

Redesigning Identity

Graphic Design Strategies for Success

Saranaree University of Technology



31051000599205

Catharine Fishel

Contents

Introduction

9

Repositioning

Desgrippe Gobé & Associates, Coca-Cola	13
Félix Beltrán & Asociados, T Shirt Company	18
Landor Associates, Canadian Airlines	22
Murrie Lienhart Rysner & Associates, Malt-O-Meal	28
Turner Ducksworth, Steel Reserve	34



Modernizing

Design Park, Kookmin Bank	40
Hopkins Baumann, <i>Step-By-Step Graphics</i>	46
Kan & Lau, China/Hong Kong Travel	52
Pentagram, Taco Bueno	58
The Partners, Eagle Star Insurance	64



Managing Change

Concrete, Frankel & Company	68
Pattee Design, Kirke Van Orsdel	74
Pinkhaus/Designory, Sterling Associates	80
Planet Design, Artville	86
Rigsby Design, HNTB Architecture	94



Promoting Growth

Atelier Works, Polaroid Digital Imaging	98
BMR Design, Vestre	104
Cross Colours, Nando's	108
Dogstar, Heavy Talent	114
Wang Xu, China Youth Press	120



Starting Over

Dolcini Associati, Municipality of Pesaro	124
Miriello Grafico, Eastpak	130
Nestor Stermole Visual Communications, Nestor Stermole	136
Reverb, Avalon Hotel	142
Shapiro Design Associates, Turn-Key	148



Directory	153
About the Author	159