

BUSINESSTATIONERY



000116

EXPENSES
TYPESSETTING
PHOTOGRAPHIC
PRINT ORIGINATION
PRINTING
PMTs
GRAPHIC MATERIALS
DELIVERY
DISBURSEMENTS
Delivery to Helsinki Airport
Delivery to Zurich Airport
Delivery to Swedish Film Inst
SUB-TOTAL
VALUE ADDED TAX
AMOUNT DUE

AN INTERNATIONAL

COLLECTION OF

Dear Sue -
Thanks for the very
prompt statement of
pictures sold. Enclosed
is an invoice.

Dear Mr. West:

Thank you for your time on the phone recently. I appreciate the opportunity to learn more about your company & Associates for the future.

BUSINESS

As I mentioned during our conversation, our company is helping you or your clients during the construction of new buildings. We have been in business for many years and have a full-time staff.

Enclosed you will find some background information on our company, a client list and trade publications. I have also included several colored xeroxes of projects we have completed for clients who are also involved in the development of new buildings.

I hope you find the enclosed materials informative and hope you'll keep us in mind for future plans. Thank you for looking forward to talking with you soon.

STATIONERY

AND FORMS IN USE

SECTION	PRICE
PERM (Blow)	
HAIR TINT (Shampoo, Cut, Blow)	
POLISSAGE (Shampoo, Cut, Blow)	
REATME (s)	

政 け ○ で 世 的
米 て 年 は 感 う
で バ 代 な や だ 未 事
盛 1 に い 時 。 た 美
ん ス 入 た 代 何 こ 女
に チ つ ろ に が う 性 人
な ヤ て う よ 吉 う 話 の 中
つ 1 か っ で 何 た 方 心
星 て ト 星 。 て 何 た 方 心
学 き を を も が 考 ど が と
と た 解 人 様 な が 盛 だ る
と た 解 人 様 な が 盛 だ る

BUSINESS STATISTICS

P·I·E BOOKS

GRAPHICS

BUSINESS STATIONERY GRAPHICS

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Villa Phoenix Suite 407, 4-14-6, Komagome,

Toshima-ku, Tokyo 170, JAPAN

TEL: (03) 3949-5010 FAX: (03) 3949-5650

First Printing November 1991

Printed in Japan

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Nippan

Nippon Shuppan Hanbai Deutschland GmbH

Krefelder Str. 85

D-4000 Düsseldorf 11 (Heerdt)

TEL: (0211) 5048089 FAX: (0211) 5049326

ISBN 3-910052-01-0

Die Deutsche Bibliothek - CIP - Einheitsaufnahme

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Düsseldorf: Nippon Shuppan Hanbai Deutschland, 1991

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Editorial Notes

CD : Creative Director

I : Illustrator

AD : Art Director

CW : Copywriter

D : Designer

DF : Design Firm

P : Photographer

CL : Client

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G R A P H I C S

BUSINESS STATIONERY GRAPHICS

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ビジネス・ステーションナリー グラフィックス

はじめに

ビジネス・ステーションナリーが白紙で、書き手に関する情報としては、社名・住所・電話番号を伝えるにすぎなかった時代が過ぎ去って久しい。現在、世界のビジネス界は、ステーションナリーのシステム化が会社のCI（コーポレート・アイデンティティ）を形成する重要な要素として、大きな潜在能力を秘めていることに気づいた。その結果、デザイナー達は、会社の独自性を最大限に表現するために、クリエイティブにステーションナリーを構成する素材や印刷技術を選ぶ自由と予算が与えられたのである。

世界中から提出された数多くの候補から本書の収録作品を選出する過程で興味深かったことは、ユニークで優れたデザインの多くがサービス関連の中小企業のためにデザインされたものであるということであった。それらの会社にとっては、ステーションナリーが唯一のCIの表現であることも多く、そこに展開されているイメージにはユーモラスなものもあったが個性を主張し、より実験的で先鋭的なシステムを創りだそうとする傾向が強かった。

“ビジネス・ステーションナリー”と銘うった書物がすでにくつか出版されているが、本書 **BUSINESS STATIONERY GRAPHICS** は二つの点で、独自で重要な特徴を備えている。第一の点は、類書が便箋のデザインだけを集めているのに対し、**BUSINESS STATIONERY GRAPHICS** は便箋・封筒・名刺・請求書をはじめ各種のビジネス書類を含むステーションナリー・システム全体を対象にしていることである。

第二の大きな違いは、ステーションナリーが実際に使用されている状態で掲載されていることである。これは、ステーションナリー・デザインが他の印刷物とは異なり、送り主がメッセージを書き込んだときに初めてトータルなデザインとして完成される、という認識に基づいている。

本書が地球上の様々な国から送られてきたステーションナリー・デザインを比較することにより、地域によるデザイン傾向の違いばかりでなく、ステーションナリー・システムにおける文化的な多様性、社交儀礼の表現方法が異なることを理解する一助になれば幸いである。

最後に、**BUSINESS STATIONERY GRAPHICS** の編集にあたり、資料提供をいただいた多くのデザイナー及びデザイン事務所に感謝する。

FOREWORD

Long gone are the days when business stationery consisted of a white sheet of paper with a logotype, communicating little more about the sender than a company name, address and telephone number. Today businesses worldwide are aware of the enormous potential of stationery systems as a major component of their corporate identity programs, and are giving designers the creative freedom and the budgets to choose the materials and printing techniques that will best express the client's individuality. In making our selection from the many hundreds of submissions sent to us from all over the world, we found that many of the most outstanding and unique pieces were designed for small-to medium-sized service-oriented companies, whose only form of CI is often a stationery system. The images developed for these companies tend to be more experimental—sometimes humorous, always individualistic—and are at the cutting edge of stationery system design.

There are several collections of business stationery on the market already, but **BUSINESS STATIONERY GRAPHICS** is unique in two important respects. While other books concentrate on letterheads alone, **BUSINESS STATIONERY GRAPHICS** features complete stationery systems, covering everything from letterheads, envelopes, and business cards to invoices and a variety of other business forms. The second major difference is that the pieces are shown in use. Unlike other printed materials, stationery forms are incomplete until the sender adds his message, and the collection clearly shows the typed or handwritten formats designed to be an integral part of the client's corporate presentation.

With pieces from all over the globe, the reader will not only be able to compare national design differences, but also appreciate the cultural diversity of stationery systems and the unique communication etiquette used in different countries.

Finally, we would like to thank the many design offices and companies who made this book possible by allowing us to use their work.

VORWORT

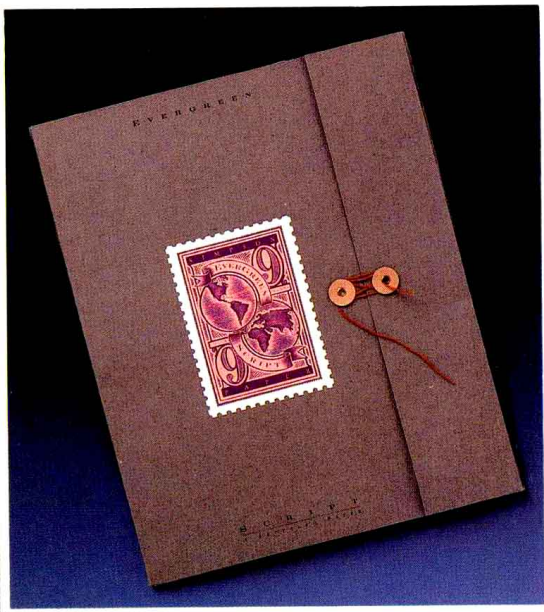
Lange ist es her, da bestanden die Geschäftsbriefe nur aus einem weissen Blatt Papier mit Firmenzeichen und sagten nichts weiter über die Firma aus als Adresse und Telefonnummer. Heutzutage sind sich die Firmen weltweit darüber bewusst, dass ein Briefbogen eine enorme Aussagekraft über das Erscheinungsbild einer Firma hat, und so lassen sie den Designern kreative Freiheiten, was auch die Auswahl der Materialien und graphischen Techniken angeht, das ist der beste Weg, um die Individualität der jeweiligen Kunden zu gewährleisten.

Aus den vielen hundert Einsendungen, die aus der ganzen Welt zu uns kamen und aus denen wir für dieses Buch auswählen mussten, haben wir herausgefunden, dass die herausragendsten und einmalige Briefbögen für kleine und mittlere Dienstleistungsbetriebe designed wurden, die häufig ein ganzes Briefschaftensystem verwenden. Die Vorstellungen dieser Firmen bewegen sich in eine mehr experimentelle Richtung, manchmal humorvoll, aber immer individuell, jedoch am Ende steht ein ausgeklügeltes System im Briefbogendesign.

Der Markt hält mittlerweile verschiedene Kollektionen auf dem Gebiet Briefbogendesign bereit, jedoch ist Design für Geschäftsbriefbögen einzigartig und enthält zwei wichtige Aspekte. Während sich andere Bücher nur auf Briefköpfe konzentrieren, beschäftigt sich Design für Geschäftsbriefbögen, mit kompletten Briefschaftssystemen, wobei die Briefköpfe Briefumschläge, Visitenkarten bis hin zu den Rechnungen einheitlich gestaltet sind. Der zweite grosse Unterschied ist der, dass die gestalteten Briefbögen komplett bedruckt, d.h. mit Text des kunden gezeigt werden. Im Gegensatz zu anderen gedruckten Materialien, die nicht fertig sind, bis der Absender seine Nachricht sei es handschriftlich oder mit Schreibmaschine eingetragen hat, ist die Veranschaulichung auf diesem Wege wesentlich deutlicher.

Mit Briefbögen aus der ganzen Welt wird der Leser nicht nur in der Lage sein, die nationalen Designs zu vergleichen, sondern auch für die kulturellen Unterschiede der Papiermuster und Systeme aufgeschlossen sein, die in den verschiedenen Ländern in einzigartiger Zusammenarbeit praktiziert werden.

Zum Schluss möchten wir allen danken, den vielen Designer Büros und den Firmen, die es uns ermöglicht haben, dieses Buch veröffentlichen zu können und uns erlaubt haben, Ihre Arbeiten hierfür zu nutzen.



*S*impson EverGreen

Script is a new recycled paper developed as a companion to EverGreen Text. The entire family of EverGreen papers—Text, Cover and Script—is made from 50% waste paper, and now all colors contain at least 10% post-consumer waste. Available in nine neutral hues in a variety of fiber blends, EverGreen Script has a subtle vellum finish and a classic watermark. Simple and natural in character, EverGreen Script exhibits the traditional qualities of fine writing papers, giving a professional finish to letterheads and envelopes. Together with EverGreen Text, EverGreen Script offers designers and printers greater flexibility in producing stationery that meets their high standards of quality while efficiently using the earth's resources. ♻️

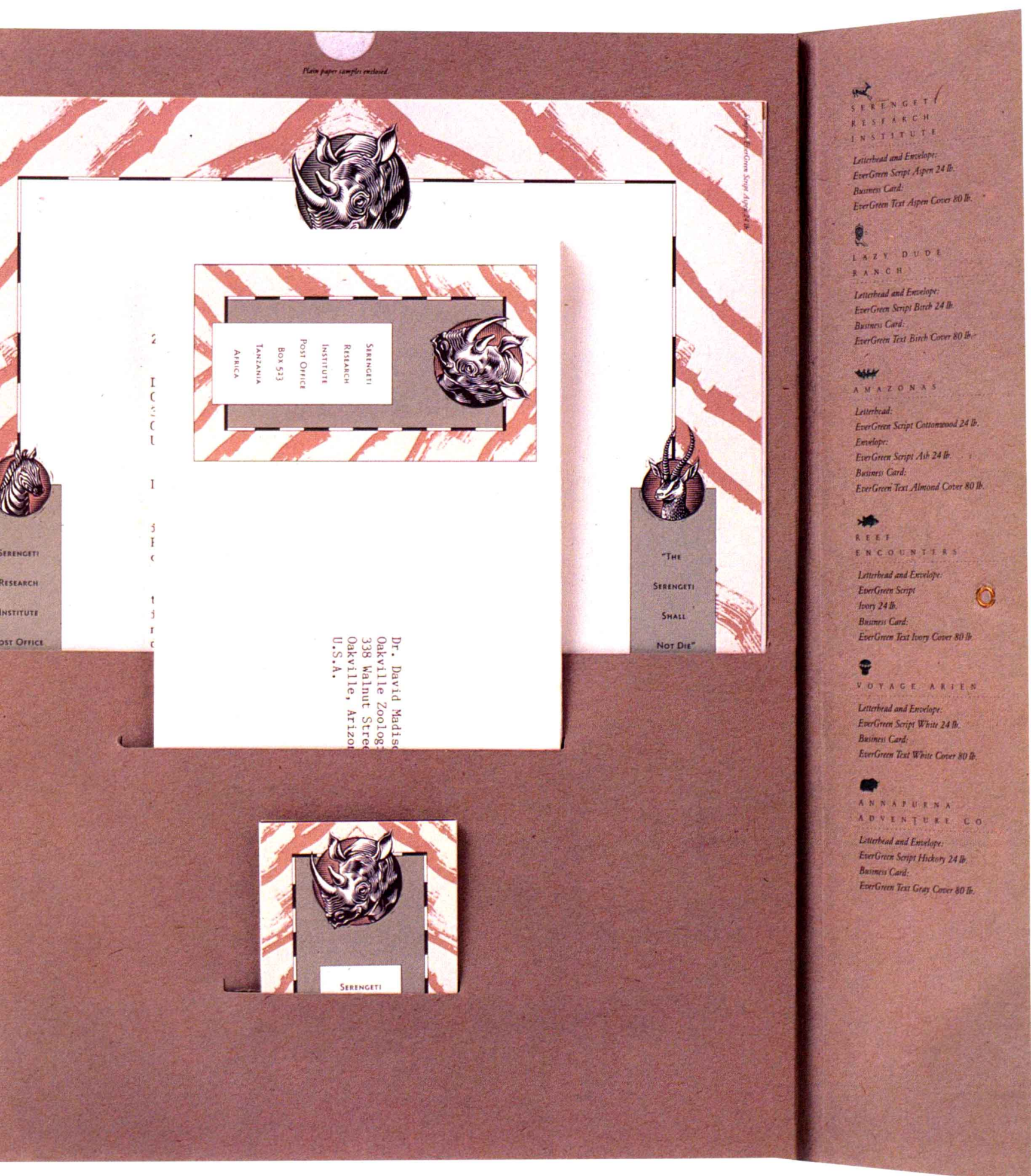


SIMPSON PAPER COMPANY

Paper Manufacturer
製紙業
1990
AD, D : Kit Hinrichs
D : Belle How
Jacgie Fosnang
Piper Murakami
Susan Tsuchiya

I : Daniel Pelavin
Dave Stevenson
Ken Joudrey
CW : Delphine Hirasuna
DF : Pentagram

Plain paper samples enclosed.



SERENGETI RESEARCH INSTITUTE

Letterhead and Envelope:
EverGreen Script Aspen 24 lb.
Business Card:
EverGreen Text Aspen Cover 80 lb.

LAZY DUDE RANCH

Letterhead and Envelope:
EverGreen Script Birch 24 lb.
Business Card:
EverGreen Text Birch Cover 80 lb.

AMAZONAS

Letterhead:
EverGreen Script Cottonwood 24 lb.
Envelope:
EverGreen Script Ash 24 lb.
Business Card:
EverGreen Text Almond Cover 80 lb.

REEF ENCOUNTERS

Letterhead and Envelope:
EverGreen Script Ivory 24 lb.
Business Card:
EverGreen Text Ivory Cover 80 lb.

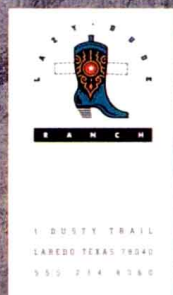
VOYAGE ARIEN

Letterhead and Envelope:
EverGreen Script White 24 lb.
Business Card:
EverGreen Text White Cover 80 lb.

ANNAPURNA ADVENTURE CO.

Letterhead and Envelope:
EverGreen Script Hickory 24 lb.
Business Card:
EverGreen Text Gray Cover 80 lb.

Dr. David Madiso
Oakville Zoology
338 Walnut Street
Oakville, Arizona
U.S.A.



Mr. Arnold Jankowsky
87 Third Street, Apt. B
Brooklyn, New York 11201

April 26

Howdy Pardner Jankowsky!

Mr. Arnold Jankowsky
87 Third Street, Apt. B
Brooklyn, New York 11201

29 March

Mr. Jed Rogers
Omaha Snorkeling Club
59 Rancher Drive
Omaha, Nebraska 68011
U.S.A.

Business
1245 Fourth Street
Heron Island 4007
Queensland Australia
Telephone (07) 5546
Telex 443405

Dear Mr. Rogers,

Certainly we are most pleased to accommodate the 20 members of the Omaha Snorkeling Club. You are correct in assuming that snorkeling on the Great Barrier Reef will be different from Nebraska's Lake McConaughy.

The Great Barrier Reef, which stretches 1,200 miles along the Australian coast, is nature's largest living organism. It was created by zillions of tiny coral polyps whose skeletons have built up layer upon layer over the millennium. It has at least 1,400 species of fish -- sponges, corals, starfish, urchins -- which can be seen through the warm, crystal clear water. I guarantee you an exciting underwater adventure.

Regards,

Shane Connelly
Shane Connelly
Manager



REEFENCOUNTERS

REEFENCOUNTERS

SIMPSON PAPER COMPANY
Paper Manufacturer
製紙業
1990

AD,D : Kit Hinrichs
D : Belle How
Jacie Fosnang
Piper Murakami
Susan Tsuchiya

I : Daniel Pelavin
Dave Stevenson
Ken Joudrey
CW : Delphine Hirasuna
DF : Pentagram



Cheer Cooking Classmates,

Today I floated in a hot air balloon above the famed Marne Valley in the Champagne region, which has the perfect altitude, climate, chalky soil and limestone cellars for champagne production. Our guide debunked some tales about Dom Perignon, the 17th-century Benedictine monk who invented champagne. Did you know that he made the sparkling wine by accident? Initially he tried to prevent it from having bubbles, but his effort went wrong, becoming the favorite of kings.

Champagne trade was limited at first because unreliable French bottles often exploded under pressure. Even in 1828, 85% of the bottles burst from fermentation gas, and it was considered unwise to go into a champagne cellar without a wire mask to protect your face.

Thank goodness that problem was solved! I'm bringing champagne home for everyone to sample.

A bientot, Kimberly

CHAMPAGNE
EXPLORATION
A TRAVELER'S GUIDE
Don Perignon

VOYAGE ARIEN 10 Rue Giscard d'Estaun France Tel. 06 46 46 46

AMAZONAS

10 April

Mr. John Anderson
235 East Orchard Road
Englewood, Colorado 80111
U.S.A.

Dear Mr. Anderson,

The Amazon River covers 50,000 miles, crosses six countries, descends 16,500 feet to the Atlantic and includes climates ranging from the snowy Peruvian Andes to steamy tropical forests. Amazonas offers a wide range of tours and expeditions, one of which I'm sure will meet your interest.

On your first trip, you may want to consider our Day Wilderness Series, while staying at our Exploration Inn. Each day a different naturalist will show you the Amazon through his eyes. An ornithologist will lead you on a forest walk, pointing out such species as Wire-tailed Manakins, tiny Ferruginous Owls and the colorfully plumed Cock-of-the-rock; the Amazon has more species of birds than any other place on the planet. Another day you can walk the trails with our zoologist to see pygmy marmosets, monkeys, snakes and colonies of army ants. Our botanist will explain how the flora and fauna serve as camouflage homes for these creatures. The Series concludes with three day-trip boat rides up various tributaries of the Amazon where you can observe piranha, crocodiles and an amazing variety of fish as well as visit some of the tribes that live along the shore.

With Amazonas, you will enjoy an adventure that is unforgettable, educational and safe. Enclosed is a brochure describing our various excursion tours. We look forward to assisting you with your travel arrangements.

Sincerely yours,

Claudio da Silva

Claudio M. da Silva
Expeditions Coordinator

AMAZONAS
RUA DOS ANAPURNAS 31 CENTRO MANGUEIRAS, RIO DE JANEIRO
TEL. 021-5238779 FAX 021-5238779
Expeditions into the Amazon - your first step on the Amazonian



27 August

Miss Catherine O'Keefe
44 Heather Avenue East
Fremont, California 94555
U.S.A.

Dear Miss O'Keefe:

As requested for your Annapurna expedition, I've arranged for two sherpas to serve as porter and cook. One sherpa speaks English and, therefore, commands ten rupees more per day than the other.

Since you are arriving in Kathmandu in the fall, you will find fresh fruits plentiful and dried rations readily available at the local bazaar. Keep in mind that on high country treks most individuals need to consume 3,000 to 4,500 calories daily for mere sustenance -- about three pounds of food. Locals eat about two pounds of grain each day to secure about 3,200 calories, primarily from carbohydrates. You may want your diet to be more varied and therefore choose to bring chocolate, nuts and other favorite snacks. We would be most happy to help you gather provisions prior to your departure from Kathmandu.

Yours, most cordially,

Ian J. Kensington

Ian J. Kensington
Managing Director

Himalayas
Treking outfits and guides
Post Office Box 632
304 BHAKRAPATI
KATHMANDU, NEPAL
TELEPHONE 01-4211111 FAX 01-4211111

AMAZONAS

Mr. John Anderson
235 East Orchard Road
Englewood, Colorado 80111
U.S.A.

AMAZONAS

RUA DOS ANAPURNAS 31 CENTRO
MANGUEIRAS, RIO DE JANEIRO
TEL. 021-5238779 FAX 021-5238779

VOYAGE ARIEN



The Cooking Academy
917 Greenwood Terrace
Salt Lake City, Utah
USA 84108

VOYAGE ARIEN



10 Rue Giscard d'Estaun France Tel. 06 46 46 46

10 Rue Giscard d'Estaun France

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Post Office Box 632
304 BHAKRAPATI
KATHMANDU, NEPAL

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KATHMANDU, NEPAL
TELEPHONE 01-4211111 FAX 01-4211111



Mr. Jim Firehose
4657 Elevator St.
San Anselmo, OR 48965

**W. BRADLEY
SIMMONS, M.D.**

COSMETIC SURGERY
OF THE FINGER LAKES



Mr. Jim Firehose
4657 Elevator St.
San Anselmo, OR 48965

1-16-91

Dear Mr. Firehose:

The radical response is the focus of the 1991 San Francisco Museum of Modern Art Design and Lecture Series. This year's series will investigate the qualities that make design radical, featuring four individuals whose approach to design have transformed the context of the ordinary into the realm of extraordinary.

We begin the series at the Kabuki Theater on March 12 with the renowned cinematographer, Frederick Elmes. He has collaborated with David Lynch and John Cassavetes on such classics as *Eraserhead*, *Blue Velvet*, *the Killing of a Chinese Bookie* and *Wild At Heart*. This promises to be a rare insight into the art of cinematographic manipulation.

We then continue our next three lectures on March 20th, April 10th and April 17th at the Cowell Theater in Fort Mason. From Milan we bring to you Andrea Branzi, editor of *Domus* and noted for his neo-primitive collection of furniture, clothing and decorative objects.

We conclude our series on April 17th with the innovative Javier Mariscal from Barcelona. Mariscal's witty illustrations and poetic design solutions have been applied to fabrics, furniture design, books and to the upcoming Olympics in Barcelona.

Sincerely,

Bob Carwash

Bob Carwash



231 PARRISH STREET • CANANDAIGUA • NEW YORK • 14424 716 394-8800

DR. W. BRADLEY SIMMONS, M.D.

Plastic Surgeon

形成外科

1990

AD, D: Richard Leeds

DF: Richard Leeds Graphic Design

