

Print's Best CORPORATE PUBLICATIONS

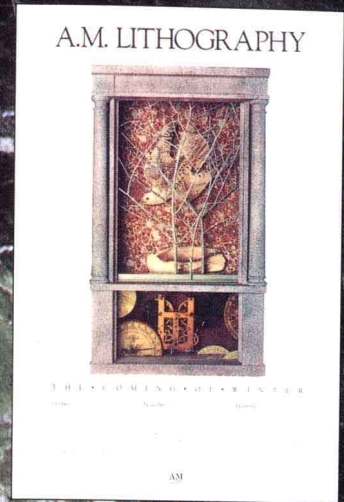
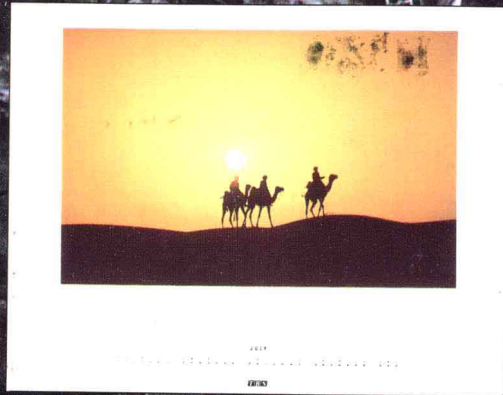
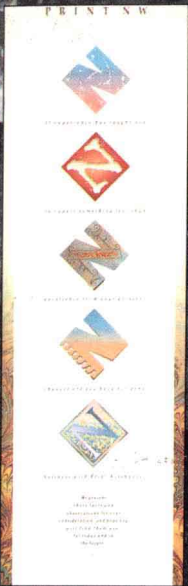
WINNING DESIGNS FROM PRINT MAGAZINE'S NATIONAL COMPETITION



BOOKLETS · BROCHURES · MAGAZINES · CATALOGS · CALENDARS · SPECIAL PROMOTIONS

PRINT'S BEST CORPORATE PUBLICATIONS

江苏工业学院图书馆
藏书章



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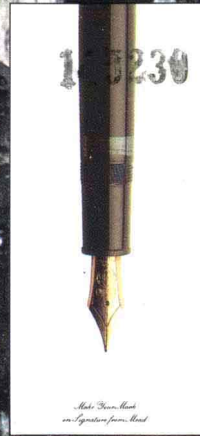
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Creative Director: Andrew Kner

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Associate Art Director: Thomas Guarnieri



Print's Best **CORPORATE PUBLICATIONS**

WINNING DESIGNS FROM PRINT MAGAZINE'S NATIONAL COMPETITION

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INTRODUCTION

Modern image-making as we know it today was born and came of age in the 20th century. Spawned by the advances in printing techniques that began in the late 1800s, the ability to reach and influence millions of people has grown with each new advance in communications. As the technologies of print, film, television, and the computer were being perfected, so was their use in promoting the image of people, places, and things. Side by side with advertising, the most direct method of promotion, has grown a communications industry, called public relations for want of a better name, that uses subtler means than advertising but reaches a more select audience. Included in this category of communications are the corporate publications that enable a company or institution to deliver information and project an image—the desired perception of the company—to carefully targeted groups. These may include a company's employees, present and potential customers, shareholders, and business, financial, media and community leaders.

The examples of corporate publications showcased in this book are divided into five categories: Booklets and Brochures (80 examples), Magazines (12), Catalogs and Manuals (9), Calendars (16), and Special Promotions (23). They were published in recent editions of PRINT's Regional Design Annual, winners of a national competition judged by the editors and art director of PRINT magazine. Here, we are able to devote more space to the selected entries than is possible in the Annual. We may, for example, show spreads from a publication in addition to the previously published cover, or additional covers or spreads from other issues of the publication, or additional promotional items or calendar pages.

The examples collected here represent work of companies ranging from small to some of the biggest corporations in the country and, indeed, in the world. They reflect, in general, a return to more disciplined, tradition-rooted design. This could be tied to the economic downturn of the period in which they were

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SPECIAL PROMOTIONS . . PAGES 158-189

produced—tight money usually signals a shift to a conservative mood—or a reaction to the graphic excesses of the opulent years of the '80s decade.

Catalogs and manuals keep a company's sales force, as well as wholesale and/or retail customers, informed of the latest models, styles, prices, etc. Graphic merit is especially high in catalogs for paper, textile, and fine home and office furniture companies.

The modern calendar was invented by Pope Gregory XIII in 1582 but did not become commonplace until the reduction in printing costs in the late 19th and early 20th centuries allowed enterprises like insurance companies and banks, or even the local coal and ice company, to distribute free calendars to the public. These early versions have evolved into a \$10-billion-a-year calendar business as their users have learned that the calendar, especially when wall-hung, is a year-long, attention-holding medium.

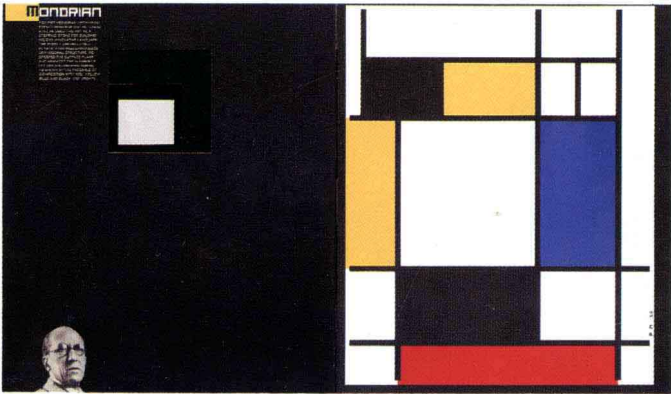
Special promotions range from conservative—booklets or books, albeit embellished with lively graphics or unusual shapes and formats—to extravagant boxes and die-cut productions.

Booklets and brochures can tell the story of a company or a particular corporate endeavor, a real estate development, perhaps, or the introduction of a new product, in much more detail than an ad and without the barrage of statistics in the annual report.

The annual report, in fact, works along with other company publications, especially the magazine that reaches a large audience within and outside a company. Not limited to once a year, the magazine can report a company's accomplishments and project its viewpoints every month or two. Some of these publications rival consumer magazines in their graphic layouts and editorial content and, as demonstrated in this book, in their printing and production values. —Teresa Reese



1.



2.



3.



4.

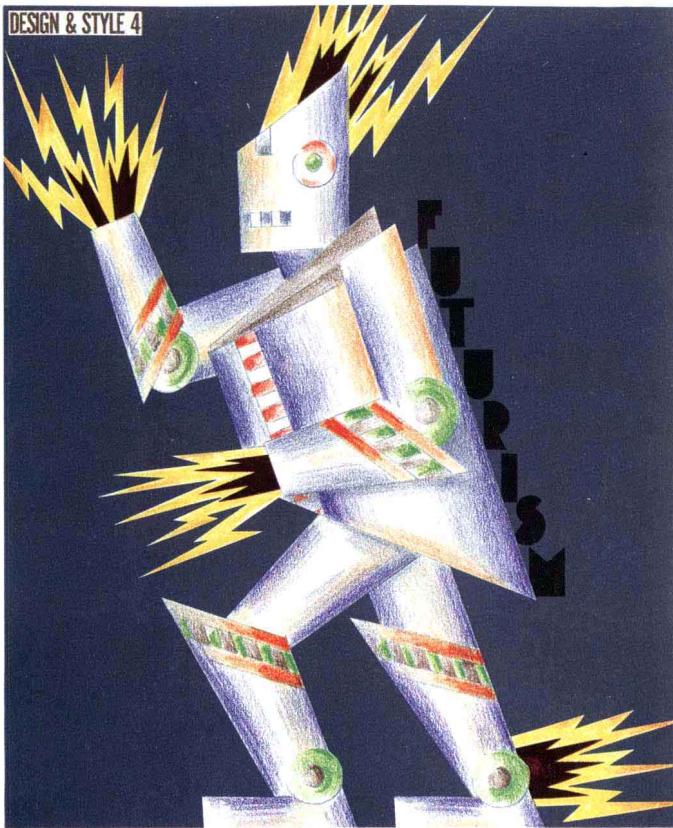
6

Cover (1), spreads (2,3)
and spot illustration (4)
from promotional
brochure on "De Stijl"—
part of a series on
historical graphic styles.
DESIGN FIRM: The
Pushpin Group, New
York, New York

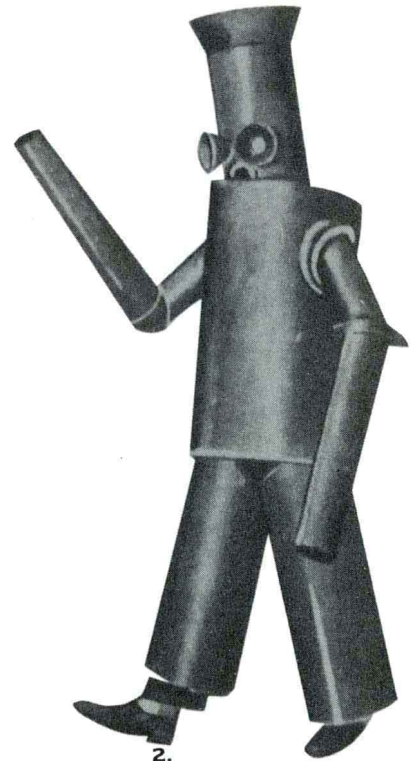
ART DIRECTOR/
DESIGNER/
ILLUSTRATOR:
Seymour Chwast
ASSOCIATE DESIGNER:
Roxanne Slimak

Mohawk Paper

Paper products



1.



2.



3.



4.

Cover (1), spreads (3,4)
and spot illustration (2)
from promotional
brochure on "Italian
Futurism & Art Deco"—

part of a series on
historical graphic styles.
DESIGN FIRM: The
Pushpin Group, New
York, New York

ART DIRECTOR/

DESIGNER/

ILLUSTRATOR:

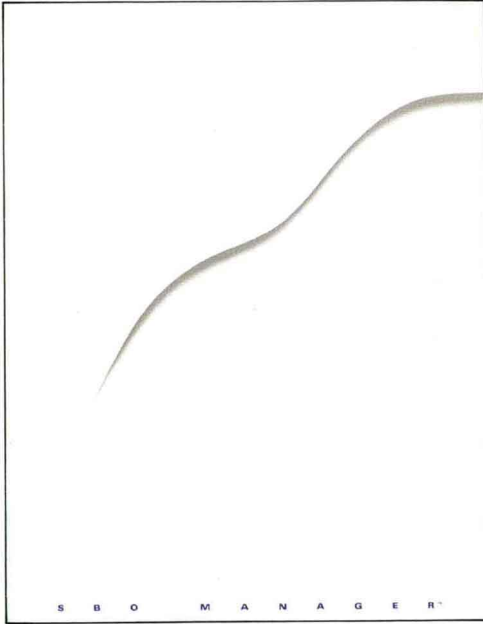
Seymour Chwast

ASSOCIATE DESIGNER:

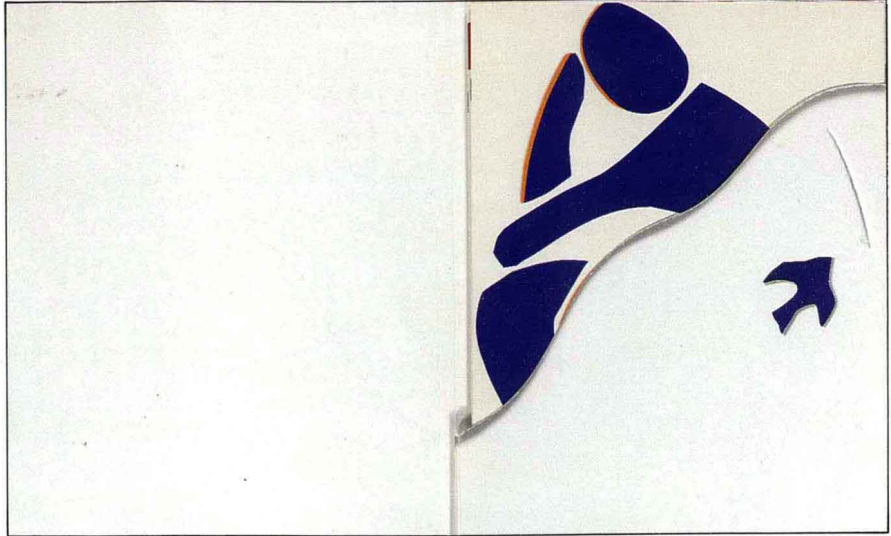
Roxanne Slimak

SBO Management Systems

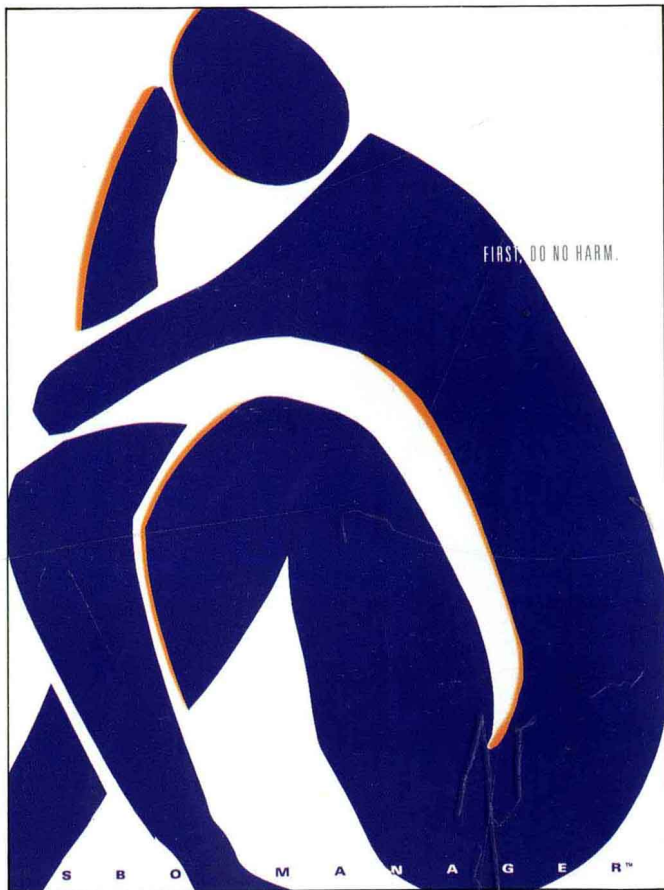
Quality control systems for health care



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2.



3.



4.



Major consumers in today's marketplace economy are choosing outcome measures as the best means for assessing the quality of health care they purchase. Structure and process data simply give these decision-makers no useful information for measuring the likely return on corporate health dollars spent.—Martin D. Merry, M.D., School of Health Studies, University of New Hampshire.

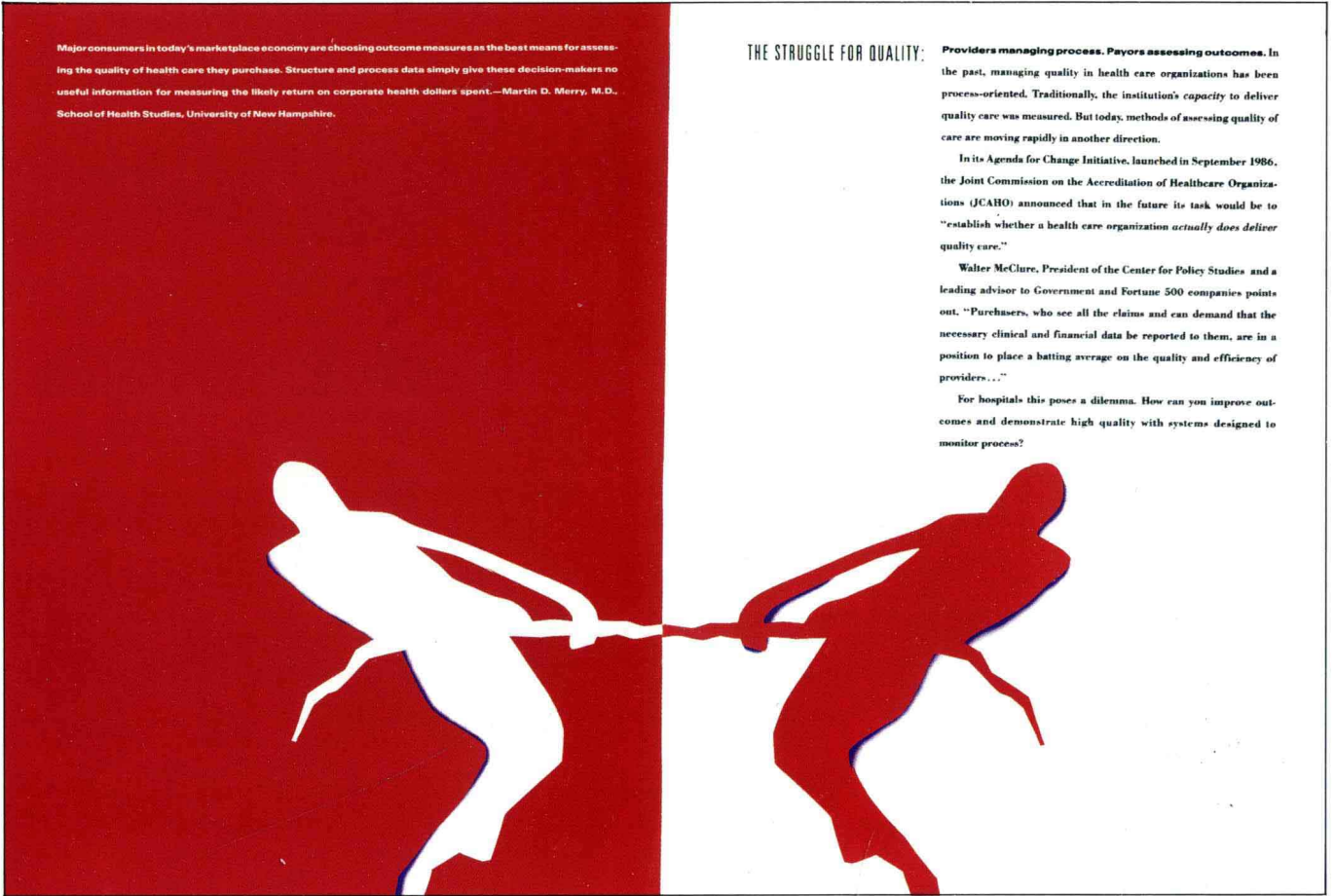
THE STRUGGLE FOR QUALITY:

Providers managing process. Payers assessing outcomes. In the past, managing quality in health care organizations has been process-oriented. Traditionally, the institution's capacity to deliver quality care was measured. But today, methods of assessing quality of care are moving rapidly in another direction.

In its Agenda for Change Initiative, launched in September 1986, the Joint Commission on the Accreditation of Healthcare Organizations (JCAHO) announced that in the future its task would be to "establish whether a health care organization *actually does deliver* quality care."

Walter McClure, President of the Center for Policy Studies and a leading advisor to Government and Fortune 500 companies points out, "Purchasers, who see all the claims and can demand that the necessary clinical and financial data be reported to them, are in a position to place a batting average on the quality and efficiency of providers..."

For hospitals this poses a dilemma. How can you improve outcomes and demonstrate high quality with systems designed to monitor process?



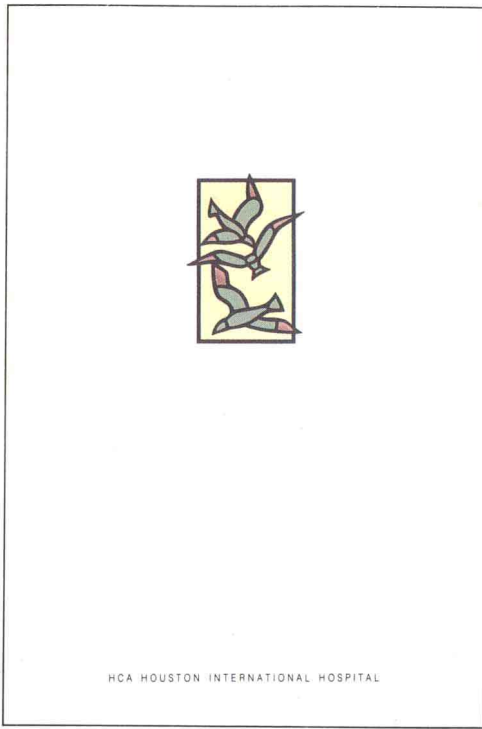
5.

Cover (1) and interior (2) of pocket folder containing series of promotional brochures explaining software system; covers (3,4), spread (5) and detail (6) from brochures.
DESIGN FIRM: The Design Office of Hedi Yamada and More Often

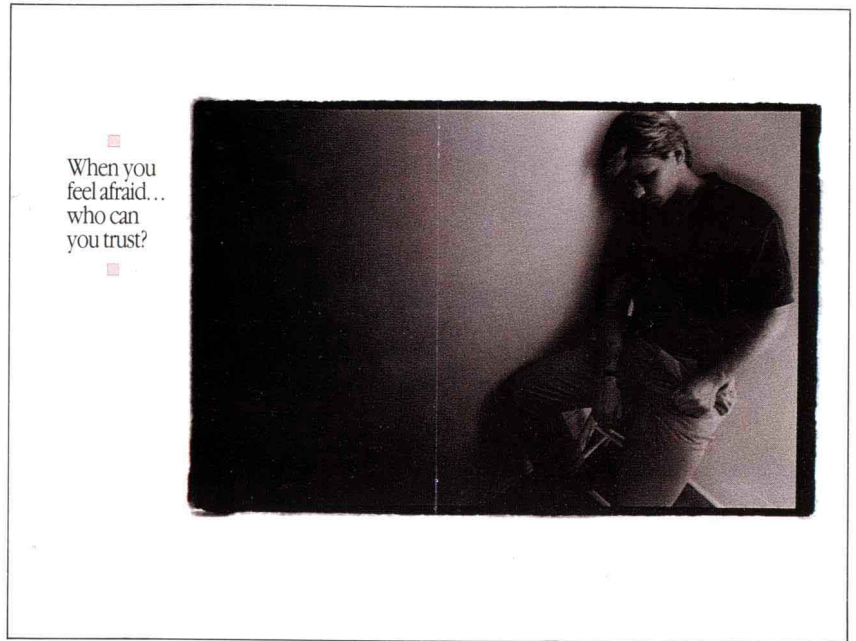
than Not, Jill Stone, Irvine, California
DESIGNER: Jill Stone
DESIGNER/ILLUSTRATOR: Hedi Yamada
ILLUSTRATOR: Mark Sasway



6.



1.



2.

HCA Houston International Hospital

Health care

Cover (1) and spread (2) from general capabilities brochure for a psychiatric facility; covers (3) of brochure inserts that focus on specific areas of concern.

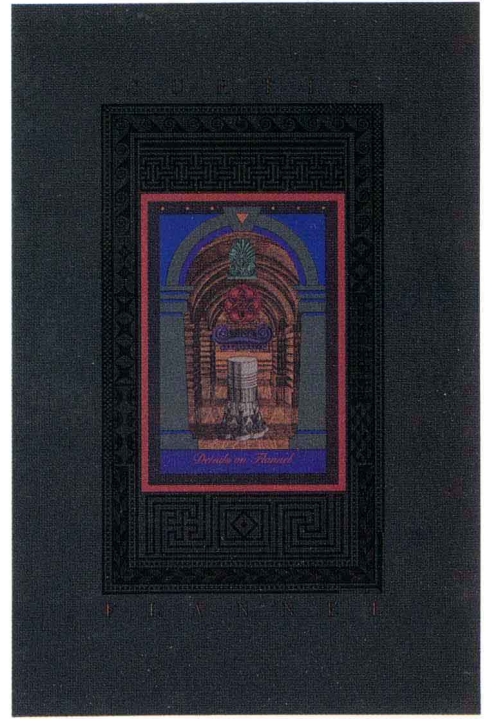
DESIGN FIRM: Artisan Field Design, Houston, Texas
 DESIGNERS: Mary Boyles, Tom Boyles

PHOTOGRAPHER: Greg Dawson
 ILLUSTRATOR: Mary Boyles





1.



2.



3.

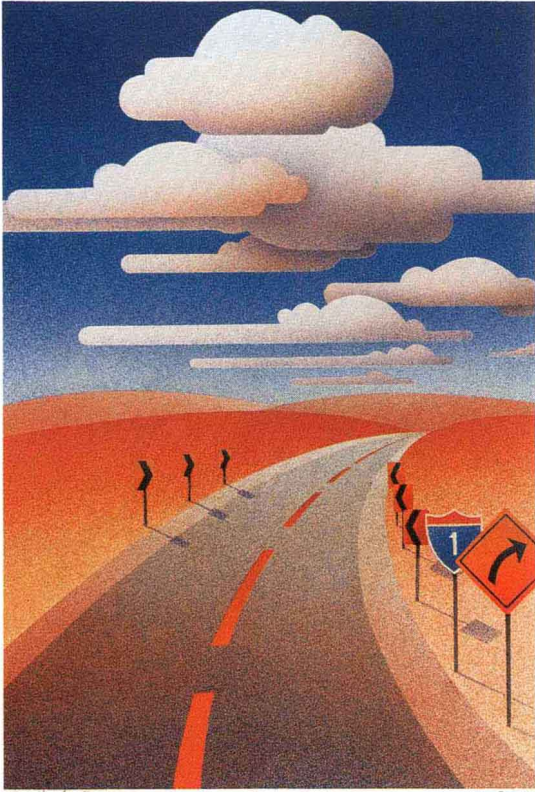
Cover (2) and spreads (1,3) from promotional brochure used as a sales tool and a direct-mail piece.

DESIGN FIRM: Sibley/Peteet Design, Dallas, Texas

DESIGNER: Rex Peteet

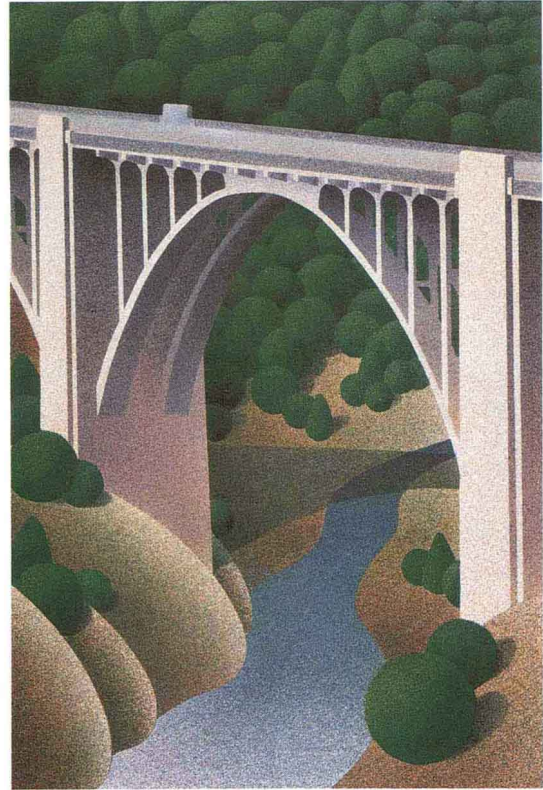
James River

Paper products



Bob Hoopes

1.




Bob Hoopes

2.

Westinghouse Electric

Nuclear and advanced technology

VISION
A Plan of Action



The Total Quality journey is a process for achieving Total Quality in NEDD. For this journey, all do one thing: we have a plan ahead. As soon as we reach some part of the journey, you're faced with the need to make decisions about where you're going. But the most successful steps are the ones that are planned in advance.

Our vision is a plan of where NEDD is going and how we're going to get there.

PROCESS IMPROVEMENT

Customer Expectations, Management Excellence, Employee Satisfaction, Process Improvement - all are our road from an up-our Accountability to our customers, our fellow workers and ourselves.


The NEDD Total Quality Team hopes that as you realize each step, you'll meet it in the best of all ways. And then we'll see it was the total package - all your journey can reach our Total Quality journey.

Although this is a plan for the Division's journey, the Division isn't going to get there if all others don't see it as their part in the journey.

In fact, in step, in company with our customer.

We're on our way!

ACCOUNTABILITY
Company Progress - System Goals

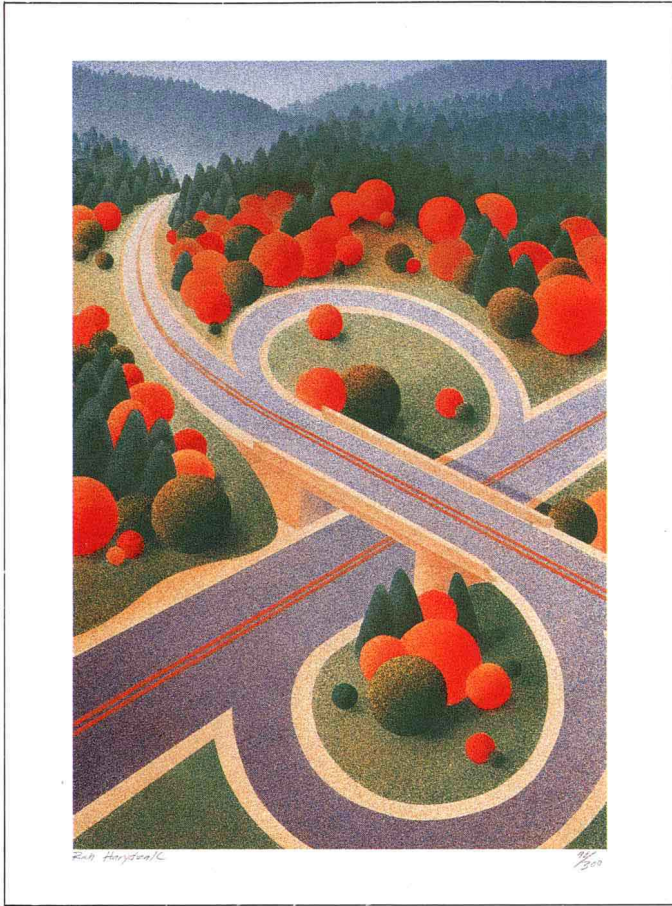


Accountability means completing our progress against our goals.

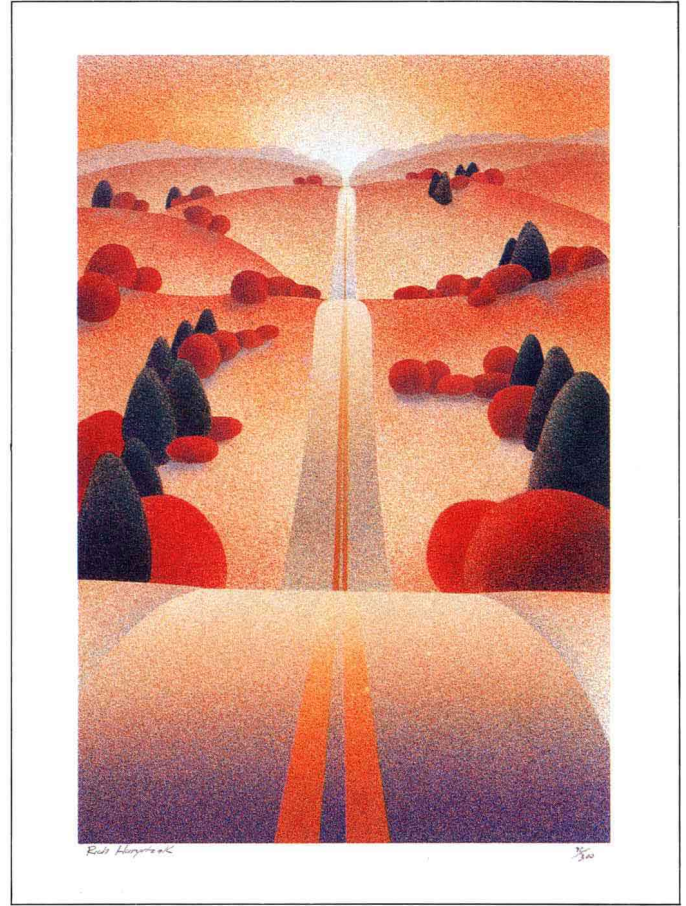
But we keep thinking. Because on the Total Quality journey we are only better when we're working on it all the time.

When we get there - we'll find that there's still more to do. We'll have to keep going. We'll have to keep going. We'll have to keep going.

5.



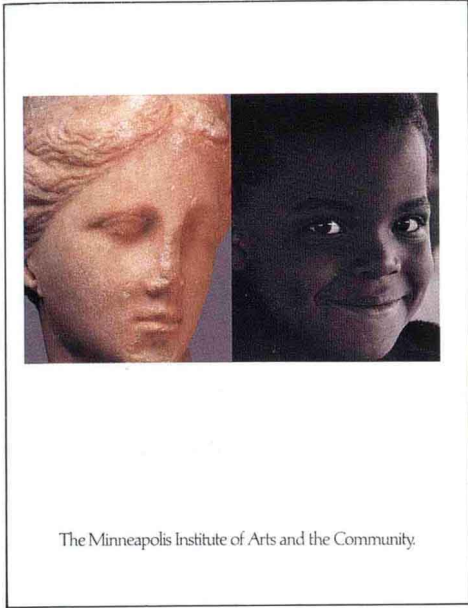
3.



4.

Spot illustrations (1,2,3,4) and interior spread (5) from foldout employee incentive brochure promoting company's "Total Quality: A journey not a destination" program.

DESIGNERS: Rich and Jody Harydzak/
Westinghouse Energy Systems, Pittsburgh, Pennsylvania
ILLUSTRATOR: Rich Harydzak



1.



2.



3.

The Minneapolis Institute of Arts

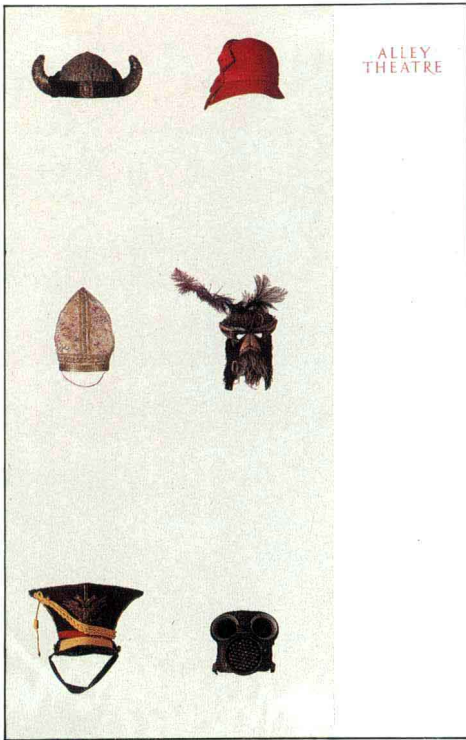
Museum

Cover (1) and spreads
(2,3) from promotional
leave-behind brochure
used by representatives
calling on corporate
donors.

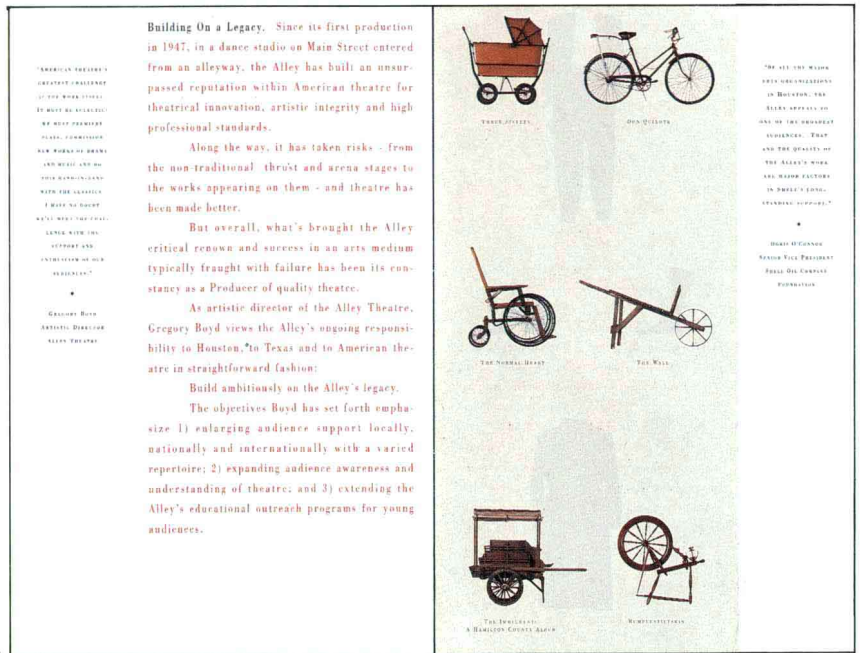
DESIGN FIRM: Chuck
Ruhr Advertising,
Minneapolis, Minnesota
ART DIRECTOR:
Randy Hughes
COPYWRITER:
Bill Johnson

Alley Theatre

Theatre



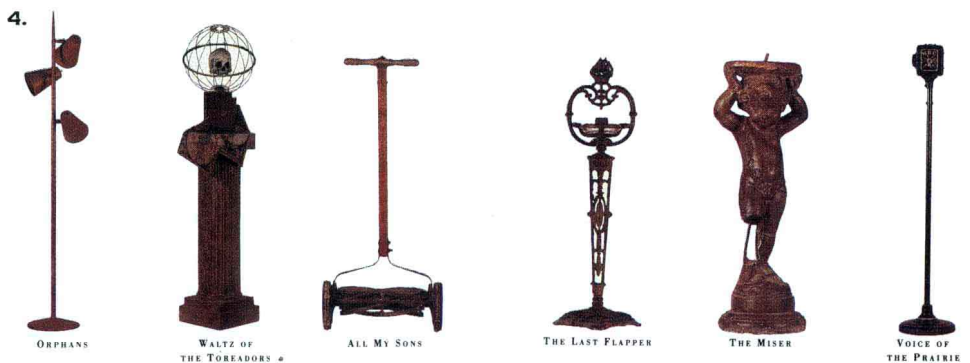
1.



2.



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4.

Cover (1), spreads (2,3) and spot photos (4) from fundraising brochure directed at Houston's corporate community.

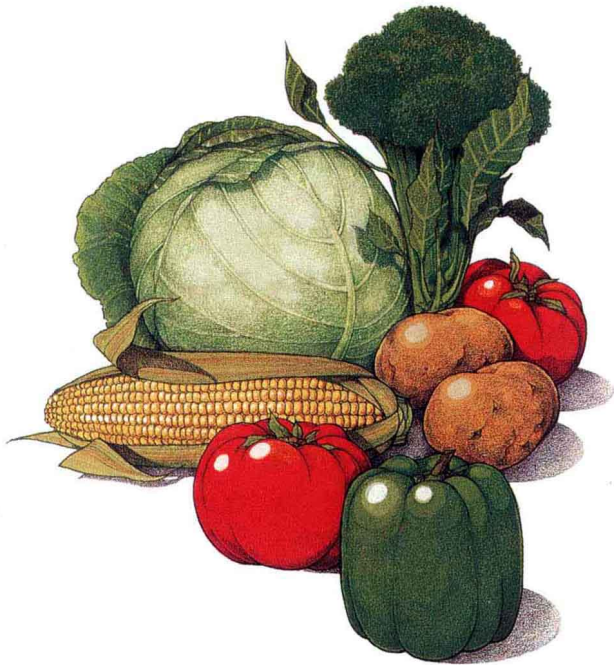
DESIGN FIRM: Lowell Williams Design, Houston, Texas

ART DIRECTOR/DESIGNER: Lowell Williams

DESIGNER: Bill Carson

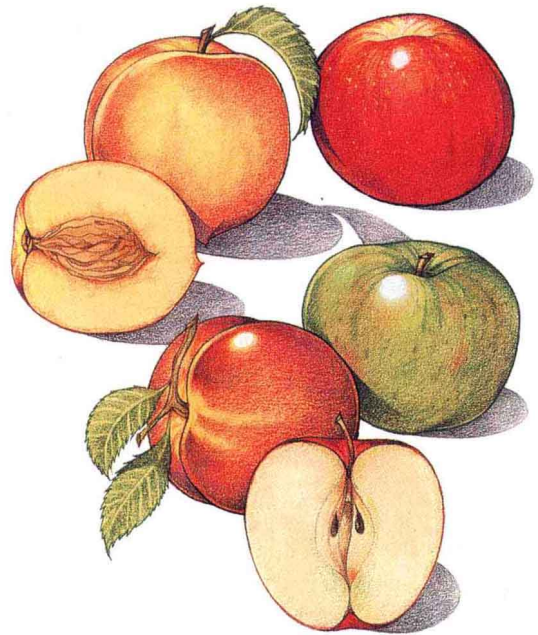
PHOTOGRAPHER: Terry Vine

Virginia Grown Vegetables



1.

Virginia Grown Fruits



2.

Virginia Department of Agriculture

State agency

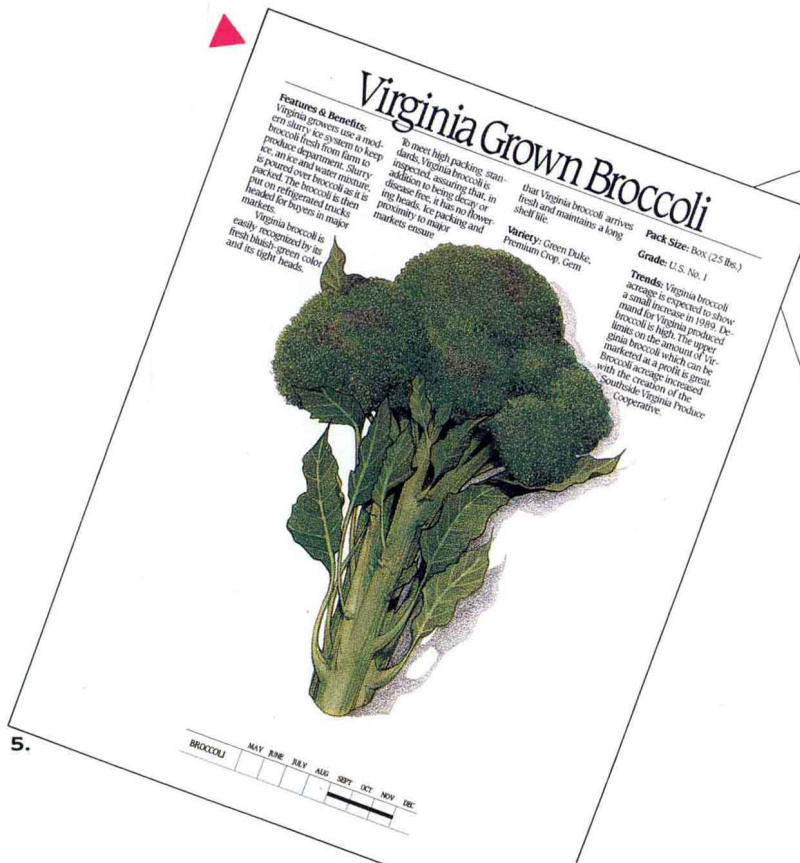
Covers (1,2,3,4) and information sheets (5) from booklets used to promote agricultural products from Virginia.

DESIGN FIRM/AGENCY:
Peter Wong & Associates, Richmond, Virginia

ART DIRECTOR/DESIGNER: Tom Hale

DESIGNER: Dana Cutright

ILLUSTRATOR: Lynn Blakemore



5.