

# Retail Graphics

From Signage to Logos and Everything In-Store

A background of vertical gray bars of varying widths, resembling a barcode, covering the top half of the page. A solid orange vertical line runs down the left side of the page, starting from the top and extending past the bottom.

# 1000

Retail Graphics

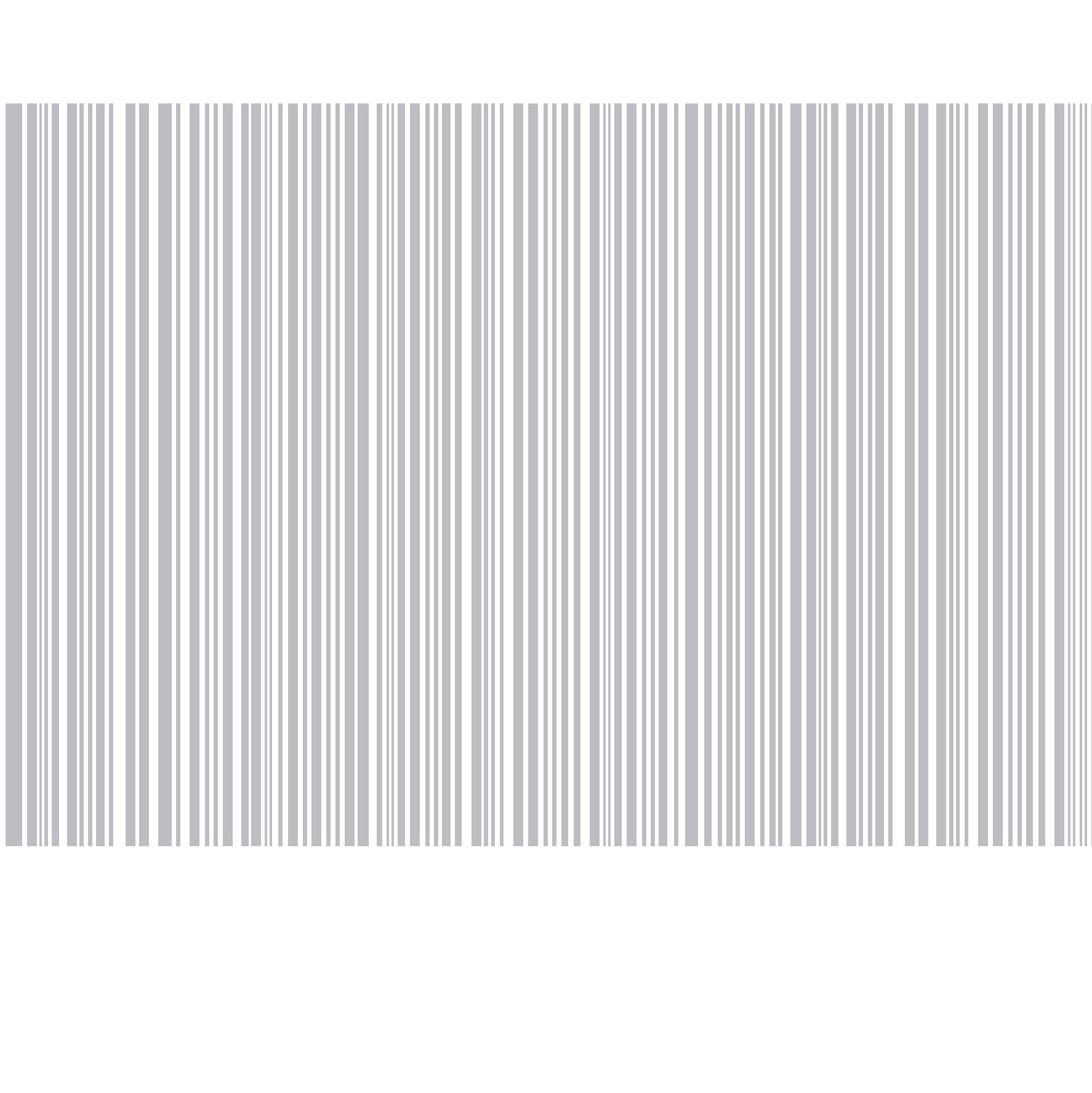


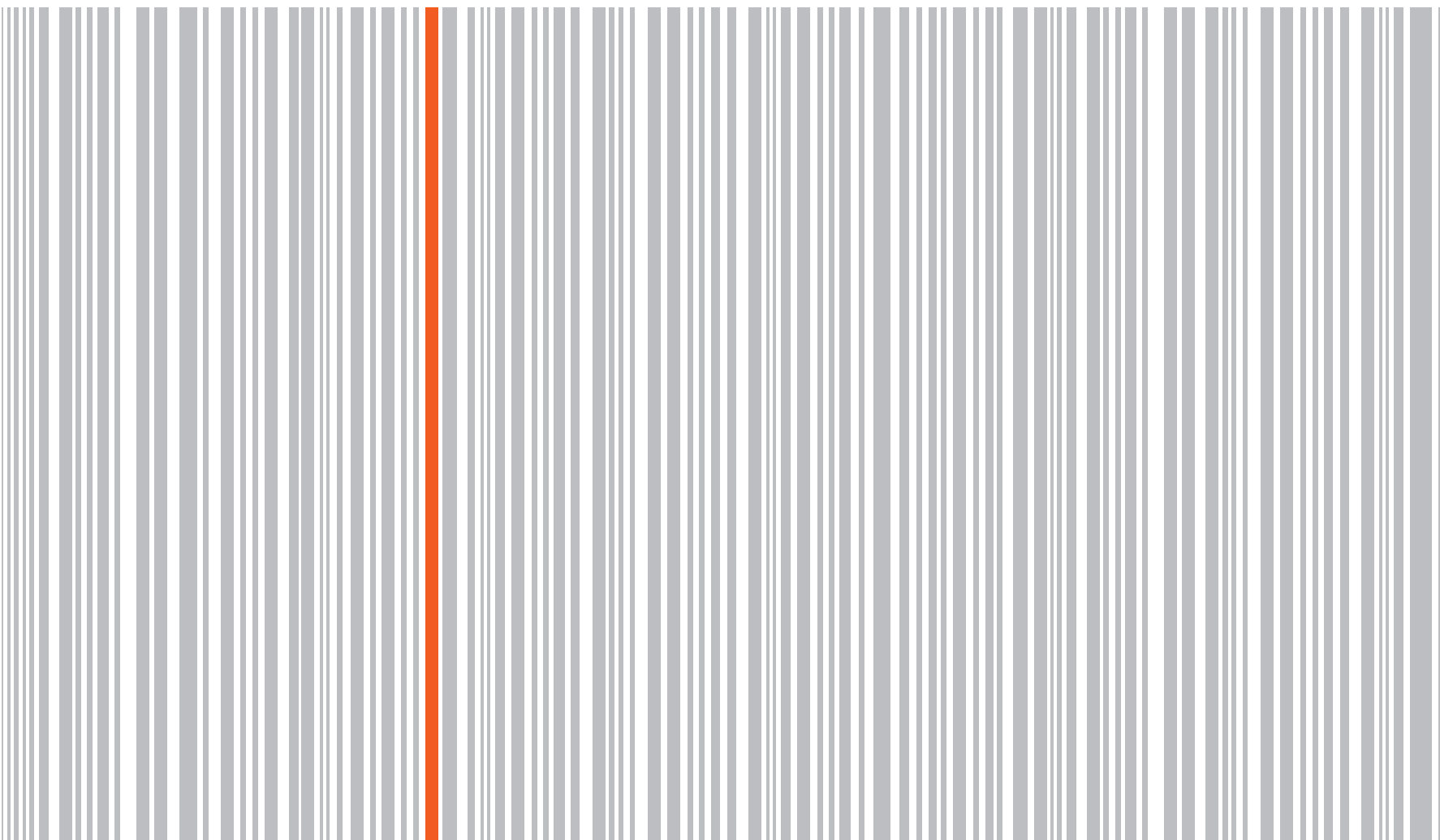
# 1000

## Retail Graphics

ROCKPORT  
PUBLISHERS

From Signage to Logos and Everything In-Store





**Introduction**

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CH2-0121-0440

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CH1-0001-0120

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THE BUSINESS OF DESIGN THE ART OF PARTNERSHIP



# INTRODUCTION

The bar code, seemingly ubiquitous, is also individualistic. Think of it as the fingerprint of the commercial world—a language that in its short history supersedes most spoken languages in the way of communicating, not only between machines and computers, but also amongst people, commercial entities, and products themselves. Bar codes are used to “speak” and connect with consumer behaviors, gathering their buying habits and processing that information to create a dialogue that communicates electronically with shoppers.

Like bar codes, graphics are part of a global language that transcends the words that separate cultures. Images of a smiling baby, a cuddly puppy, and even the human body in its most exposed and unadorned ways, can say many things to many people.

In looking at these 1,000 examples, we note how the diversity of the bar code—the fingerprint and the image—can connect, provoke, befuddle, and clarify the communication from one entity to the other. If, in the words of designer Ambra Medda, “designers are the new rock stars,” then graphics are the lyrics, and the essence of the music with which these design rock stars communicate.

Each surface of every visual is in its own right a form of communication, whether intentional or not. These 1,000 touchpoints of brand identity—promotional and printed materials, packaging, signage, and environments—while highly intentional, act as the headlines, punctuation, and in some cases the subtext of the surroundings in which they exist. Much like the bar code, they surround us, structure our access and understanding, and bring additional meaning to the world in which we live.

—Ken Nisch, Chairman, JGA

maruti  ewelers Inc.

0033

Mindseye Creative  
India

0001-

## BRAND IDENTITY

- 0 1 2 0





MAASMECHELEN VILLAGE  
OUTLET SHOPPING

0002

Communication Arts  
USA


fIDENZA  
VILLAGE

0003

Communication Arts  
USA


INGOLSTADT  
VILLAGE  
OUTLET SHOPPING

0004

Communication Arts  
USA


Wertheim Village  
OUTLET SHOPPING

0005

Communication Arts  
USA



0006 <sup>3</sup>  
USA



0007 Lauriedesign  
Switzerland

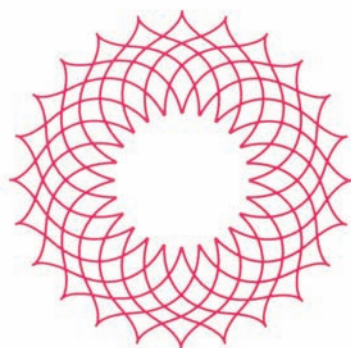


**Museum of Science**

0008 Minelli, Inc.  
USA

Tallulah Belle's

0009 Jake Burk  
USA



bennett schneider  
specialty greetings & paper









0012 Entermotion Design Studio  
USA



0013 Entermotion Design Studio  
USA



0014 Turnstyle  
USA



0015 Hollis Brand Communications  
USA



0016 Hollis Brand Communications  
USA



0017 Hollis Brand Communications  
USA



0018 Casella Creative  
USA



0019 Evenson Design Group  
USA



0020 Evenson Design Group  
USA



0021 Vrontikis Design Office  
USA



0022 Vrontikis Design Office  
USA



0023 Sayles Graphic Design  
USA



0024 Sayles Graphic Design  
USA



0025 VINE360  
USA



0026 Riordon Design  
Canada



0027 Urban Influence Design Studio  
USA



0028 I. Paris Design  
USA

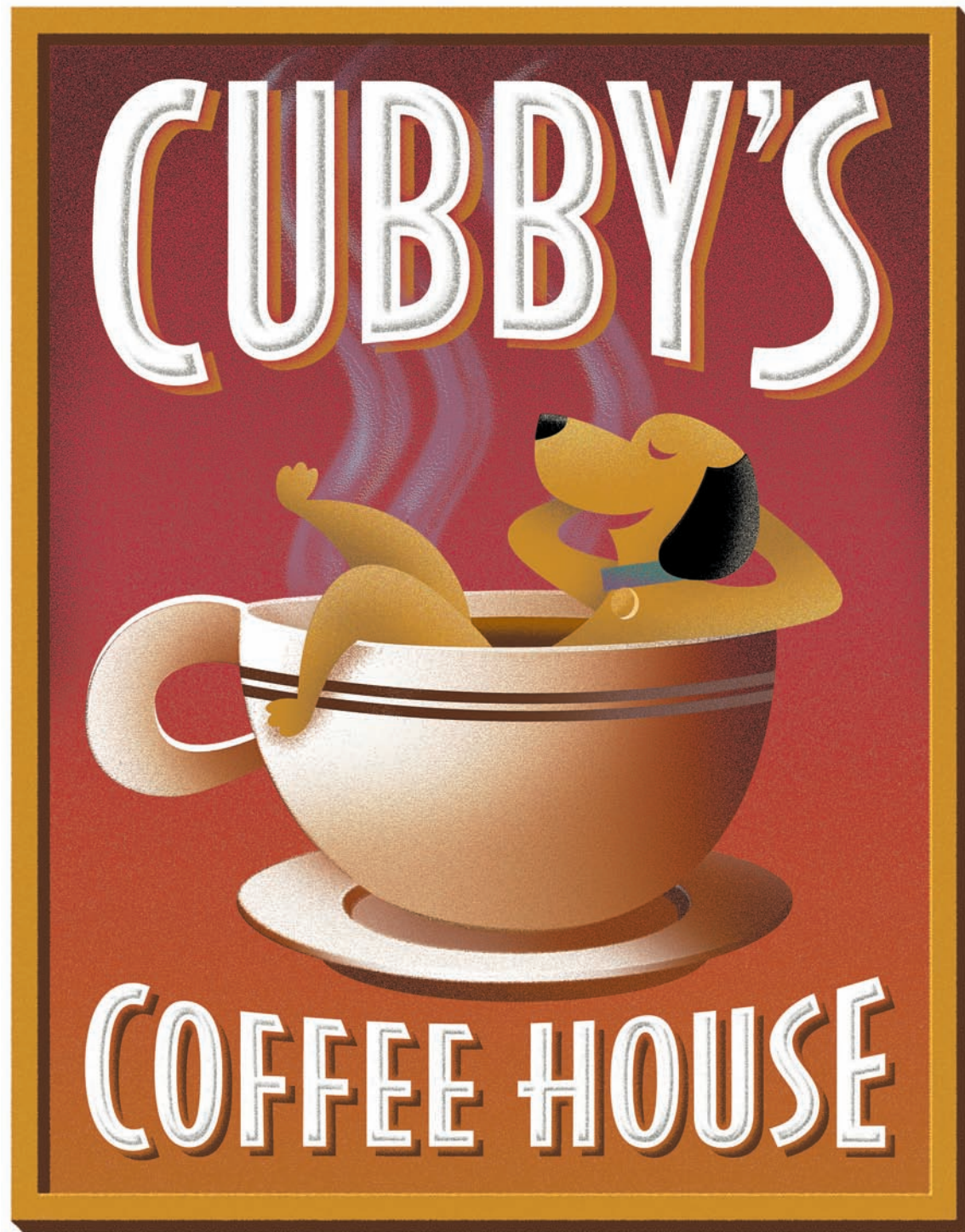


0029 Landini Associates  
Australia



FRUIT *by* DESIGN™  
delectable fruit arrangements





HARRODSIO2

0032

Landini Associates  
Australia

maruti  ewelers Inc.

0033

Mindseye Creative  
India

  
**FedEx** Kinko's<sup>SM</sup>  
Office and Print Center

0034

Landor Associates  
USA

*Red Ambrosia*  
FINE SENSUAL GOODS

0035

Arcadia Studio  
USA



0036

Lloyds Graphic Design  
New Zealand



0037

Cubellis Marco Retail  
USA



0038

Cubellis Marco Retail  
USA



0039

Hardy Design  
Brazil



**GOOD  
NIGHT,  
TV!** 



essenciale

0042 Hardy Design  
Brazil

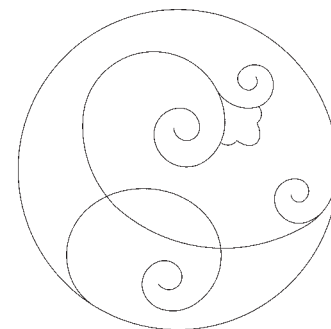
SLEEPWEAR MANUFACTURED FOR  
Quality & Comfort by

CapriRose

"...SLEEP WELL...SLEEP MODERN."

est. 2005  
DURHAM, NORTH CAROLINA U.S.A.

0043 David Eller  
USA



BERNARDI

0044 Hardy Design  
Brazil



0045 Greenmelon, Inc.  
Canada



0046 Greenmelon, Inc.  
Canada



0047 Hardy Design  
Brazil

metamorphosis

MIND + BODY BOUTIQUE

0048 ALR Design  
USA



0049 Miriello Grafico  
USA



0050 Jeff Fisher LogoMotives  
USA



0051 Desgrippes Gobé  
USA



0052 Desgrippes Gobé  
USA



0053 Wallace Church, Inc.  
USA



0054 Michael Calleia  
USA



0055 Michael Calleia  
USA



0056 Hollis Brand Communications  
USA



0057 Greenmelon, Inc.  
Canada



0058 R&MAG Graphic Design  
Italy



0059 R&MAG Graphic Design  
Italy









0062

Greteman Group  
USA


0063

TD2, S.C.  
Mexico


0064

Whitney Edwards, LLC  
USA


0065

Matcha Design  
USA



redsnail

0066

Kinesis  
USA



THE OUTLETS AT  
**VERO BEACH**<sup>SM</sup>  
FASHION, STYLE & MORE

0067

Kiku Obata & Co.  
USA



COVENTRY  
MALL

0068

Kiku Obata & Co.  
USA



McKINLEY  
MALL

0069

Kiku Obata & Co.  
USA

# FABRIC of VISION



**Z·JAVA CAFE**



**ZEHNDER'S  
MARKETPLACE**

**Z·CHEF'S CAFE**



**ZEHNDER'S  
MARKETPLACE**

**Z·BAKERY**



**ZEHNDER'S  
MARKETPLACE**

**Z·BAKERY**



**ZEHNDER'S  
MARKETPLACE**

**Z·BAKERY**



**ZEHNDER'S  
MARKETPLACE**

**Z·GIFTS**



**ZEHNDER'S  
MARKETPLACE**



0072 Up Design Bureau  
USA0073 HG Design  
USA

ATACAMA

0074 Brand Engine  
USA0075 Brand Engine  
USA0076 Brand Engine  
USA0077 Brand Engine  
USA0078 Brand Engine  
USA

MARKET SALAMANDER

0079 Grafik Marketing Communications  
USAMARKET  
SALAMANDER0080 Grafik Marketing Communications  
USA