

Creative Ideas for

# Catalogs

AND PROGRAMS

*So Clean and  
Easy to Read!*

Catalogs and programs have a lot in common: Both are usually crammed with information and have to be produced on a shoestring budget. Read on to learn how we created four redesigns that improve communication while keeping costs low.

**New and Improved!**

# Newsletters

*Five Great Layouts!*

Publishing a newsletter is such an enormous job, it's almost impossible to think about a redesign. We've taken on the challenge for 5 different publications, with an eye toward improving communication and simplifying production.

**REFRESHING  
NEW LOOKS!**

**HELP  
FOR TROUBLED  
IDENTITIES!**

# **Logos AND PACKAGING**

An effective logo should speak well of you and your organization, even when you're not there. The logos and packaging featured in this section needed facelifts in order to sing — and there are lessons here for your identity as well.

**BRIGHTER,  
TIGHTER  
LAYOUTS!**

**DIRECT MAIL &**

# brochures

When your direct mail piece or brochure lands in someone's hands it has about five seconds to make an impression. We redesigned six very different pieces for six very different organizations, and each new design is a keeper.



*For Designs  
that Shine!*

# ADS & FLYERS

*Six fabulous approaches!*

Advertising is so pervasive, most of us just put it in the background of our consciousness. Through six redesigns of real-life ads and flyers, we show how to bring your advertising to the fore.