

DMI members— Working to make brands grow

Projects and Programs

The Scotts Company chose Marketing By Design, Inc. (MBD), a Beverly, MA packaging design and brand identity firm, to refresh and update the packaging design of its potting soil product line. The simplified new design accentuates the respective product's foliage and vibrant colors through illustrations instead of photography.



scored with scientific innovation. LPK worked with Folgers to design a commemorative package that celebrates American tradition. The package graphics prominently showcase the Statue of Liberty and are enhanced by an American flag with an overall red, white and blue color scheme that melds with the Folgers core brand equities.

Development class to develop a concept product called the Splitboard, an asymmetrical ironing board that splits for ironing sleeves and pants, and closes for full-width use.



Turkey Hill has added energy to its brand with the introduction of Creamy Commotions, a high impact line of innovative new flavors.

Brandesign reviewed the Turkey Hill portfolio and the brand's equity in crafting the branding and packaging strategy for Creamy Commotions. This new co-branded line extends Turkey Hill's reach beyond all-family to a more individual selection

Parham Santana has recently been enlisted in by Random House Children's Books to develop a comprehensive retail re-branding solution for its Step Into Reading program, the first paperback line for beginning readers to carry grade and reading level distinctions on its covers. Parham Santana's solution presents an engaging visual identity, brighter colors, and a simplified design that make the products easier to shop and more dominant on store shelves.

The Handel and Hayden Society of Boston chose the New York City firm **Industrie Brand Partners** to update their identity and graphic representations. The Handel and Hayden Society is the oldest continuing performing arts organization in America,



combining both orchestra and choral chorus with music played on period instruments. The challenge facing Industrie Brand Partners was to communicate both the traditional and the modern aspects in the right visual balance.

and purchase.

LPK (Libby Perszyk Kathman), the Cincinnati based brand identity consultancy, has recently completed work for both Olay and Procter & Gamble's Folgers brand. LPK created the brand expression for Olay's Regenerist anti-aging line of products, which exudes confidence and empowerment under-

Sametz Blackstone Associates has launched several comprehensive brand identity programs for clients including the McGovern Institute for Brain Research, the Picower Center for Learning and Memory, and the FleetBoston Celebrity Series.

Design Science has recently provided services to endoVia Medical, conducting usability testing and human factors support for its newest minimally invasive robotic surgical technology.

Design Trust has recently launched its first two software products, ContentSpan™ and Online Sales Manager. ContentSpan™ is a powerful and scalable content management system that enables non-technical site administrators and editors to manage and publish dynamic or static content on the Internet. Online Sales Manager is affordable browser-based software that provides a full suite of sales tools, including sales reports, SKU data, product information, downloadable sales materials, and sales presentation templates.

BC Gas has a new name and image thanks to Ove Design & Communications, Ltd., of Toronto, Canada. Ove was challenged to create a new moniker to tie BC Gas's subsidiaries under a title that would resonate with its multi-utility services. The launch of the name "Terasen" represents a coming of age for a company that has grown beyond the limitations implicit with its former name.



Design Continuum worked with a group of Harvard Business School students in their Managing Product

Graphica Communications Solutions has completed the product identity, packaging, and marketing collateral for VitalT Breast Self Examination Aid from Sentida Corporation. Soft and inviting

imagery is mixed with strong statistics to emphasize the need for early detection and the importance of monthly exams.

Inwork, Inc. was recently called upon by Colgate-Palmolive to assist in the launch of its Colgate-Palmolive Simply White. Inwork worked to help create a bridge between design and production and thereby improve cost and time efficiencies.

In an effort to assist Fuji Photo Film U.S.A., Inc. in gaining market share, **Enterprise IG** developed a dynamic and on-strategy packaging system for the film, one-time-use camera and point-and-shoot camera categories.

Careers

Yamamoto Moss has announced that Kristen Stanko has been hired as a design director. Her duties will include providing creative direction and leadership on multiple client accounts.

Two principals of **Cheskin** have been named to the Presidents' Circle of the National Academies. Christopher Ireland and Davis Masten have been invited to join this advisory and support group of business and industry leaders, which helps promote public awareness of the work done by the National Academies.

Dave Nemiah has been appointed to the new position of director of brand research and strategy at **BrandLogic** and will direct brand strategy development and research efforts across BrandLogic's practice areas: brand identity, new media, investor communications and marketing collateral.

Herbst LaZar Bell Inc. has announced the retirement of one of its principal founding partners, Ralph LaZar. As co-founder and past president of HLB, Ralph has been a major contributor to the firm's growth and has made significant contributions to the industry



as an industrial designer.

Lunar Design has announced the formation of the Lunar Medical Advisory Board in order to offer a greater depth of expertise in medical technology product development. The four charter board members from Stanford University include: Rajiv Doshi, James I. Fann, Stephen J Ruoss, and Daniel Y. Sze.

Awards/Honors

Corey McPherson Nash has won three Best of New England (BONE) awards from AIGA. CMN was awarded the BONE honors for its work for Avaki (logo and stationary system), Buckingham Browne & Nichols School (admissions package) and the Lemelson-MIT Program (companion Web site for its book, *Inventing Modern America*).

Eleven has been honored in *I.D. Magazine's* 2003 Annual Design Review for their work in both the Consumer Products and Equipment Categories. Eleven's work on the Burton P1 Snowboard Binding was recognized as a (Continued on page 12)

2003 IDEA Awards winners announced

The 2003 Industrial Design Excellence Awards (IDEA), presented by the Industrial Designers Society of America, and co-sponsored by *BusinessWeek* magazine, showcased the best industrial designs from the US and around the world, honoring the importance of industrial design excellence. Among the top winners at this year's event were some DMI member organizations.

Ziba Design garnered six awards, two Golds for the WARN Works® Utility Winches, one Gold for the Logitech Mobile Cordless & FlexLoop Headsets, a Silver for the Logitech Headset Packaging, a Silver for the Logitech Mobile Headsets Design Strategy, and a Bronze for the Clorox Ready Mop.



The WARN Works® Utility Winches designed by Ziba received Gold awards for both the design and for design strategy by translating brand attributes into a design that combines a power tool aesthetic with an emphasis on touch to communicate strength and interaction.

Design Continuum won three awards: a Silver for the Polaroid Mio, a Bronze for the Campingaz Azzuro, and a Bronze for the Syracuse Synergy Project.

Other member winners were **Smart Design**, **Capsule**, **Herbst LaZar Bell**, **Ergonomi Design**, and **Lunar Design**. Corporations that were honored included **KI**, **Motorola**, **Philips**, **Microsoft**, and **IBM**, among others.

DMI members also featured prominently on the IDEA jury. They were **Deanne Beckwith**, president, Deanne Beckwith Design Associates; **Paul Duncan**, associate director, design, Procter & Gamble Co.; **Naomi Gornick**, associate professor of design management, Brunel University; **Tom Hardy**, design strategist; **Michael Laude**, design director, Bose Design Center, Bose Corporation; **Carol Rhodes Catalano**, principal, Catalano Design; **Elizabeth Sanders**, founder and partner, SonicRim; and **Craig M. Vogel**, professor, design department, Carnegie Mellon University.



The First Years Comfort Care Product Line combines adult and infant ergonomics into one shape, according to award winners Herbst LaZar Bell. The products eliminate some of the stress of providing care by adding value and unique design features such as a built-in magnifying lens on nail clippers to help see baby's tiny fingers.