

NICE TO MEET YOU

**VISUAL GREETINGS
FROM BUSINESS CARDS TO
IDENTITY PACKAGES**



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NICETOMEETYOU TOO!

VISUAL IDENTITIES FROM BUSINESS CARDS TO IDENTITY PACKAGES



CONTENT

004 SALUT! 006
CARD CASE 273
SPEAK FOR ME
302 INDEX 304
THANK YOU

NICE TO MEET YOU TOO!



First published and distributed by
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Edited and produced by viction:workshop ltd.

Book design by viction:workshop ltd.
Concepts & art direction by Victor Cheung

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ISBN 978-988-17327-8-1

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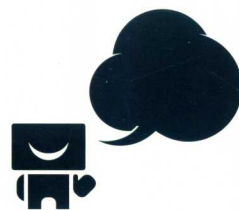
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Identity is what makes a person or company difference from another. It could be a name, their features in the first place, and slowly you will grow deeper to learn about their beliefs and the way they think and speak, putting together an image that requires observation, time and experience to build. From the business perspective, identity concludes the necessary values and tastes that a particular company could deliver via its products and services. And to customers, it helps them to distinguish you from a crowd when they need to make a choice. A well-executed identity design would greet your prospective clients the moment they look at it, where the less successful ones would simply look invisible among the excellent others. Without this visual wrap, a cheese will be just the dairy product that can fill your stomach; a designer will be someone with a hand to draw. It applies to businesses big and small, non-profit organisations, as well as individuals who have talents to show.

Business card is one convenient tool to display your identity. Light and small to carry and inexpensive to produce in quantity, it makes a perfect, concrete summary about your expertise and experience. It provides a good starting point to greet others and introduce yourself in many occasions and to many at a time. Be it a card by itself or a part of a complete identity project, the card acts an epitome of your business and you yourself. It speaks for you when you are not there. If it functions well, it could add creditability and win confidence before the users talk to you in person. It helps you to connect people, extend your network and spread your name in a quick and easy way, just like why reporters need to exchange cards and plumbers leave their cards behind in the neighbourhood's mailboxes from time to time.

The course of developing an efficient business card is never an easy undertaking despite the ready availability and variety of advanced printing technology and printable media. Personality would be the key thing that designers need to work on beyond that minimal information you need to show on the card. Whether a custom typeface is unique enough to conclude the essence of a business, like INADA GUMI (P. 060) by COMMUNE; if everything should start from a logo design that could function alone or expand to yield powerful supergraphics to dress up the entire store like L'escalier identity (P. 102) by &Larry; or an unorthodox approach could meet the expectations of cheese lovers, like the black-and-white identity for boutique cheese company, Over The Moon Dairy (P. 016) also by &Larry - these are all results of thorough communication between designers and clients when it comes to commissions, or rigorous self-analyses for self-promotion works.

SALUT!



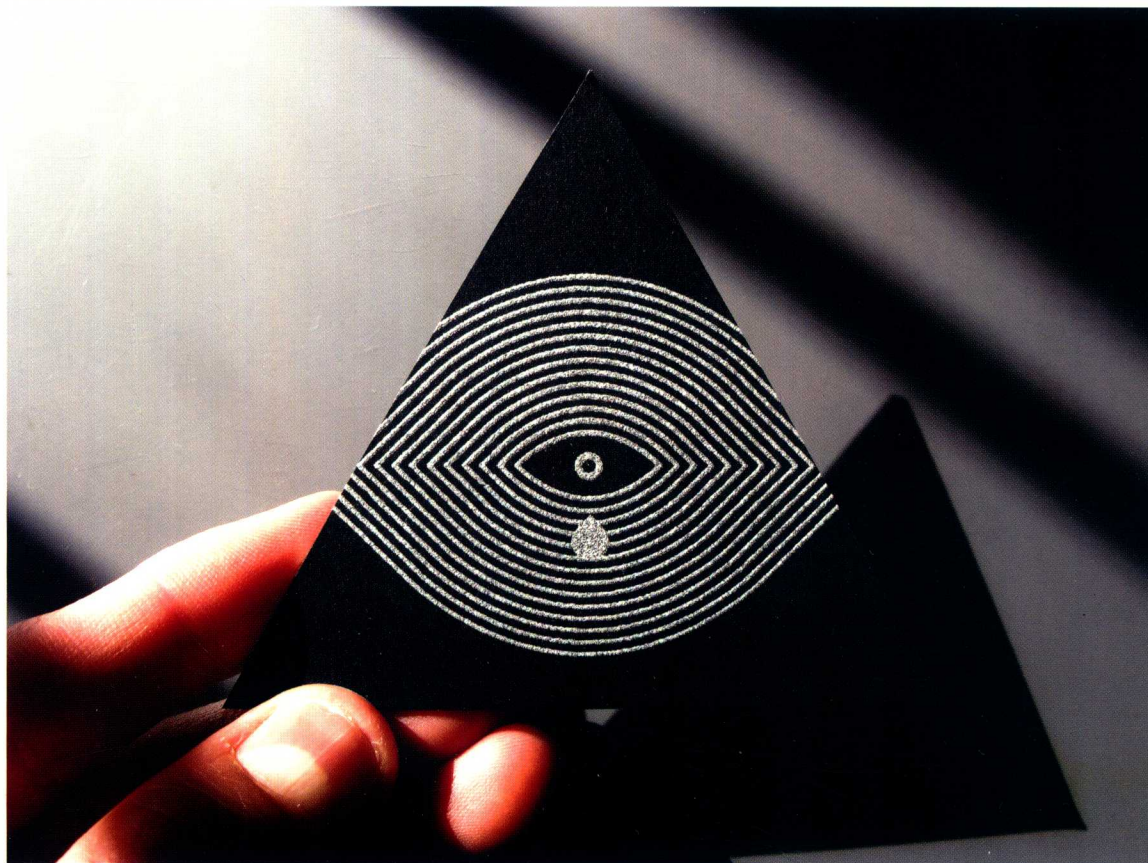
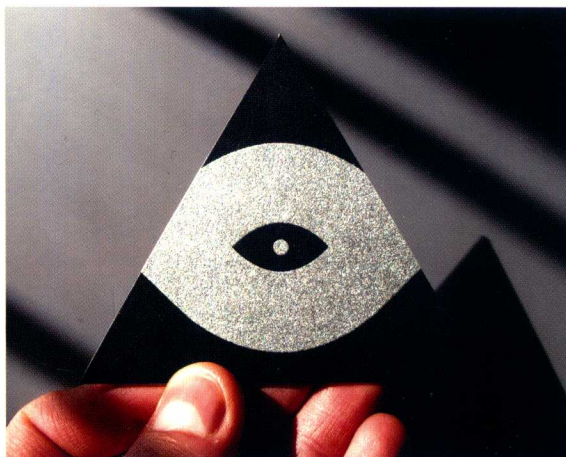
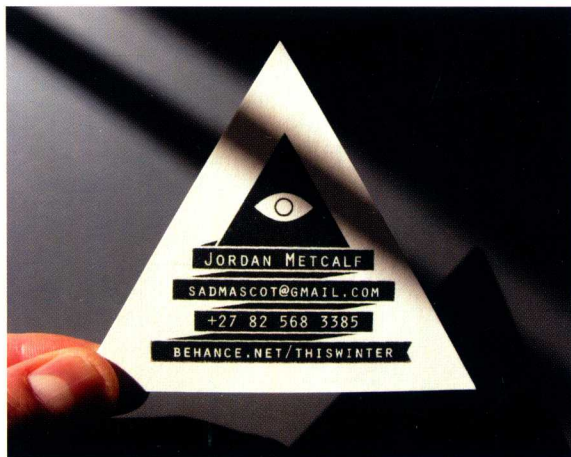
There are many ways to say the same thing, and even the same font or material could tell a very different story behind the owners and the designs. Today's young designers have made their ways to construct meanings with the brilliant use of graphics and familiar techniques. You will see how A Friend Of Mine Design Studio (P. 163) demonstrates their attitude towards commissions and fun via simple colour combinations; how figurative formats could effectively bring forward the name and editorial directions of a publication, like bracket (P. 216) by SILNT; how some people would dare to let the words slip out of their mouths, like what Megan Cummins did in her cards (P. 027). And, while some tend to speak an easy language, like Trapped in Suburbia (P. 188) putting their practice into actual words for you to read out loud, some engage you with the challenge to be patience, like 'another bloomin' designer' (P. 220) by Jamie Wieck who invite you to soak his card with water and wait for a miniature houseplant to grow. For attempts that go beyond the flat surface and involve a third medium, see how Rice 5 pique you curiosity with the chemical reaction between your webcam, a simple code and augmented reality technology common in virtual games and website design (P. 161).

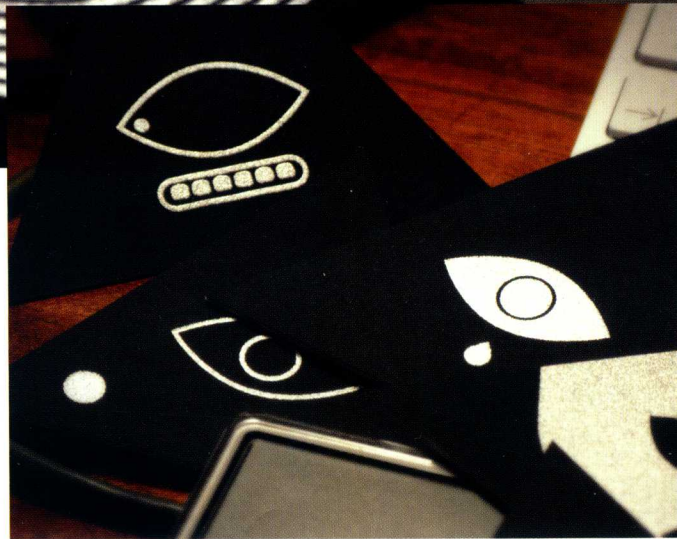
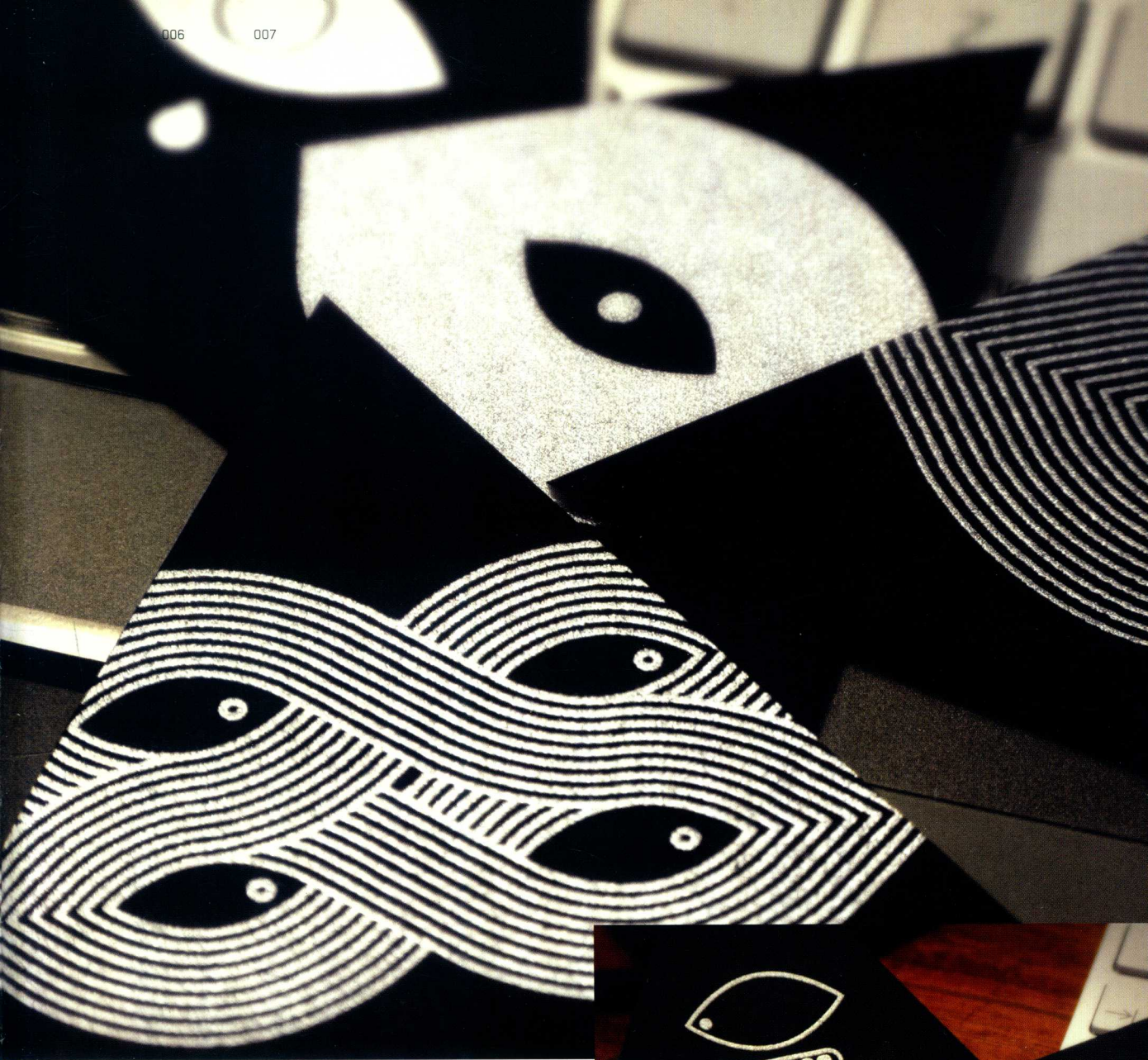
There are so many different business card solutions out there, but it's not difficult to tell why some unusual cards get noticed, and which one gives a good and lovely taste. Like how Jordan Metcalf, who took the sophisticate shape of triangular planes hand-cut to manifest his love and honour the subject of art and good design (P. 006), or the special features of 'Pachica', a special Japanese paper inspired the design of PataPri (P. 101) by Yuko Uemura in return. And as when the discussion on sustaining our precious environment remains hot, on how we could minimise pollution to the Earth and make better use of resources available to hand, you will find a resourceful showcase of environmentally-friendly solutions, ranging from the choices of green inks in use, recycle paper, remnants of materials from earlier projects, or invite users to extend the life span of the items they could get.

Witnessing how business cards have evolved to make memories and impress in this over-communicated society, this book is set to discover how designers have expanded the capacity and functions of this every day stationery beyond its restricted dimensions and weight. With a comprehensive collection of business cards and identity designs, where some demonstrate an evolution in brand values based on an existing identity and some done in a flash of time to fit a tight budget or quick deadline, Nice to Meet You Too tells you how today's business cards compose a simple yet powerful message in a nutshell.

Jordan Metcalf

CL: Jordan Metcalf
BN: Graphic Designer, Illustrator
DE: Jordan Metcalf







002

Jessica Walsh

CL: Jessica Walsh
BN: Graphic designer, Illustrator
DE: Jessica Walsh





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Promenada 39, 2018 Flims Waldhaus

004

Dr. Anita Wehlre-Lechmann

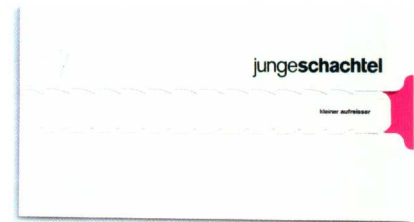
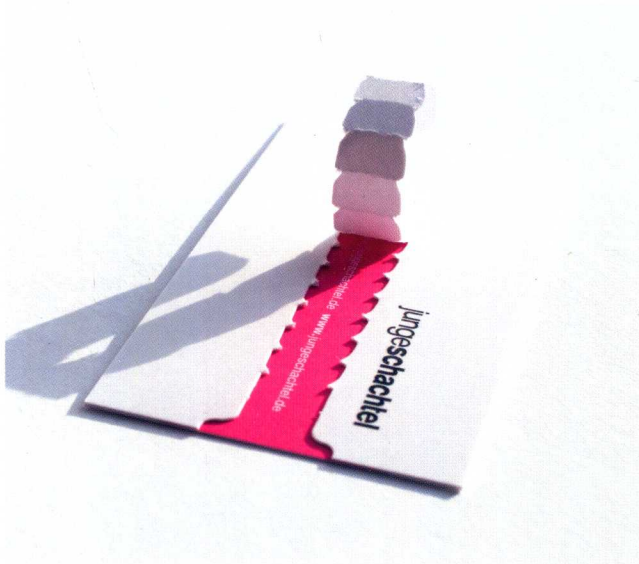
CL: Dr. Anita Wehlre-Lechmann
BN: Dentist
DE: Remo Caminada

jungeschachtel

CL: jungeschachtel

BN: Design firm

DE: jungeschachtel

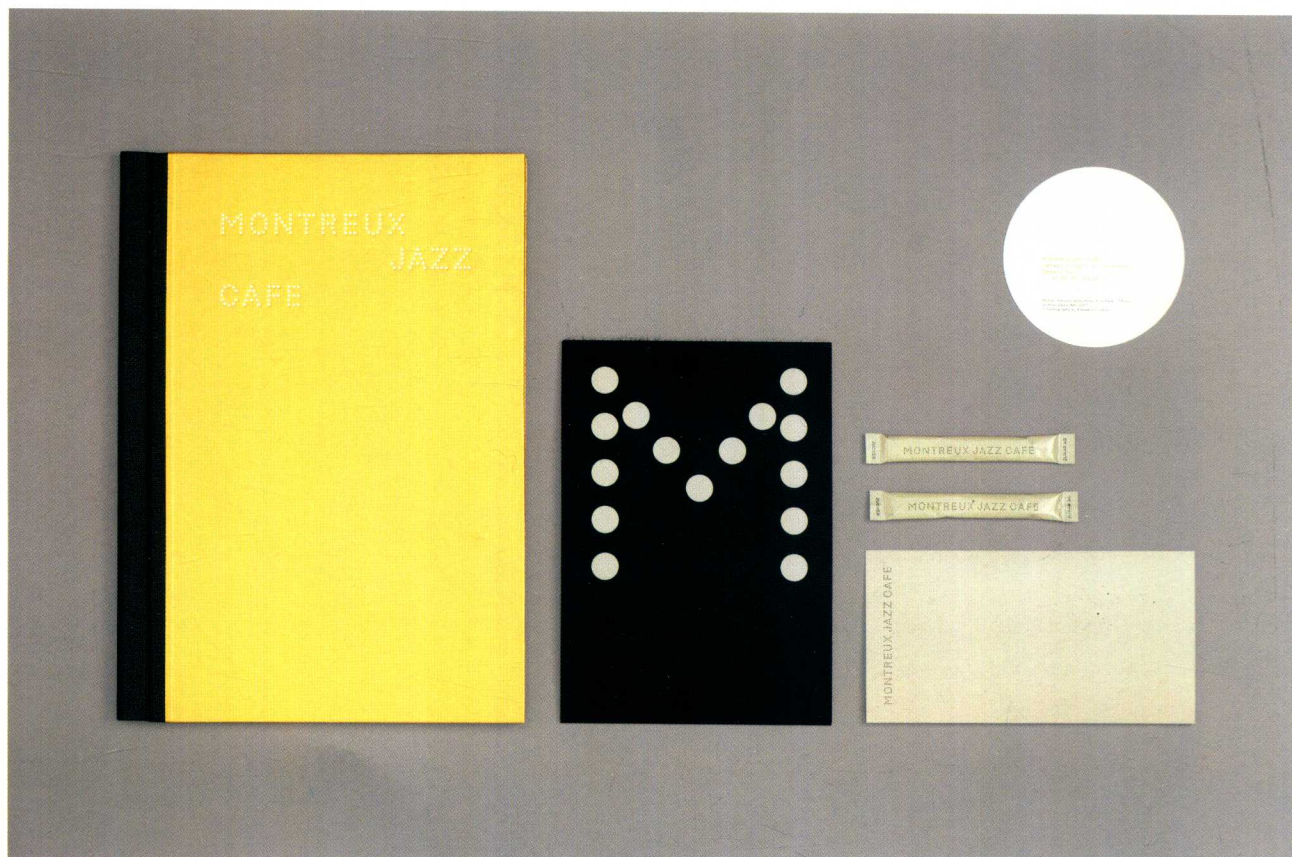


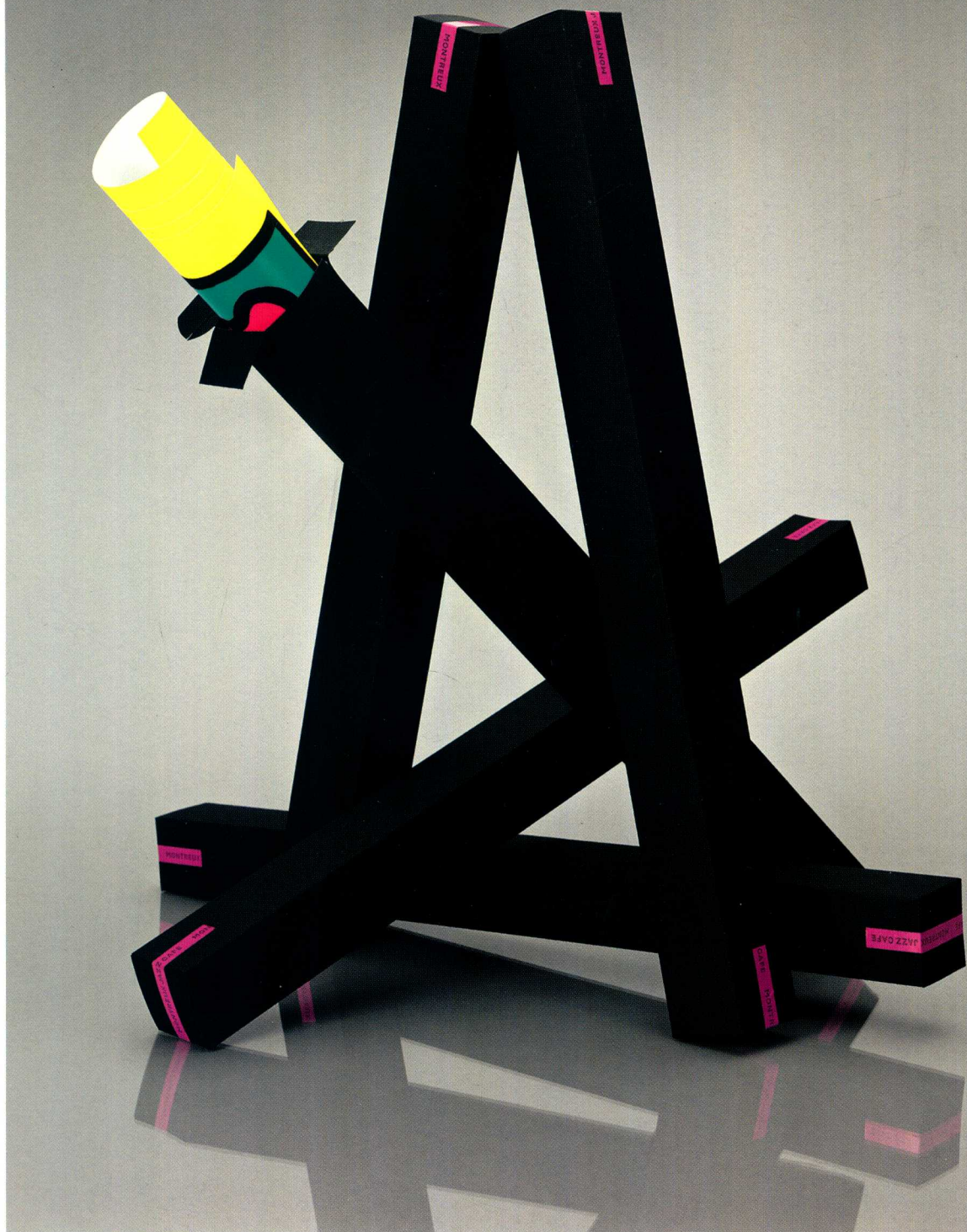
Montreux Jazz Café

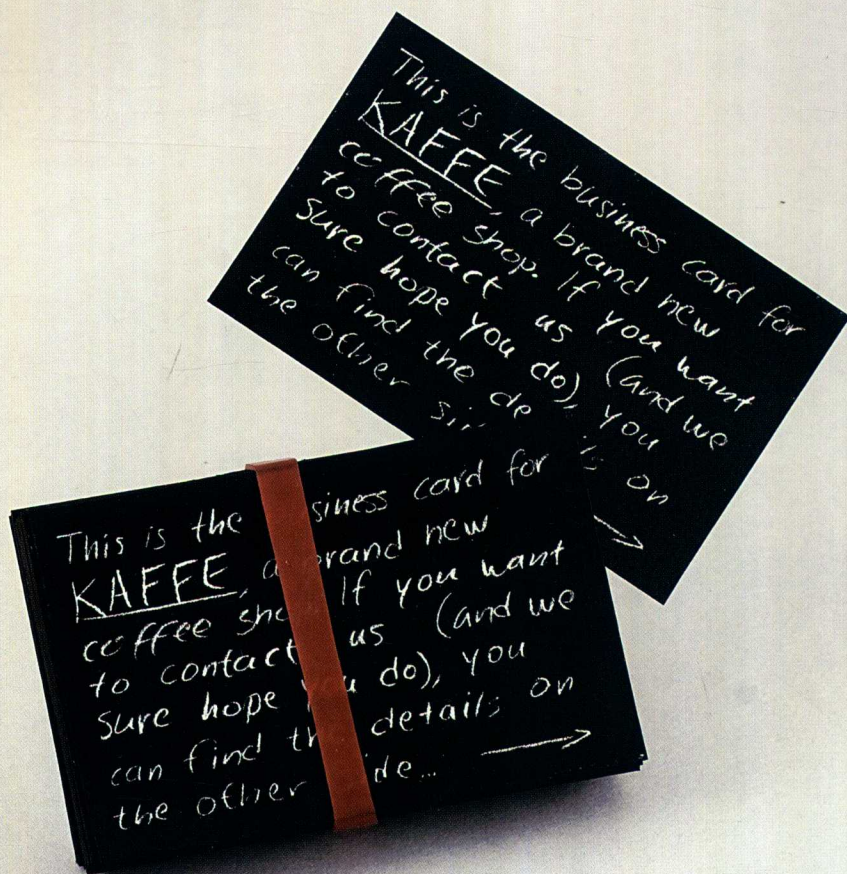
CL: Montreux Jazz Café

BN: Café

DE: Schaffter Sahli







007

Kaffe

CL: Kaffe (College project)
BN: Coffee Shop
DE: Felix Lobelius