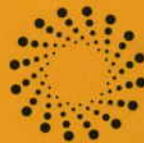


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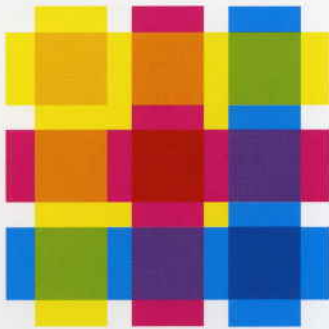
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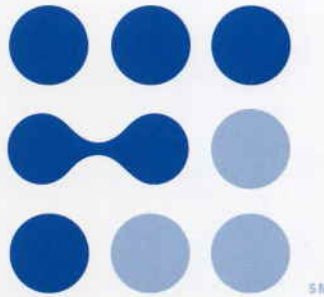


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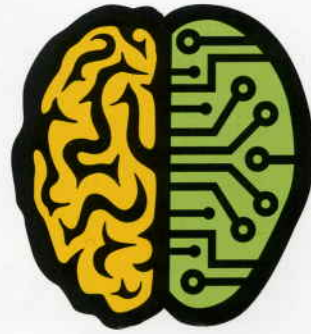


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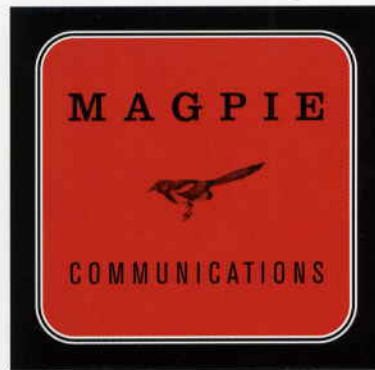
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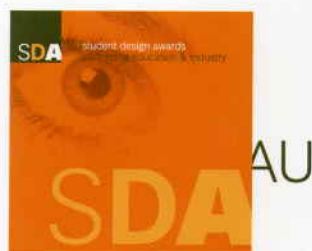


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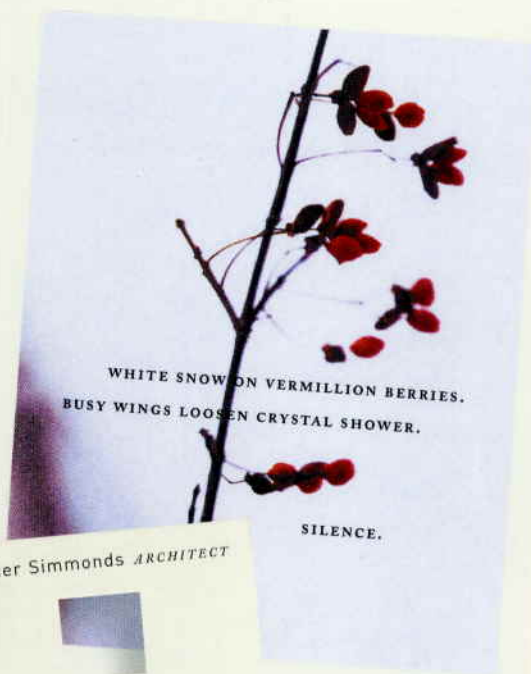


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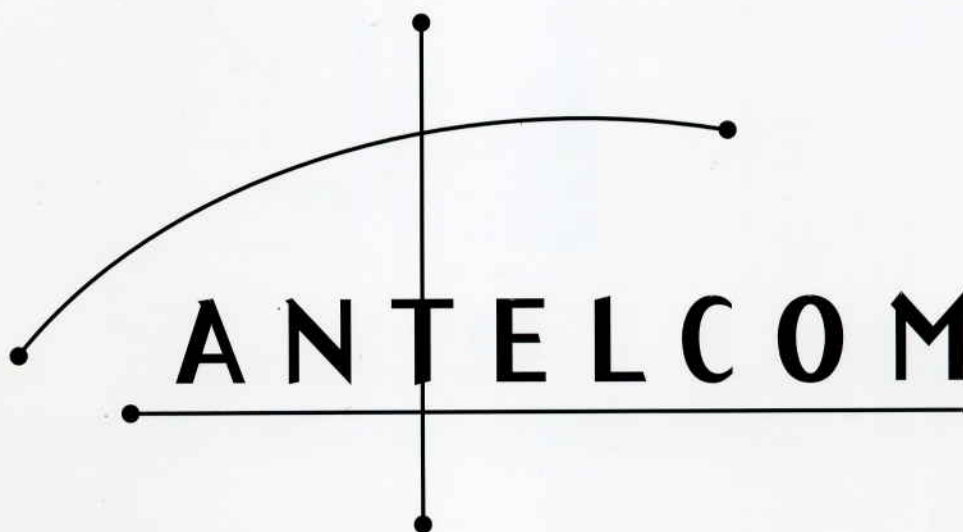
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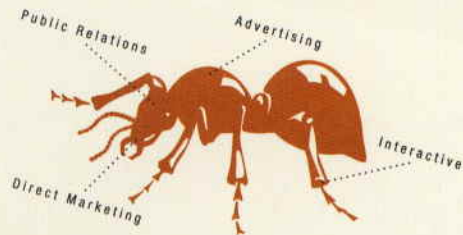


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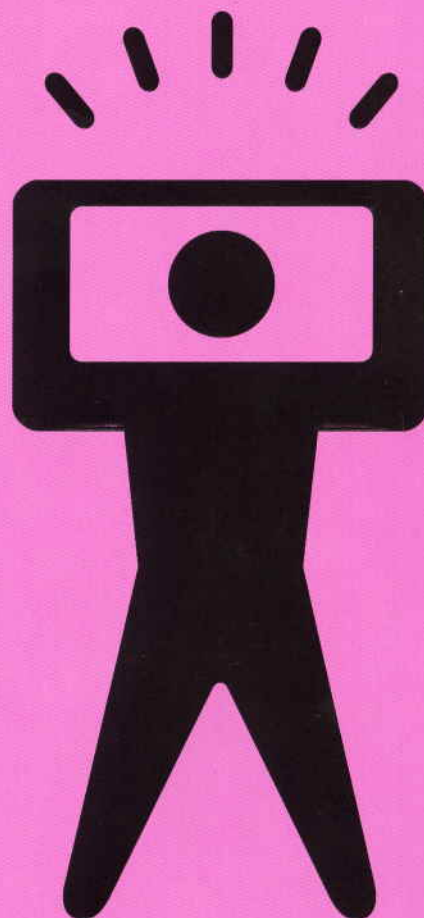


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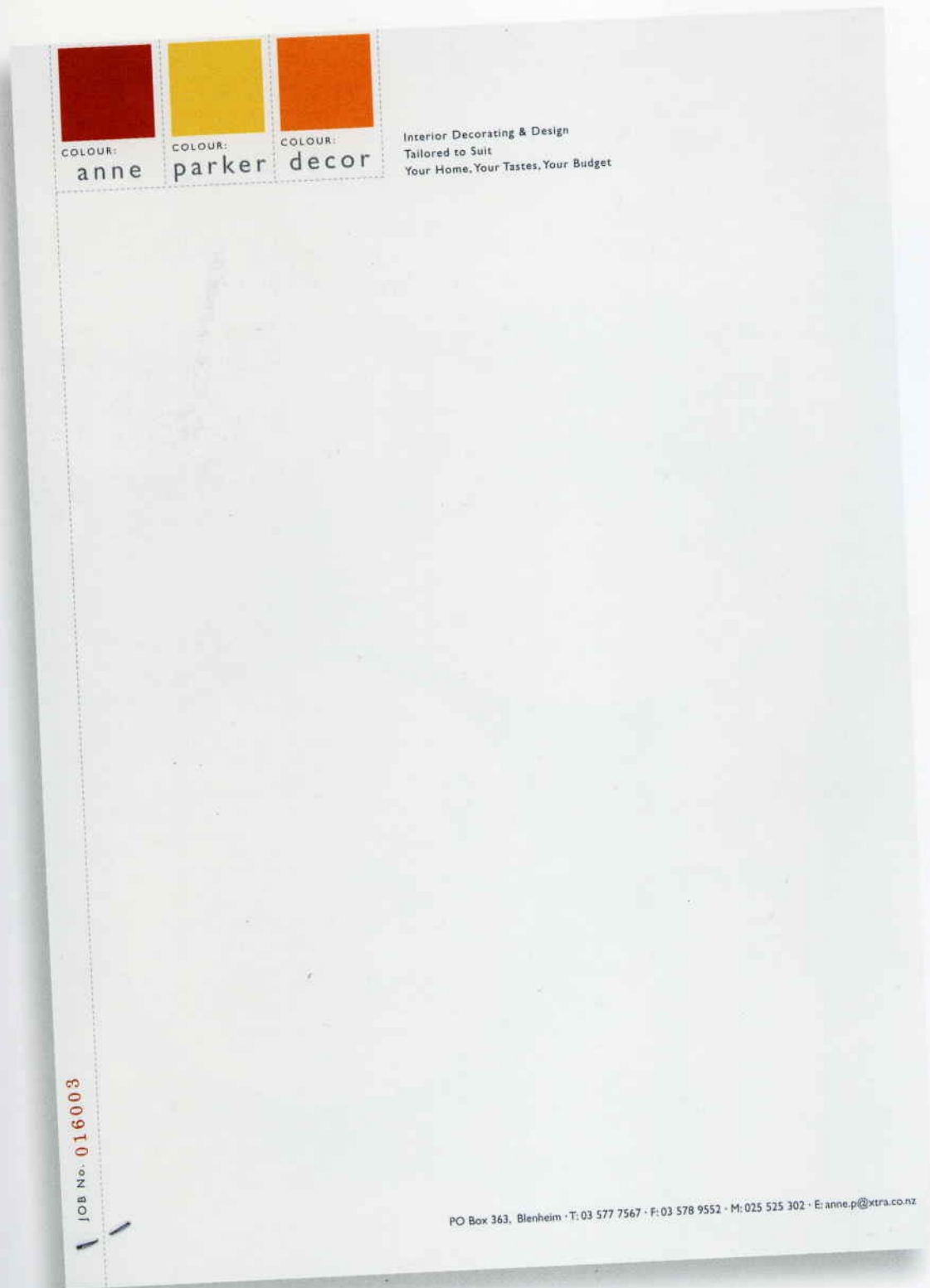
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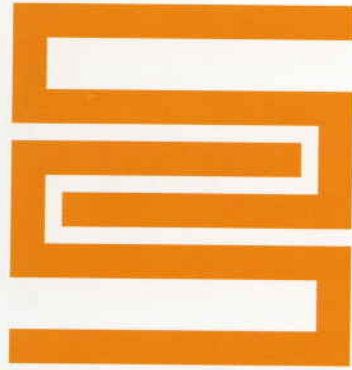
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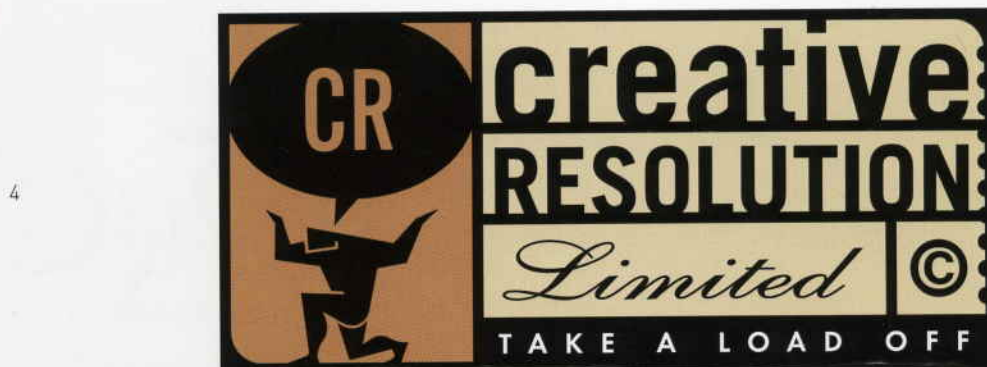
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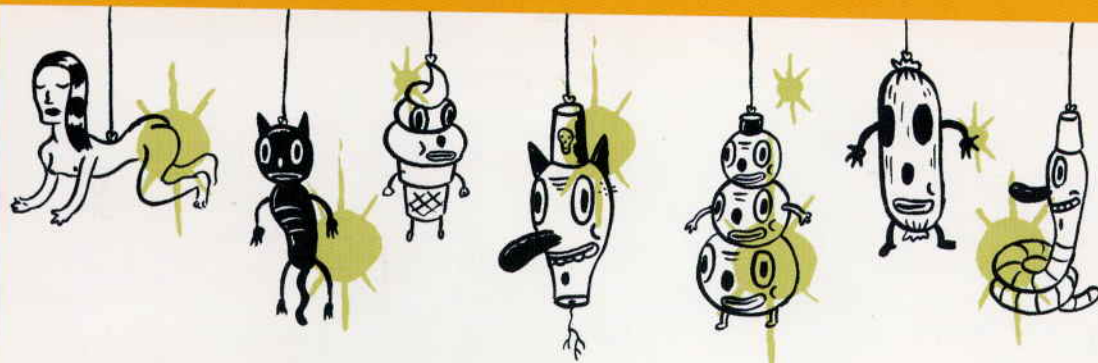
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The logo features a stylized icon on the left, composed of a dark blue square and a light blue curved shape. To the right of this icon, the words "ratio one" are written in a lowercase, sans-serif typeface. The word "ratio" is in a lighter blue color, while "one" is in a darker blue color.

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EC4V 3NK

TEL 020 7557 4760
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ratioone



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○ ADDRESS : 1620 CASTRO STREET
SAN FRANCISCO, CA 94114
TEL : 415 641 5873
FAX : 415 824 1072
EMAIL : JOHN@IOWIX.NET
WEB : tom-john.com





RETAIL, RESTAURANT, AND HOSPITALITY



1 MORTENSEN DESIGN | ART DIRECTOR GORDON MORTENSEN | DESIGNER MARIANA B. PABON | CLIENT NEW GROUND

2 LLOYD'S GRAPHIC DESIGN & COMMUNICATION | DESIGNER ALEXANDER LLOYD | CLIENT X'FOLIATE

3 LLOYD'S GRAPHIC DESIGN & COMMUNICATION | DESIGNER ALEXANDER LLOYD | CLIENT WINE FOCUS



1



2



3



- 1 HONEY DESIGN | ART DIRECTOR ROBIN HONEY | CLIENT TWO PAWS UP
 2 SAYLES GRAPHIC DESIGN | DESIGNER JOHN SAYLES | CLIENT BUSY BEE TAILORING
 3 SAYLES GRAPHIC DESIGN | ART DIRECTOR JOHN SAYLES | CLIENT CLOUD 9

1



2



3



- 1 HONEY DESIGN | ART DIRECTOR ROBIN HONEY | CLIENT TWO PAWS UP
 2 SAYLES GRAPHIC DESIGN | DESIGNER JOHN SAYLES | CLIENT BUSY BEE TAILORING
 3 SAYLES GRAPHIC DESIGN | ART DIRECTOR JOHN SAYLES | CLIENT CLOUD 9



1 PURE DESIGN INC. | ART DIRECTOR RACHELLE FISHER | DESIGNER JOHN FISHER | CLIENT IDYLWILDE FLIES

2 GILLESPIE DESIGN INC. | ART DIRECTOR MAUREEN GILLESPIE | DESIGNER LIZ SCHENKEL | CLIENT WENDY AND AMY (BABY STATIONERY)



1

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2

AAKU



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4

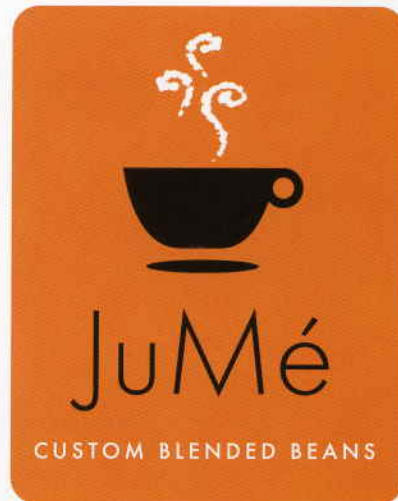
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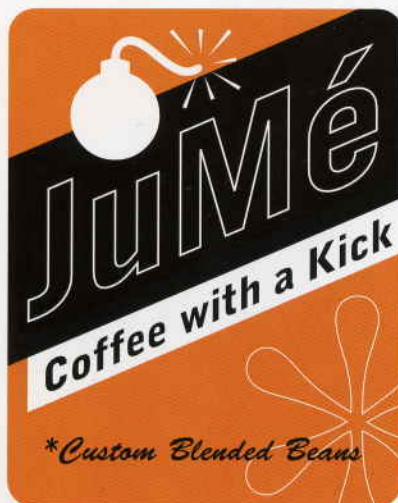
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4





1 PUBLICIDAD GÓMEZ CHICA | DESIGNER SANTIAGO JARAMILLO | CLIENT LAS PALMAS RESTAURANT

2 SAYLES GRAPHIC DESIGN | ART DIRECTOR JOHN SAYLES | CLIENT PETALS DE PROVENCE

3 SAYLES GRAPHIC DESIGN | DESIGNER JOHN SAYLES | CLIENT NEPTUNE'S SEAGRILL

1



2



1 BE.DESIGN | ART DIRECTOR WILL BURKE | DESIGNERS ERIC READ, YUSUKE ASAKA, CORALIE RUSSO CLIENT WORLDWISE, INC.

2 RE: SALZMAN DESIGNS | ART DIRECTOR IDA CHEINMAN | DESIGNERS IDA CHEINMAN, RICK SALZMAN | CLIENT LEE'S ICE CREAM



Paul Michael, head chef

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e frontierroom@seanet.com



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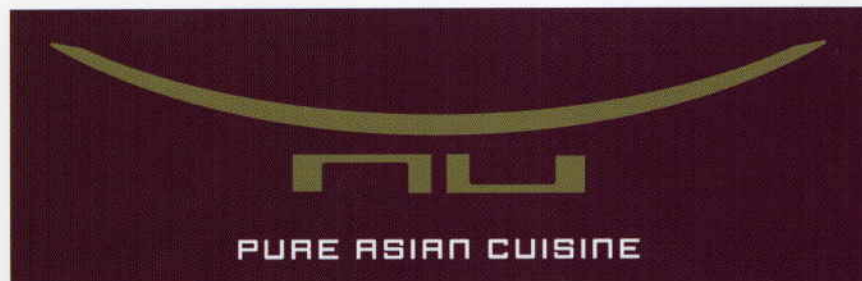
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John Olsen



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1



2



3



1 ZIGZAG DESIGN | ART DIRECTOR RACHEL KARACA | CLIENT GROUNDED

2 MIAMI AD SCHOOL | ART DIRECTOR JONATHAN GOUTHIER | DESIGNER MIMI AWAMURA | CLIENT DOGMA GRILL

3 VRONTIKIS DESIGN OFFICE | ART DIRECTOR PETRULA VRONTIKIS | DESIGNER RON BLAYLOCK | CLIENT RED CAR WINE CO.

1



SLAVE

2



ATACAMA



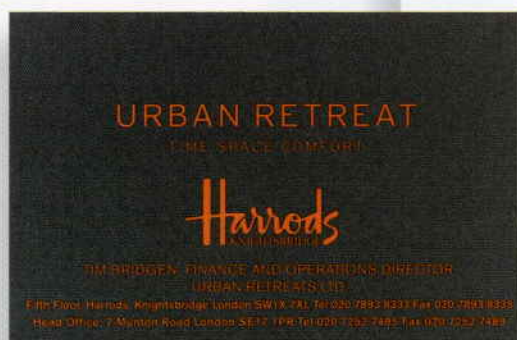
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1



FRASCATI

2



SEACLIFF

3



SCAPPUCCI

1 BAKKEN CREATIVE CO. | ART DIRECTOR MICHELLE BAKKEN | CLIENT FRASCATI RESTAURANT

2 BE.DESIGN | ART DIRECTOR WILL BURKE | DESIGNERS ERIC READ, DIANE HILDE | CLIENT COST PLUS WORLD MARKET

3 METZLER ASSOCIATES | ART DIRECTOR MARC-ANTOINE HERRMANN | DESIGNER JEAN-RENEE GUEGAN | CLIENT SCAPPUCCI



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www.dishcatering.com



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1



2

KARMA

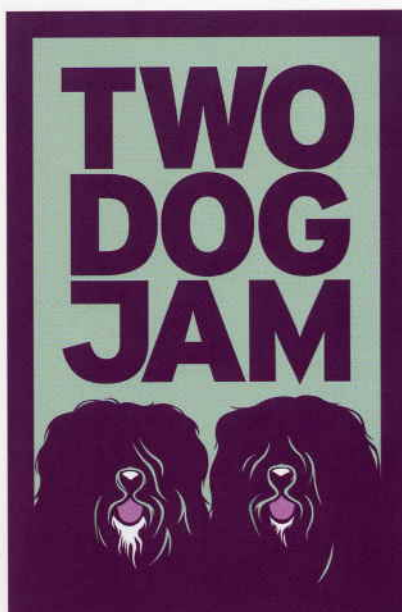
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1 KNEZIC/PAVONE | ART DIRECTOR ROBINSON C. SMITH | CLIENT COOL FAITH APPAREL

2 KNEZIC/PAVONE | ART DIRECTOR ROBINSON C. SMITH | CLIENT STONE COTTAGE PRESERVES

6oZi9

zigzag design
4006 oak #3
kansas city, mo 64111

816 213 1198
raka@uzigzag.com
uzigzag.com

- ☐ invoice
- ☐ proposal
- ☐ estimate
- ☐ thank you
- ☐ brilliant idea
- ☐ gossip
- ☐ apology
- ☐ favor
- ☐ other: _____

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rachel karaca

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Dear _____
Name/Thanks

This is just a(n) _____ note to say thank you for _____
Insert adjective Insert reason

Your (check all that apply) _____ means a great deal to me. Thanks again for being so _____
Insert adjective

- ☐ kindness
- ☐ genius
- ☐ love
- ☐ friendship
- ☐ humor
- ☐ pleasant nature
- ☐ talent
- ☐ understanding
- ☐ opinion

Sincerely,

Thanker sign here

OHANA FARM



DIABLO BROTHERS

1



3

Europe
On The Corner

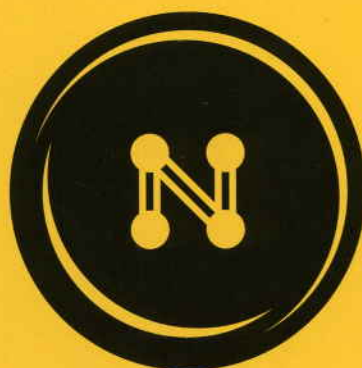
1 LOVE COMMUNICATIONS | ART DIRECTOR PRESTON WOOD | CLIENT CRAIG LEE

2 1. PARIS DESIGN | ART DIRECTOR ISAAC PARIS | CLIENT EUROPE ON THE CORNER JEWELRY SHOP

1

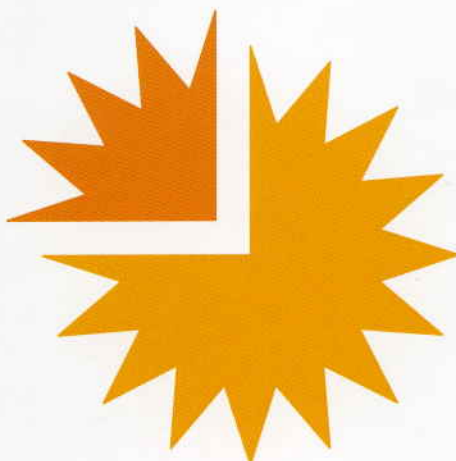


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EDUCATION, HEALTH, AND NONPROFIT

1

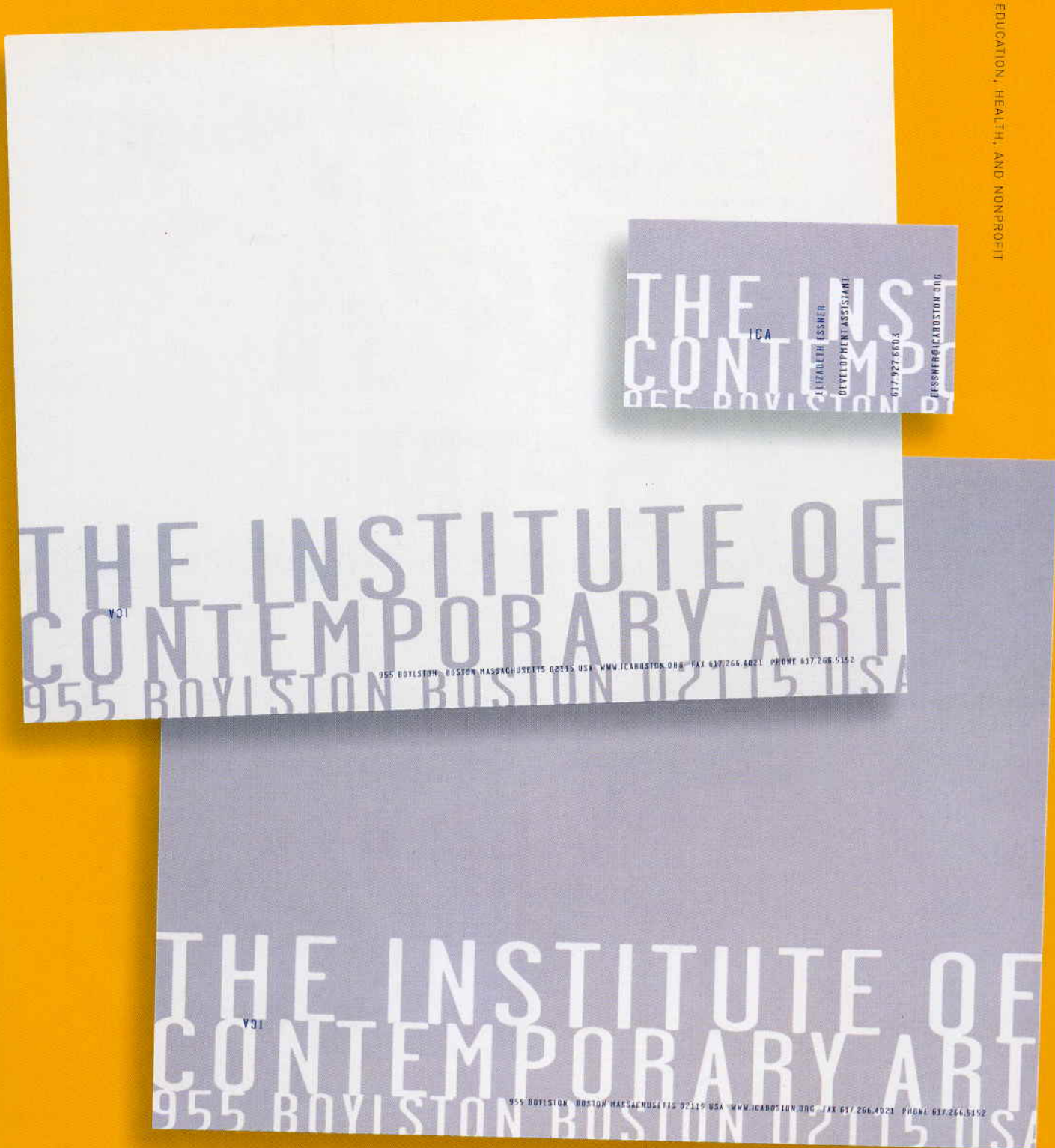


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CONFERENCE OF MAYORS

CANCER AWARENESS PROGRAM



1



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1 KNEZIC/PAYONE | ART DIRECTOR ROBINSON C. SMITH | CLIENT PENNSYLVANIA COALITION AGAINST RAPE

2 LOVE COMMUNICATIONS | ART DIRECTOR PRESTON WOOD | DESIGNER CRAIG LEE | CLIENT CRAIG LEE

1



2



3



1 MORRIS CREATIVE INC. | ART DIRECTOR STEVEN MORRIS | DESIGNER JEANNE ELEFANTE | CLIENT YOGA DEL MAR

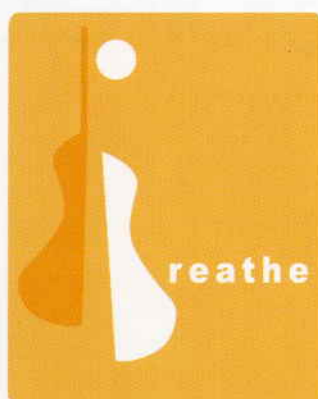
2 RICK JOHNSON & COMPANY | DESIGNER TIM McGRATH | CLIENT N.M. TRAFFIC SAFETY

3 ATELIER TADEUSZ PIECHURA | ART DIRECTOR TADEUSZ PIECHURA | CLIENT UNIWERSYTET MEDYCZNY W TORUNIU

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1 **DUO DESIGN** | DESIGNERS VALTERS LINDBERGS, EMMANUELLE BECKER | CLIENT FRANCE TELECOM FORMATION

2 **LEAGAS DELANEY SF** | DESIGNER EMILIA FILIPOI | CLIENT STEP UP NETWORK

3 **HONEY DESIGN** | ART DIRECTOR ROBIN HONEY | DESIGNER JASON RECKER | CLIENT CALLAGHAN CONSULTING

1



2





1

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3



- 1 FRESHBRAND, INC. | ART DIRECTOR MARCEL VENTER | CLIENT CREATIVE ADOPTIONS
 2 GOTT FOLK MCCANN-ERIKSON | ART DIRECTOR EINRA GYLFAYSON | CLIENT MENNT.IS
 3 ALR DESIGN | ART DIRECTOR NOAH SCALIN | CLIENT ABC NO RIO

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BOOK OF LIFE
Jewish Community Foundation

3



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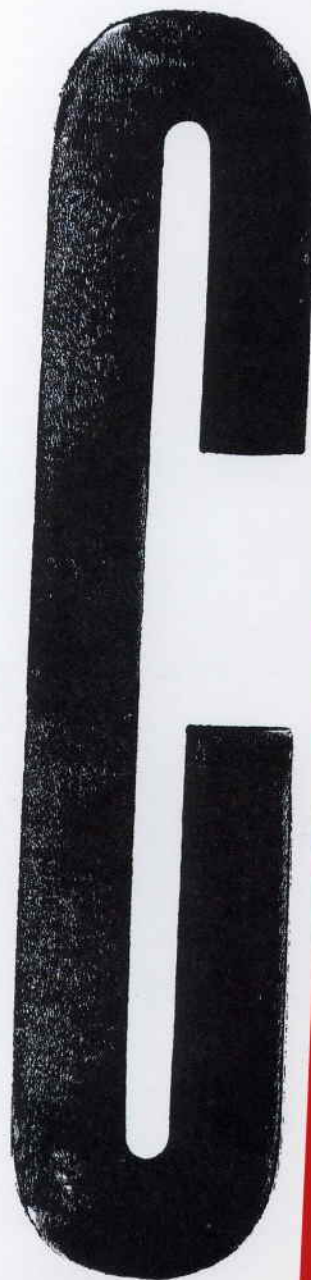


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3

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raissa

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STEWART

- 1 LSD | ART DIRECTOR LAURENCE STEVENS | DESIGNER LAURENCE STEVEN | CLIENT LAURENCE STEVENS DESIGN
 2 LSD | ART DIRECTOR LAURENCE STEVENS | DESIGNER LAURENCE STEVEN | CLIENT SONY MUSIC
 3 LSD | ART DIRECTOR LAURENCE STEVENS | DESIGNER LAURENCE STEVEN | CLIENT C2 MUSIC MANAGEMENT
 4 LSD | ART DIRECTOR LAURENCE STEVENS | DESIGNER LAURENCE STEVEN | CLIENT POLYDOR RECORDS UK
 5 LSD | ART DIRECTOR LAURENCE STEVENS | DESIGNER LAURENCE STEVEN | CLIENT DAVE STEWART

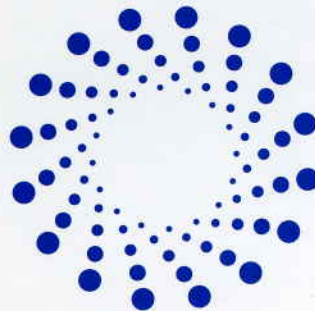




EAST TOWER



SOUTH TOWER

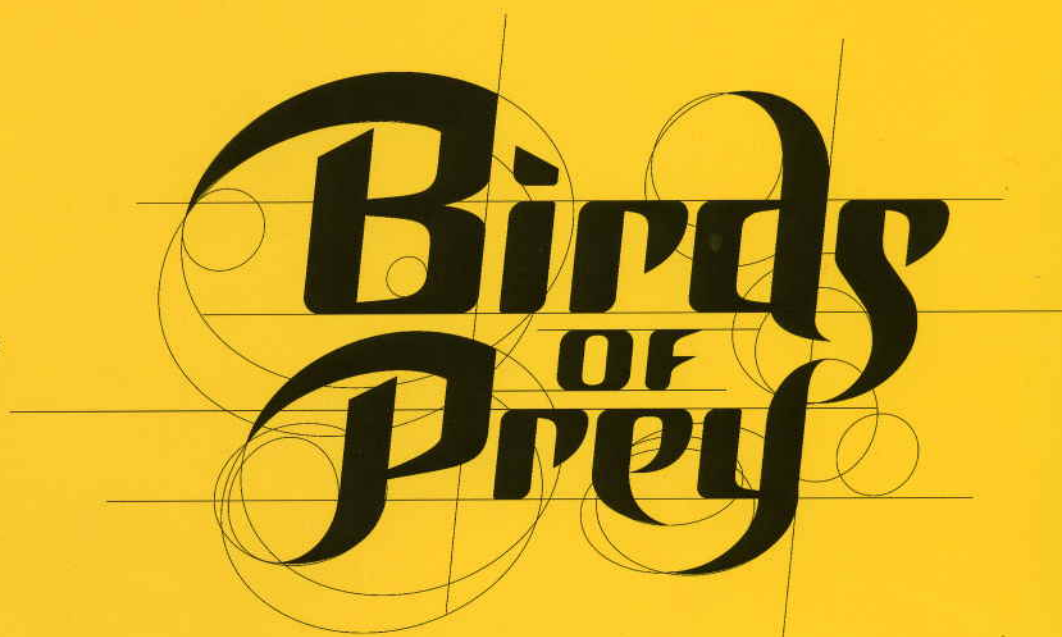


NORTH TOWER

1



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1 CHASE DESIGN GROUP | ART DIRECTOR MARGO CHASE | CLIENT CHER

2 TORNADO DESIGN | ART DIRECTORS AL QUATTROCCTTI, JEFF SMITH | CLIENT MOCEAN

3 TORNADO DESIGN | ART DIRECTORS AL QUATTROCCTTI, JEFF SMITH | CLIENT HBO

2



BUENOS AIRES PASTRIES

2



3

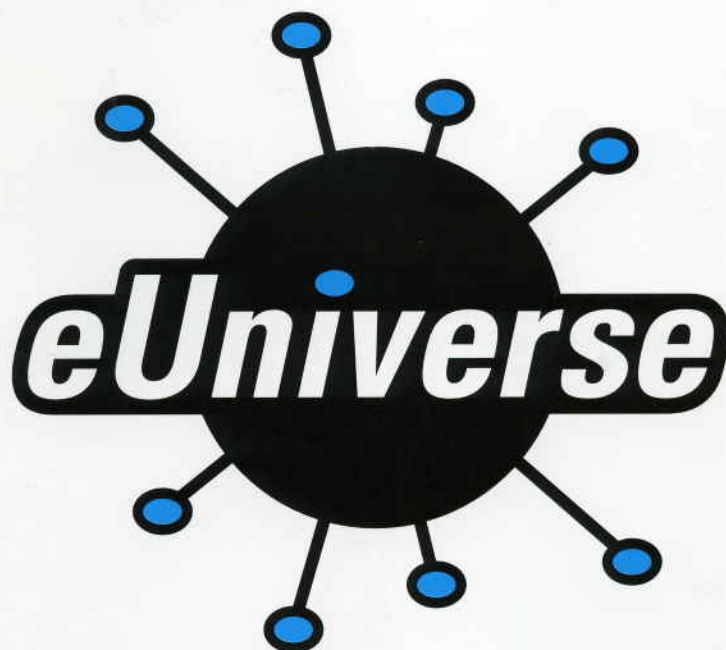


1 ROKFIL DESIGN | ART DIRECTOR MARIANA B. PABON | CLIENT BUENOS AIRES PASTRIES

2 I. PARIS DESIGN | ART DIRECTOR ISAAC PARIS | CLIENT AMERICAN DANCE THEATER

3 SAYLES GRAPHIC DESIGN | ART DIRECTOR JOHN SAYLES | CLIENT JOHNNY NIGHT TRAIN

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5



1 DIGITAL SOUP | ART DIRECTOR PASH | CLIENT EUNIVERSE

2 MONSTER DESIGN | ART DIRECTORS HANNAH WYGAL, THERESA VERANTH | DESIGNER DENISE SAKAKI | CLIENT MOXFOX

3 MORRIS CREATIVE INC. | ART DIRECTOR STEVEN MORRIS | CLIENT LOLO COMPANY

4 DIGITAL SOUP | ART DIRECTOR PASH | DESIGNERS BILL BARMINSKI & PASH | CLIENT BRASH/ESSENTIAL ENTERTAINMENT

5 IRIDIUM, A DESIGN AGENCY | ART DIRECTOR JEAN-LUC DENAT | DESIGNERS JEAN-LUC DENAT, ETIENNE DESSETTE | CLIENT LES ECRITS DES HAUTES-TERRES

1



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1 I. PARIS DESIGN | ART DIRECTOR ISAAC PARIS | CLIENT RECORD TIME LABEL

2 PACEY + PACEY | ART DIRECTOR ROBERT PACEY | DESIGNER MICHAEL PACEY | CLIENT VANCOUVER DART ASSOC.

3 SAGMEISTER INC. | ART DIRECTOR STEFAN SAGMEISTER | DESIGNER MATHIAS ERNSTBERGER | CLIENT LOU REED

MISCELLANEOUS

1

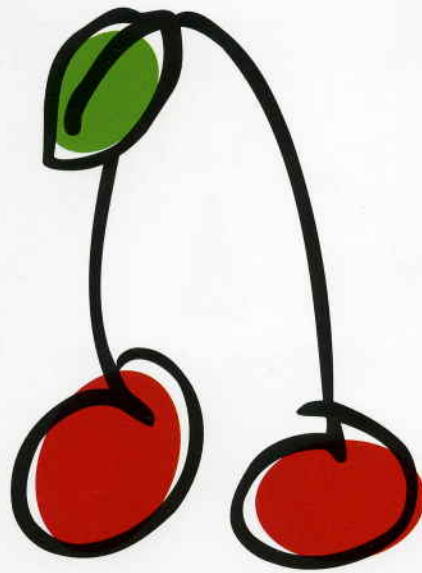


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cherry
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2 WAVE 3 | DESIGNER RHONDA HARSHFIELD

3 BAKKEN CREATIVE CO. | ART DIRECTOR MICHELLE BAKKEN | CLIENT PAWS

1 abc²

2 light¹house

3 intelli¹voice

1 HAMBLY & WOOLLEY | ART DIRECTOR BARB WOOLLEY | DESIGNER DOMINIC AYRE | CLIENT ABC2
2 WILSON HARVEY | ART DIRECTOR PAUL BURGESS | DESIGNER RICHARD BAKER | CLIENT LIGHTHOUSE
3 WILSON HARVEY | ART DIRECTOR PAUL BURGESS | DESIGNER DANIEL ELLIOTT | CLIENT INTELLIVOICE

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1 WILSON HARVEY | ART DIRECTOR PAUL BURGESS | CLIENT ROUTE ONE

2 BECKER DESIGN | DESIGNER NEIL BECKER | CLIENT REDI HELP

3 WILSON HARVEY | ART DIRECTOR PAUL BURGESS | DESIGNER DANIEL ELLIOTT | CLIENT DRAKES GROUP

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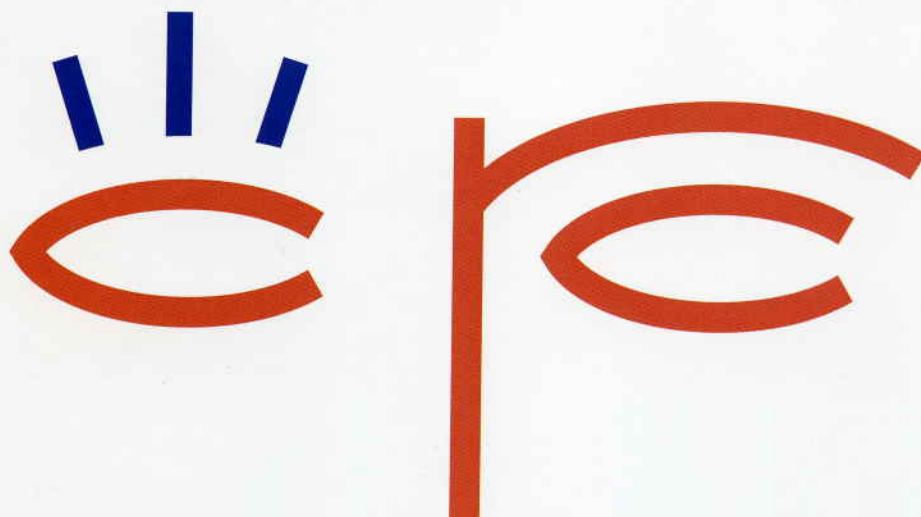
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KINGSLEY
KARDS

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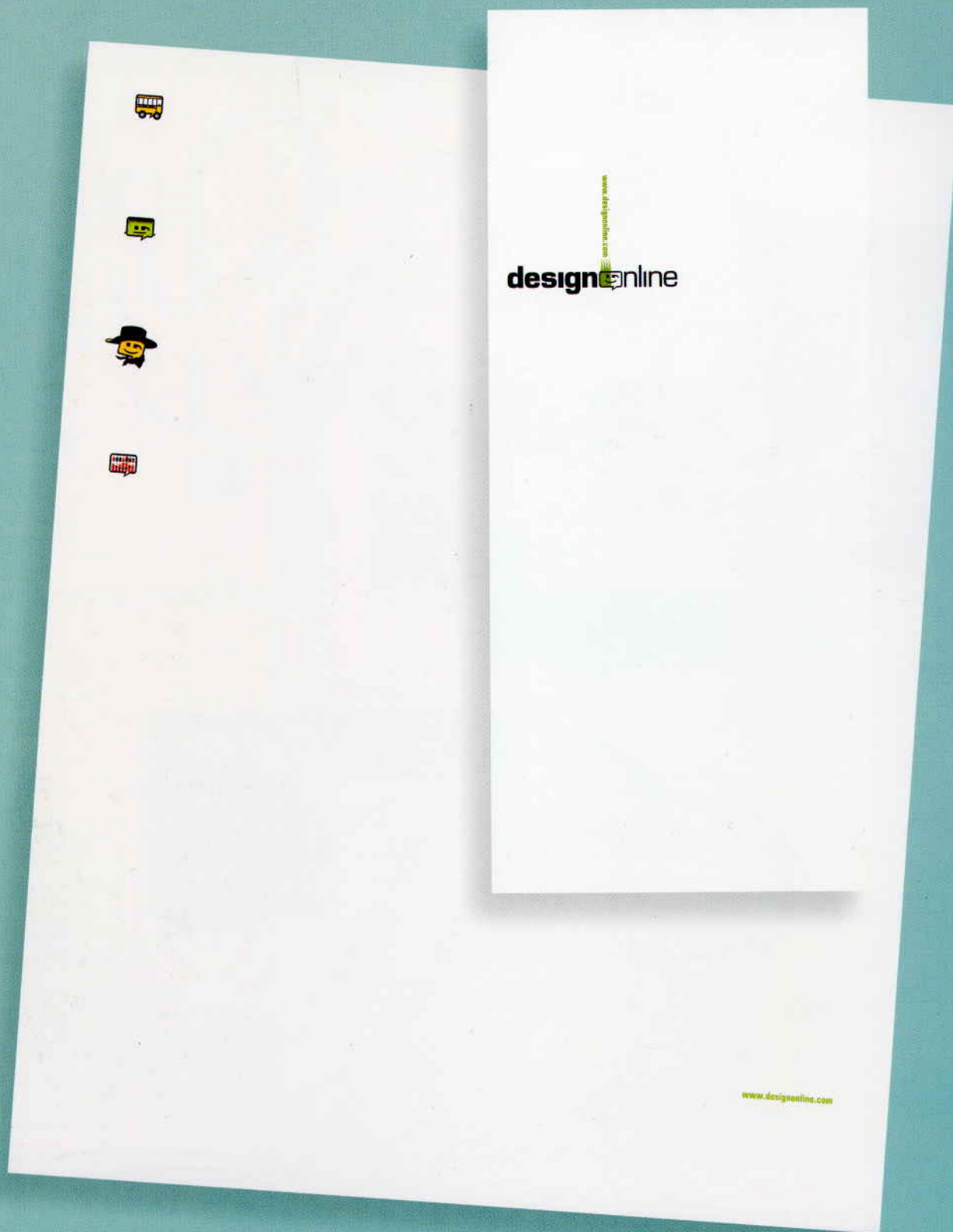
The logo for 'jade' is rendered in a blue, rounded, sans-serif typeface. The letter 'a' is stylized, featuring a solid blue square within its counter.

2

The logo for 'ajm' consists of a graphic element on the left and the lowercase letters 'ajm' on the right. The graphic is composed of three interlocking, rounded square shapes in shades of red and orange. The letters 'ajm' are in a black, rounded, sans-serif font.

1 DANIEL ELLIOTT | ART DIRECTOR DANIEL ELLIOTT | CLIENT JADE

2 DANIEL ELLIOTT | ART DIRECTOR DANIEL ELLIOTT | CLIENT AJM



1

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2

riskcapitalpartners

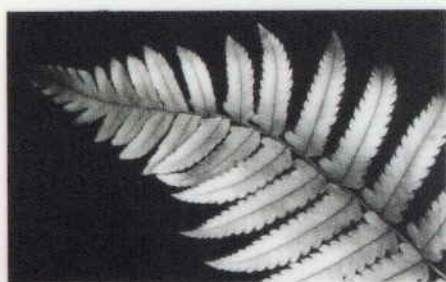
3

ellisnox
PRODUCT INNOVATION

- 1 WILSON HARVEY | ART DIRECTOR PAUL BURGESS | DESIGNER DANIEL ELLIOTT | CLIENT WEST ONE PLASTIC SURGEONS
2 WILSON HARVEY | ART DIRECTOR PAUL BURGESS | DESIGNER DANIEL ELLIOTT | CLIENT RISK CAPITAL PARTNERS
3 WILSON HARVEY | ART DIRECTOR PAUL BURGESS | DESIGNER STEPHANIE HARRISON | CLIENT ELLIS KNOX

charlotte sanderson (dip.150) garden & landscape design

23 coldstream gardens london SW18 1LJ t/f 020 8877 9167 m 07748 651 653
e charlotte@sandersongardendesign.com i www.sandersongardendesign.com



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garden & landscape design

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t/f 020 8877 9167 m 07748 651 653
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i www.sandersongardendesign.com



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“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.