PROFESSIONAL SERVICES
LETTERHEAD & LOGO DESIGN

KRYSTIN MIA ISO
DESIGNER
PO. BOX 31225 X CHICAGO, IL 60631

KRISTIN MIASO DESIGN

IT'S ALL IN A NAME

GRADE "A"

www.miasodesign.com

MIA S O DESIGN | ART DIRECTOR KRISTIN MIASO | CLIENT MIASO DESIGN
EFFORTLESSELEGANTEVENTS
So you can be the life of your party!

MAGPIE
COMMUNICATIONS

DOG'S
best friend

1. RED STUDIOS | ART DIRECTOR RUBEN ESPARZA | CLIENT KEVIN STALTER CO.
2. IRIDIUM, A DESIGN AGENCY | ART DIRECTOR JEAN-LUC DEPAT | CLIENT MAGPIE COMMUNICATIONS
3. ML DESIGN | CLIENT DOD'S BEST FRIEND
WHITE SNOW ON VERMILLION BERRIES,
BUSY WINGS LOOK ON CRYSTAL SHOWER.

SILENCE.
Serra Business Solutions
Innovative Solutions to Complex Problems

T: 313-945-1690  F: 313-945-1692
IRIDIUM
En Ideograma creamos nombres, posicionamientos e identidades corporativas exitosas. Convertimos sólidas estrategias de negocio en ideas claras y les damos forma mediante mensajes flexibles y relevantes. Idealizamos marcas memorables y eficaces apoyados en un esfuerzo integral, en lo que denominamos identidad global.
Le_Palmier
Andreas Palm Design
Große Brunnenstraße 63a
22763 Hamburg
RETAIL, RESTAURANT, AND HOSPITALITY
worldwise

Lee's ICE CREAM
URBAN RETREAT
TIME SPACE COMFORT

Harrods

URBAN RETREAT AT HARRODS
Fifth Floor, Harrods, Knightsbridge London SW1X 7XL Telephone: +44 (0) 2077302222
Registered in England No. 2042310 VAT No. 627575022 Registered Office: Harrods, Brompton
Road, London SW1X 7XL

D. DESIGN / ART DIRECTOR DEREK SAMUEL / CLIENT GEORGE HAMMER
FRASCATI

SEACLIFF

SCAPPUCCI

1 BAKKEN CREATIVE CO. | ART DIRECTOR MICHELLE BAKKEN | CLIENT FRASCATI RESTAURANT
2 RE.DESIGN | ART DIRECTOR WILL BURKE | DESIGNERS ERIC READ, DIANE HILDE | CLIENT COST PLUS WORLD MARKET
3 METZLER ASSOCIATES | ART DIRECTOR MARC-ANTOINE HERMMANN | DESIGNER JEAN-RENEE GUEBAN | CLIENT SCAPPUCCI
Dear [Name of Recipient],

This is just a (short) note to say thank you for [insert reason]. Your [insert their action] means a great deal to me. Thanks again for being so [insert adjective].

Sincerely,

[Your Signature]
OHANA
FARM

DIABLO
BROTHERS
EDUCATION, HEALTH, AND NONPROFIT
THE UNITED STATES
CONFERENCE OF MAYORS

CANCER AWARENESS PROGRAM
RECREATION AND ENTERTAINMENT
UP COUNTRY

A WorldSpace Channel
EAST TOWER

SOUTH TOWER

NORTH TOWER
BUENOS AIRES PASTRIES
MISCELLANEOUS
Creative fire

DOORS OPEN
TORONTO
cherry pie

YES

Your Electrical Supply Source

PAWS

Play, adventure and walking services for your dog.

1 DIGITAL SOUP | ART DIRECTOR PASH | CLIENT CHERRY PIE
2 WAVE 3 | DESIGNER RHOMA HARRISFIELD
3 BAKKEN CREATIVE CO. | ART DIRECTOR MICHELLE BAKKEN | CLIENT PAWS
metrocube

new mexico's advertising voice
“style
is a simple way of saying complicated things.”

—JEAN COCTEAU
INTRODUCTION

A graphic designer's job is to successfully represent the client's message visually. At Top Design, we believe that effective design is grounded in simplicity; that economy of design prevents visual overload, revealing the distinct personality of the client and the message they wish to impart. Much of the work selected for this book relies on the power of subtlety to convey the style and sensibility of both client and designer.

The selection process was a collaborative effort—inspiring, exciting, and at times, daunting—as we culled approximately 500 pieces from more than 1,500 impressive entries submitted by designers worldwide. The work appearing in this book met our benchmarks of outstanding design through the use of spare, elegant typography and striking bold and neutral color palettes, as well as the expert handling of design elements throughout the letterhead systems. Each logo chosen to appear successfully communicates the intention and personality of the client it represents, through the use of icons, symbols, hand-rendered illustration, and typography.

We hope this book provides enjoyment to the casual reader and inspires fresh, creative solutions for designers worldwide.