"These are some of the most beautiful books in the publication industry. Page after page of designs from the world's top designers will dazzle your eye and stir your soul."

Desktop Corrections Newsletter
www.foxlife.com

Letterhead & Logo Design 6
Fresh work, new design firms, established design gurus, and more than 300 innovative letterhead and logo designs can be found in this sixth volume of the Letterhead & Logo Design series. An exciting design source book for graphic designers, design students, and businesses alike, the work in these pages will inspire new approaches and design solutions.

- 300 letterhead and logo designs
- Single logos, whole identity systems, letterheads, envelopes, labels, business cards, and more
- Captions that list paper type, software, and printing information

Also from Rockport Publishers:
- Best of Brochure Design 5
- Best of Business Card Design 4
- Creative Newsletters and Annual Reports

selected by stoltze design
letterhead & logo
DESIGN 6
letterhead & logo
DESIGN 6
An effective logo speaks directly and instantly. A logo, unlike a multi-page brochure or even a poster, must deliver the goods with minimal means. Well designed logos deliver the message and the essence of the business they represent. A letterhead system allows the designer a wider breadth of possibilities: clever printing techniques and the use of paper distinguish the most unique and dynamic systems.

In making this book, we opened hundreds of envelopes and sifted through countless submissions: in them we discovered the diverse range of logos, letterheads, envelopes, business cards, disk stickers, and packaging labels that fill this book with thoughtful and sophisticated work.

We probably could have filled the whole book with Art Chantry's handcrafted and streetwise logos. Avoiding digital means entirely, Chantry proves once again that good design is about good ideas, not the latest computer program.

Carlos Segura integrates T-26's artistic and contemporary typefaces with traditional letterpress techniques to create well-crafted and dynamic letterhead pieces.
Hornall Anderson Design Works delivered an array of work for creative and professional services that incorporated a classic and refined use of typography and imagery.

We received submissions from all over the world—and found that sensitive typography, more than anything else, distinguishes a good logo or letterhead from a bad one. In the original printed material, the various weights and rich textures of the papers satisfied the sense of touch, as well as design challenges. Through embossing, die cutting, and letterpressing, the featured designers celebrated the letterhead as an object passed from one person to another.

We hope you find inspiration in this collection of fresh new work from many of today’s best creatives.

— Chris Reese & Clifford Stoltze
Stoltze Design
Stoltze Design was established in Boston in 1984 by Clifford Stoltze. Over the past fifteen years, the multi-dimensional studio has evolved into a ten-person team of creative and business personnel. Preferring not to specialize, the studio has worked with a diverse group of clients, ranging from the software to the entertainment industry, including Fidelity Investments, Lotus, Nokia, Houghton Mifflin, Capitol Records, and Lego toys. An avid music enthusiast, Clif Stoltze is also a partner in the Boston-based independent record label, Castle von Buhler, designing all of the packaging as well as co-producing some of the projects. This has led to assignments for record labels as diverse as Matador and Windham Hill. Stoltze Design’s work includes identities, collateral, publications, packaging, and website design.

Recognized for their innovative design solutions and expressive typography, Stoltze has received numerous awards from national design organizations some of which include the American Institute of Graphic Arts (AIGA), the American Center for Design, the Society of Publication Designers (SPD), and the Type Directors Club.

Published work appears in Graphic Design America, Graphis Annual Reports, Typographica Cybertype and most recently in Communication Arts, Print magazine, and in a June 1998 How magazine article, and CD Design: Breaking the Sound Barrier. Exhibited internationally in shows, Stoltze’s work is also in the permanent collection of the Cooper Hewitt, National Design Museum.
Identity system

OFFICE ENVIRONMENTS

office furniture dealer

OE
identity system
PLANET INTERACTIVE
new media design group
design firm: Hornall Anderson Design Works, Inc.
art director: Jack Anderson
designer: Debra McCluskey, Holly Finlayson
client: Persimmon
tool: Macromedia FreeHand

Studio Hill
Sandy Hill
Emma Roberts-Wilson
Froh '9 Me
Adobe Illustrator, Macintosh

tech2me
InnovVisions™

Design firm: Hornall Anderson Design Works, Inc.
Art director: Jack Anderson
Designers: Jack Anderson, Kathy Saito, Alan Copeland
Client: Wells Fargo
Tool: Macromedia FreeHand

Letterhead and Logo 6

InnovVisions

111 Sutter St
17th Floor
San Francisco, CA 94104
f 415.646.9418

A Wells Fargo / Mr. Payroll Partnership
L & B

Vrontikis Design Office
Petros Vrontikis
Logo and Stationary: Susan Carter
Levene, Neale, Bender and Rankin, L.L.P
Adobe Illustrator, Quark XPress
Neenah Classic Crest/Coast Lithographics

M

Studio Rubjian
Kari Palmquist
Jeanette Palmquist, Kari Palmquist
MA Architect
Macromedia FreeHand, Quark XPress
Storafine/Etcetera Offset
To beauty, true to real elegance.
We want to have the best, the
finest for our own. We use
simple answers for our
Craft.
Value are with

Vanderbyl Design
Michael Vanderbyl
Archetype
Quark XPress
Starwhite Vicksburg/Archetype
design firm: Woodworth Associates
art director: Brad Woodworth
client: Landmark Builders
maker: Adobe PageMaker, Macromedia FreeHand
paper/printing: Strathmore Writing/Offset
design firm: Karacters Design Group
creative director: Maria Kennedy
designer: Matthew Clark
client: Rick Eskin Photography
tools: Adobe Illustrator, Macintosh
paper/printing: Confetti/Broadway Printers
SO?

design firm: After Hours Creative
art director: After Hours Creative
designer: After Hours Creative
client: Second Opinion
Radio Rerun

TMG classic mini radios

The Room

Synergy Design
Leon Alvarado
The Room
Macromedia FreeHand, Macintosh
Vinyl/Silk screening

Chopiologic
Walter McCord, Mary Cawein
Internet Tool & Die
Adobe Illustrator, Quark XPress
Fox River, Simpson Starwhite Vicksburg/
Two-color lithography
design firm: Belyea
art director: Patricia Belyea
designer: Ron Lars Hansen
printer: Belyea
envelope paper: Adobe Illustrator, Macintosh
print paper: Strathmore/Artcrash
| design firm | Design Center |
| art director | John Reger |
| designer | Sherwin Schwartzroek |
| client | Benchmark QA |
| tool | FreeHand, Macintosh |
WIREHEAD

Design firm: Fruzzico Parone Advertising
Designers: Joe Fruzzico, Mike Parone, Robinson Smith
Client: WireHead Business Technologies
Tool: Adobe Illustrator
design firm: Seltzer Design
art director: Rochelle Seltzer
photographer: Rochelle Seltzer, Heather Roy
Seltzer Design
Quark XPress 3.22, Adobe Illustrator 7.01,
Macintosh 8600 Power PC
paper/printing: Astrolite Two color (IPMS, ITOYO)
design firm: João Machado Design, Lda
art director: João Machado
designer: João Machado
client: Loja das Ideias
media: Macromedia FreeHand, Quark XPress
paper/printing: Fedrigoni, Marcella 140 gsm
design firm: João Machado Design, Lda
art director: João Machado
designer: João Machado
client: Ideias Virtuais
software: Macromedia FreeHand, Quark XPress
paper/printing: Fedrigoni, Marcata 140 gsm
Gouthier Design, Inc.
Jonathan Gouthier
Gouthier Design, Inc.
Quark XPRESS, Macintosh Quadra
Neenah Classic Crest Solar White/Joanne Miner
design firm: Studio Hill
art director: Sandy Hill
designer: Sandy Hill, Alan Shimato
client: Studio Hill
tools: Quark XPress, Macintosh
Designstudio CAW
Carsten-Andres Werner
Self-promotion
Blue i Design
Hellen Hayner
Hellen Hayner
Blue i Design
Quark XPress, Macromedia FreeHand,
Macintosh
James River Classic Super Wove/
Cotswold Printing
what/design
Damon Meinders, Amy Strauch
Damon Meinders, Amy Strauch
what/design
Quark XPress
Ample Engineer's Pad, Charrette Graph Paper,
Oxford Card Guides/Laser, Stamp Pad,
Wood Cut Stamp Rubber Type, Embosser.
Arrowstreet Graphic Design

Michele Phelan
Assistant Director
michele@arrowstreet.com

Arrowstreet Graphic Design
212 Elm Street
Somerville MA 02144

Adobe Illustrator, Macintosh Power PC
Astrolite Smooth/United Lithograph
design firm
art director
designer
clients
paper/printer

Pham Phu Design
Qanq Pham Phu
Rhein Strobel
Riesle Technological Consultants
Two color
design firm | Visual Dialogue  
art director | Fritz Klaetke  
designers | Fritz Klaetke, Chris Reese  
clients | Visual Dialogue  
paper/pasting | Quark XPress, Adobe Photoshop, Macintosh Power PC  
Certificate Stock, Starwhite Vicksburg/Tenser  
Kluge Press, Alpha Press
design firm
Planet Design Company

art director
Kevin Wade

designer
Dan Bana

client
Brave World Productions

tools
Adobe Photoshop, Adobe Illustrator, Quark XPress

paper/poiting
Mohawk Vellum Warm White/American Printing

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BRAYE WORLD PRODUCTIONS
113 W. WILSON ST. #2001
MADISON, WI 53703

MICHAEL A. KINLEY
PRODUCER

FILM & VIDEO
SPECIAL EFFECTS PRODUCING
BRAYE WORLD PRODUCTIONS
AVP EDITING
design firm: Hornall Anderson Design Works, Inc.
art director: Jack Anderson
client: Hornall Anderson Design Works, Inc.
tool: Macromedia FreeHand
paper/printing: French Durotone, Packing Grey Linen; French Durotone, Newprint White
design firm: Roslyn Easkind Associates Limited
art director: Roslyn Easkind
designer: Roslyn Easkind
client: Roslyn Easkind Associates Limited

Quark XPress, Adobe Photoshop, Adobe Illustrator, Macintosh

paper/printing: Chatham/Seaway Printing
Big Eye Creative, Inc.
Perry Chua
Perry Chua
Big Eye Creative, Inc.
Adobe Illustrator 6.0, Adobe Photoshop 4.0, Macintosh

Paper/Printing
Cards: 120 lb. McCoy, Rest: Strathmore
Writing: Clarke Printing
design firm: Karacters Design Group
creative director: Maria Kennedy
designer: Matthew Clark
client: Karacters Design Group
tools: Adobe Illustrator, Quark XPress, Adobe Photoshop, Macintosh
paper/printing: Classic Crest/Hemlock Printing
design firm: Burn World-Wide, Ltd.
director: David L. Clarke
designer: Burn Staff
client: Burn World-Wide, Ltd.
technology: Adobe Illustrator, Adobe Photoshop
paper/inking: Classic Columns Stucco 80lb. text
Hoff and Dugherthy, Miami, FL
professional services
retail, restaurant, and hospitality
What Lila Wears

Vintage Inspired Clothing and Accessories

Lee Langill
312-764-8297

design firm: Jim Lange Design
art director: Lee Langill
designer: Jim Lange
client: Lee Langill

tool: Macintosh

design firm: Murrie Lienhart Ryman
art director: Linda Voll
designer: Linda Voll
client: Wellness Business Works

tool: Adobe Illustrator
COMMUNITY RELATIONS DEPT.
Target Stores - 33 South Sixth Street - Minneapolis, MN 55402

Design firm: Design Guys
Art director: Steven Sicora
Designers: Anne Peterson, Tom Riddle
Client: Target Stores
Tool: Quark XPress
Paper/Printing: 80 lb. Strathmore Writing/Challenge Printing
Mires Design
John Ball
John Ball, Miguel Perez, and Jeff Samaripa
dab fragrance sampling
Boston Light Source
64 Commercial Wharf, Boston, Massachusetts 02110-3808

Representing manufacturers offering products with a perceptible advantage for the coordination of lighting with architecture.

Korn Design
Denise Korn
Christine Brooks
Boston Light Source
Adobe Illustrator, Quark XPress
Alpha Press
recreation and entertainment
operative device: Art Chantry Design Company
Art Chantry
The Showbox

The MonoMen

design firm: Art Chantry Design Company
designer: Art Chantry
client: Estrus Records
THE X RAYS

design firm: Art Chantry Design Company
designer: Art Chantry
client: Empty Records
Festival Bay

Howard Hughes Entertainment Center

Design Firm: Selbert Perkins Design
Art Director: Robin Perkins
Design Director: Greg Welch
Designers: John Lotz, Ingrid Langhout, Julie D'Andrea
Client: The Jerde Partnership International, Inc.

Design Firm: Selbert Perkins Design
Art Directors: Robin Perkins, Clifford Selbert
Designers: Gemma Lawson, Heather Watson
Client: The Jerde Partnership International, Inc.
education, health, and non-profit
Bocatriol®
calcitriol

Leo Pharmaceutical Products
Martin Iohrand
Leo Pharmaceutical Products

KLSO

Design firm: Work.Haus
Designers: Errah Rahim, Paggie Chin Lee Choo
Client: Kuala Lumpur Symphony Orchestra Society
Tool: Macintosh
Seven Tepees Youth Program

Patricia Bruning Design
Patricia Bruning
Patricia Bruning, Fran Terry
Seven Tepees Youth Program
Quark XPress 3.32, Adobe Illustrator 6.0,
Macintosh 7100 Power PC
Hamilton Press
design firm: Big Eye Creative
art directors: Perry Chua, Nancy Yousting
Designers: Perry Chua, Nancy Yousting
Client: Aimtronics Corporation
Tools: Adobe Illustrator, Macintosh Power PC
Paper: McCoy Silk, Rest: Classic Printing
design firm: Stewart Monderer Design, Inc.
art director: Stewart Monderer
designer: Aime Lecuyay
client: NBase Xpless
tools: Adobe Illustrator, Macintosh G3
design firm: revoluzion
art director: Bernd Lux
designer: Bernd Lux
client: IVR Rohloff
notes: Macromedia Freehand, Macintosh
Towers Perrin - Creative Media Group
Jim Kohler
Geoff Stone
Towers Perrin
Quark Xpress, Adobe Photoshop,
Adobe Illustrator, Macintosh
AC/DC—Art Chantry
Design Company
P.O. Box 4069
Seattle, WA 98104

Aero Media, Inc.
481 Highway 33
Kelowna, BC
Canada

After Hours Creative
1201 East Jefferson B100
Phoenix, AZ 85034

Anne Gordon Design Pty. Ltd.
1 Caledonia Street
Paddington NSW 2021
Australia

Arrowstreet Graphic Design
212 Elm Street
Somerville, MA 02144

Art-Direction & Design
Schröderstrasse 28
20146 Hamburg
Germany

Barbara Chan Design
614 South Saint Andrews, Suite 409
Los Angeles, CA 90005

Barrels and Company
5284 Ivanhoe Avenue
St. Louis, MO 63119

Becker Design
225 East St. Paul Avenue, Suite 300
Milwaukee, WI 53202

Belayea
1809 7th Avenue
Seattle, WA 98101

Big Eye Creative
101-1300 Richards Street
Vancouver, BC V6B 3G6
Canada

Blik Design
398 Adelaide West, Suite 602
Toronto, Ontario M5V 2K4
Canada

Blue 1 Design
Imperial House
Lydiatt Road
Cheltenham GL50 3QJ
UK

Beb’s Haus
3728 McKinley Boulevard
Sacramento, CA 95816

Brabender Cox
2000 Wharton Street
Pittsburgh, PA 15203

Choplogic
2014 Cherokee Parkway
Louisville, KY 40204

Cuppa Coffee Animation, Inc.
401 Richmond Street West, #104
Toronto, Ontario M6V 1K3
Canada

Customized Communications Group
975 Middle Street, Suite B
Middletown, CT 06457

Design Center
15110 Monticello Boulevard
Mound, MN 55364

Design Guys
119 North Fourth Street, #400
Minneapolis, MN 55401

Designstudio CAW
Krugstrasse 16
30453 Hannover
Germany

DogStar Design
620 34th Street South
Birmingham, AL 35209

Earthlink Creative Services
3100 New York Drive
Pasadena, CA 91107

Eille Pratt Design, Inc.
361 Newbury Street
Boston, MA 02115

Focus Design and Marketing Solutions
9800 Valley Lights Drive
Pasadena, CA 91107

Giorgio Roero Communications
Via Domenichino 27
20149 Milano
Italy

Goutber Design
P.O. Box 640955
Hollywood, FL 33084

Grafik Communications, Ltd.
1190 North Fairfax Street, Suite 700
Alexandria, VA 22314

Gretzmann Group
142 North Mosley, 3rd Floor
Wichita, KS 67209

Hamagami/Carroll & Associates
1316 3rd Street
Promenade, #305
Santa Monica, CA 90401

Han/Davis Group
2943 North Sheridan, Apt. 1417
Chicago, IL 60657

Henderson Tyner Art Co.
318 N. Spruce Street, Suite 299
Winston-Salem, NC 27101

Hornall Anderson Design Works, Inc.
1008 Western Avenue, Suite 600
Seattle, WA 98104

Iconix Group
4297 Auburn Avenue
Bethesda, MD 20814

Insight Design Communication
322 South Mosley
Wichita, KS 67202

Iron Design
120 North Aurora Street, Suite 5A
Ithaca, NY 14850

Jim Lange Design
200 North Wabash Avenue
Chicago, IL 60601

Joao Machado Design, Ltda
Rua Padre Xavier Cunhal,
125, 4150-371 Porto
Portugal

Jaraeters Design Group
1600-777 Hornby
Vancouver, BC
Canada

Kirima Design Office
5F, 1-5, Park-Bldg, Yorikinmachi
Yorikinmachi, Kita-ku, Osaka-City
530-0036
Japan

Korn Design
22 Folken Street
Boston, MA 02116

Laughlin Winkler, Inc.
4 Clarendon Street
Boston, MA 02116

Lee Pharmaceutical Products
Industriepark 65
Ballaburg 3750
Denmark

Lima Design
215 Hanover Street
Boston, MA 02113

Lux Design
550 15th Street, #22A
San Francisco, CA 94103

Made in mouse
Moulin Prisquet BP 32
13520 Maussane
France

Marius Fahrner
Lastrupweg 2
20285 Hamburg
Germany

McLaughlin Design
3705-A Steppes Court
Falls Church, VA 22041

Michael Stanard Design
1000 Main Street
Evanston, IL 60202

Mires Design
2345 Kettnner Boulevard
San Diego, CA 92101

Modlarfart Grafik-Design DA
A-5600 St. Johann/Pfg Ing.
Ludwig Poehl Str. 7
Austria