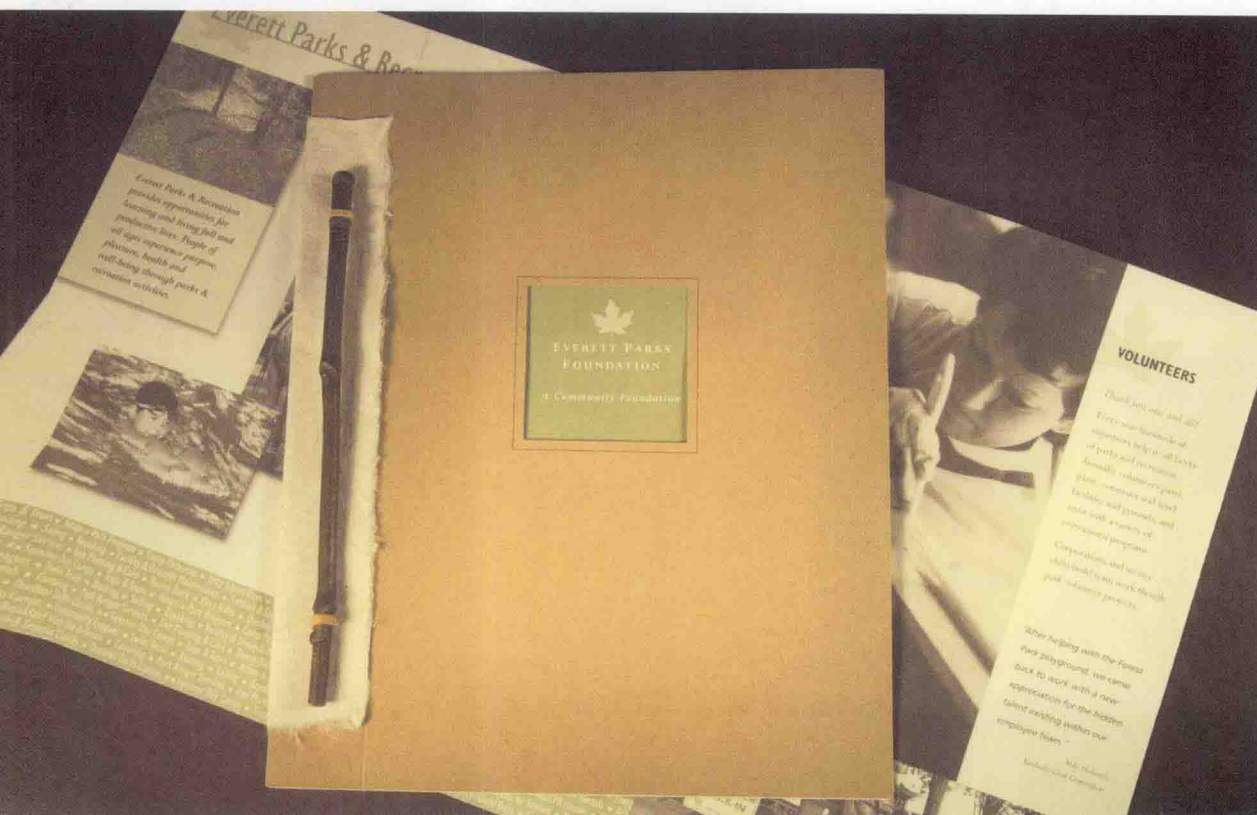


creative firm
LEIMER CROSS DESIGN
Seattle, Washington
creative director, art director
KERRY LEIMER
designers
KERRY LEIMER, MARIANNE LI
photographers
JEFF CORWIN, TYLER BOLEY
copywriters
KERRY LEIMER, BRIAN KEOGH
client
ESTERLINE TECHNOLOGIES, INC.

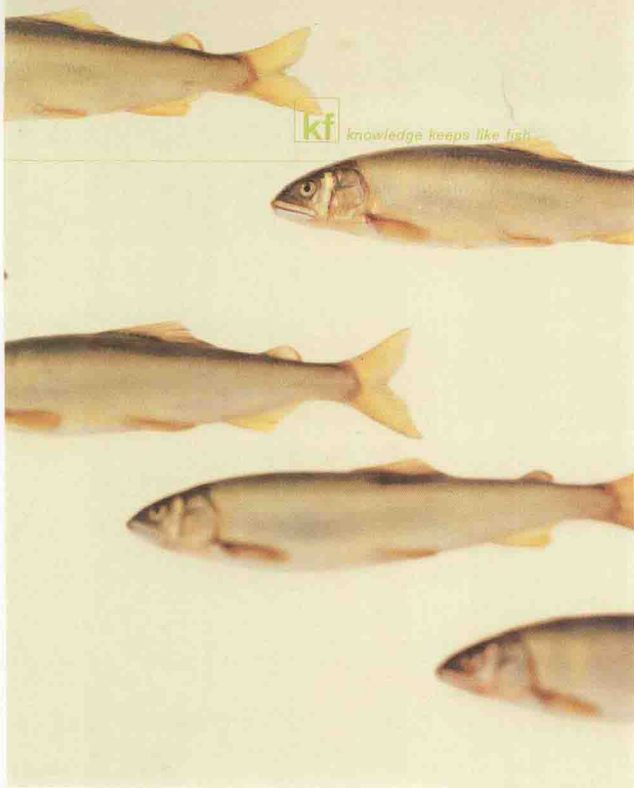
creative firm
MULLER + CO.
Kansas City, Missouri
creative directors
JOHN MULLER, MARK EINER
art director
MARK EINER
designer
JENNIFER JAHDE
client
UTILICORP UNITED



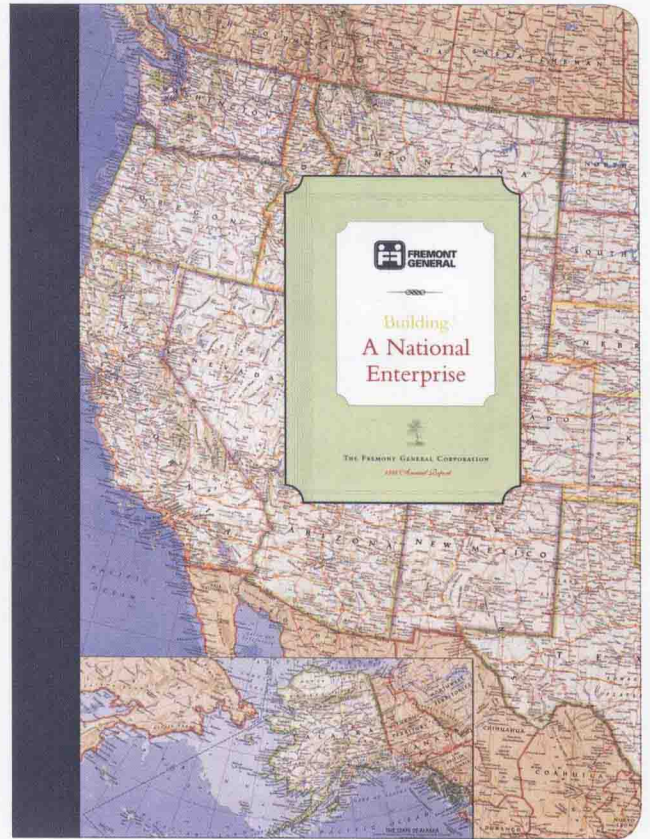
creative firm
SQUIRES & COMPANY
Dallas, Texas
designer
BRANDON MURPHY
photographer
JAY ROUSQUICH
client
BELLWETHER



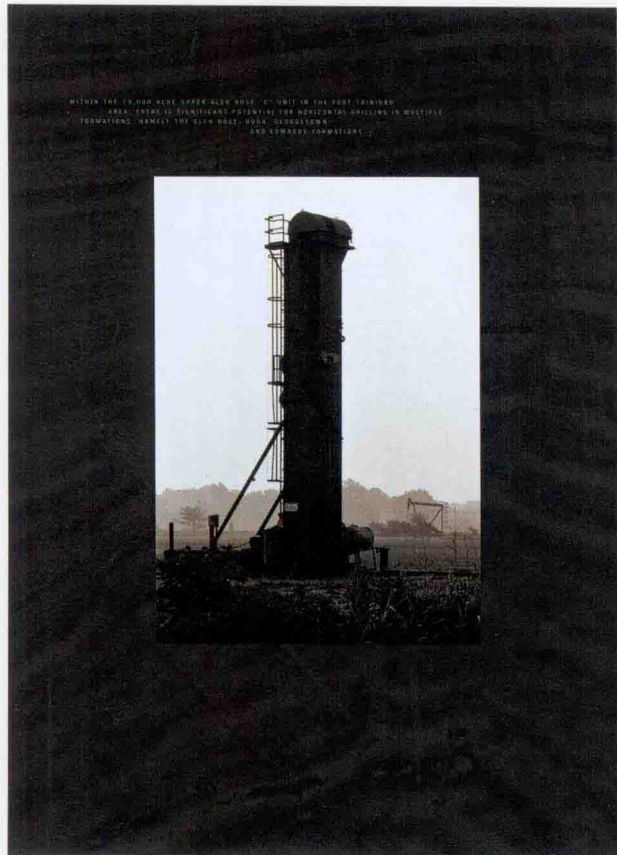
creative firm
BONNIE MATHER DESIGN
Edmonds, Washington
graphic designer
BONNIE MATHER
client
EVERETT PARKS FOUNDATION



creative firm
PARAGRAPHS DESIGN
 Chicago, Illinois
 designer
SCOTT HICKMAN
 client
DIAMOND TECHNOLOGY—JULIA POTTER



creative firm
**LOUEY/
 RUBINO
 DESIGN
 GROUP,
 INC.**
 Santa Monica,
 California
 creative director
ROBERT LOUEY
 client
**FREMONT
 GENERAL**



WITHIN THE 19,000-SQ-FEET UPPER ALLEN WEDGE OF UNIT IN THE FORT TRINIDAD AREA, THERE IS SIGNIFICANT POTENTIAL FOR MULTIPLE DRILLING IN MULTIPLE FORMATIONS, NAMELY THE TULLY, BOGA, SANDSTONE, AND LORAIN FORMATIONS.

the productivity of the new structure is expected to exceed that of the Point Pedernales Field, where the wells initially averaged production rates of 2,300 barrels of oil per day.

SHIP SHOAL AREA *Offshore Louisiana* In the April 1997 acquisition, Bellwether acquired working interests ranging from 10–29% in eight producing blocks in the Ship Shoal Area, covering three fields in 125 feet of water. In the fourth quarter 1997, production from these fields accounted for 8% of total Company production.

In April 1997, Bellwether also acquired 65 square miles of a 3-D seismic survey covering the area and participated in the drilling of two successful development wells which had initial production rates net to the Company's interest of 1.7 MMcf of gas per day and 309 barrels of oil per day.

In September 1997, the operator commenced a two well workover program to be followed by a two well development drilling program on a block in which Bellwether has a 29% working interest. Initial production rates from these four wells, if successful, could reach 50 MMcf of gas per day.

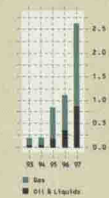
In August 1997, pursuant to a contractual right, Bellwether acquired a 19% working interest in an adjacent undeveloped block with attractive exploration potential from the operator of the area.

Bellwether anticipates that an annual eight to ten well program of workovers, development drilling and exploratory drilling can be sustained on these nine blocks for the next three to four years.

FORT TRINIDAD AREA *Houston and Madison Counties, Texas* Bellwether acquired its interests in the Fort Trinidad Area through the Hampton Resources acquisition that was completed in February 1995.

The Dexter Waterflood Unit, in which Bellwether has a 48% working interest, has

PRODUCTION
 QUARTERS PERCENT



creative firm
SQUIRES & COMPANY
 Dallas, Texas
 designer
PAUL BLACK
 photographers
GARY McCOY, KIETH WOOD
 client
BELLWETHER

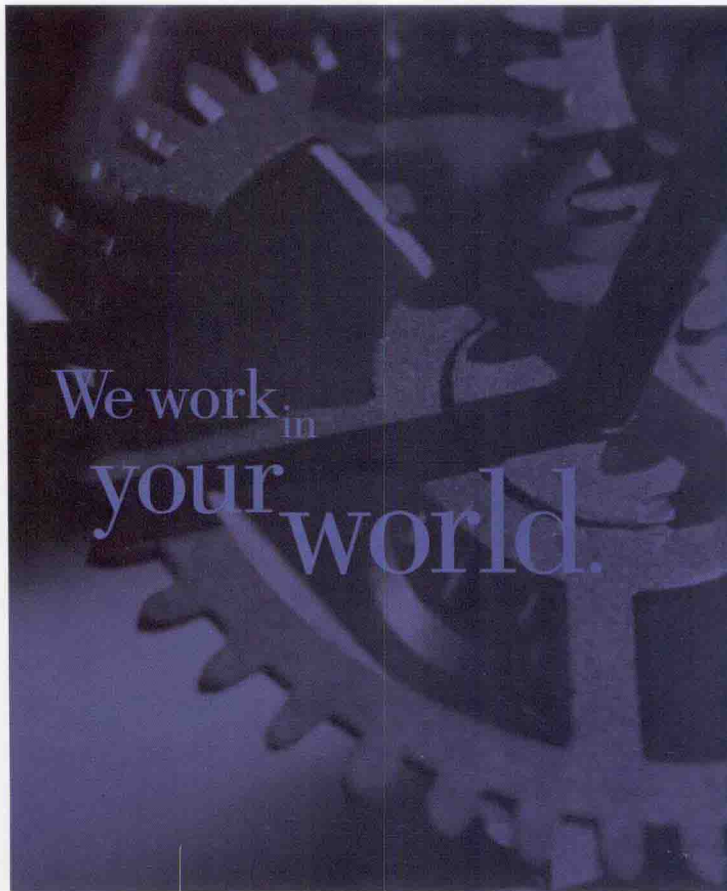
McWhorter Technologies, Inc.
Annual Report 1998



Growth through Technology

creative firm
PARAGRAPHS DESIGN
Chicago, Illinois
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SCOTT HICKMAN
client
McWHORTER

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photographers
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KINGMOND YOUNG
client
PEOPLESOFT



SEARS

A&T

The U.S. Mint

The U.S. Mint makes money
the old-fashioned way:
they manufacture it.

And until now, they also managed information the old-fashioned way. "We had a variety of non-integrated automated and manual systems and processes," says John Mitchell, deputy director of the United States Mint. "Getting the management information we needed was very difficult, and time consuming."

Today, the Mint, which is the largest stamping operation in the world, is transforming itself from a centuries-old government bureaucracy to a customer-focused, self-funded business with \$1 billion in revenues from sales of circulating and numismatic coins, and medals.

"We determined that PeopleSoft would be the best partner for the Mint," Mitchell says. "Our customers include everyone from individual collectors to the Congress of the United States, and we're committed to listening to them and meeting their needs. As a company, PeopleSoft has a customer-driven focus that is exactly right for the way we now operate."

