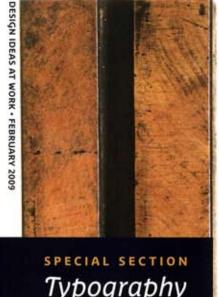
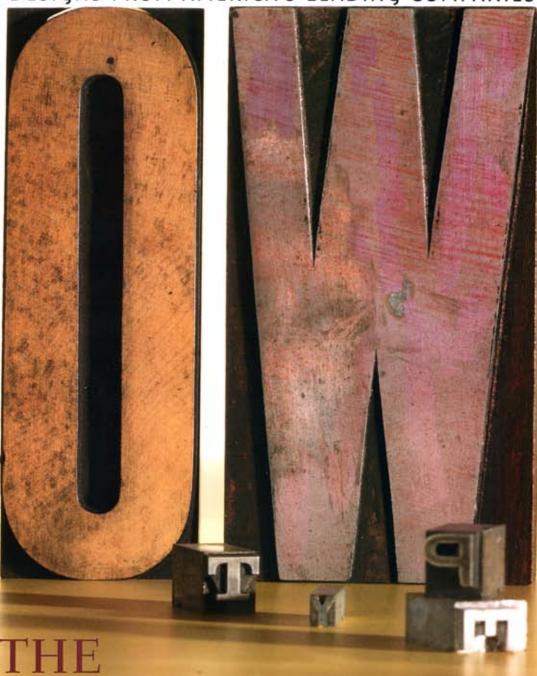
IN-HOUSE DESIGN ANNUAL
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QUARK MAKES A COMEBACK. IS INDESIGN STILL THE CHAMP?

HEALTH CARE

MERIT



1

Steeplechase Invitation

COMPANY/ORGANIZATION Vanderbilt University, Nashville, TN; www.vanderbilt.edu

CREATIVE TEAM

Jenni Ohnstad, Donna Pritchett, Judy Orr, Brenda Black

PROJECT OBJECTIVE
The designers wanted to capture the "spirit and tradition" of the Iroquois Steeplechase, an equestrian event that's an annual fundraiser for the Monroe Carell Jr. Children's Hospital at Vanderbilt University.

2

TITLE

Vitivia Pro:Vitamin Packaging

COMPANY/ORGANIZATION

Vitivia, a division of JSJ Pharmaceuticals, Charleston, SC; www.vitivia.com

CREATIVE TEAM

Lydia Grossov

DESIGN APPROACH

The product's purity and lightweight nature comes through in this packaging sys-tem for a new line of topical antioxidant vitamins. Even the capsules containing the pure concentrations of vitamins A, C and E are thought-fully designed.

