



Lots of people have to be told twice what to do.  
A fair number need only be told once.  
And there is the rarest breed who can accurately foresee  
everything that's coming down the road.  
That's Richard.  
All this translates into major time savings and finished  
projects that you would be proud to put your name on.  
Just call Richard once.  
There's no telling what he can do for you.

Art Direction  
Project Leadership

Advertising Branding Collateral Direct Mail

Mish Mash

Interactive



forward

[EXIT]

Building Developing Managing

PRINT COMMUNICATION DESIGN



While every project demands a unique solution, the process engaged is consistent each time.

Like all animals, instincts direct one to an approach for any new challenge. Explore one direction, then another. Then focus on the best solution and add in the details.

Art Direction

Project Leadership

Mish Mash

Interactive

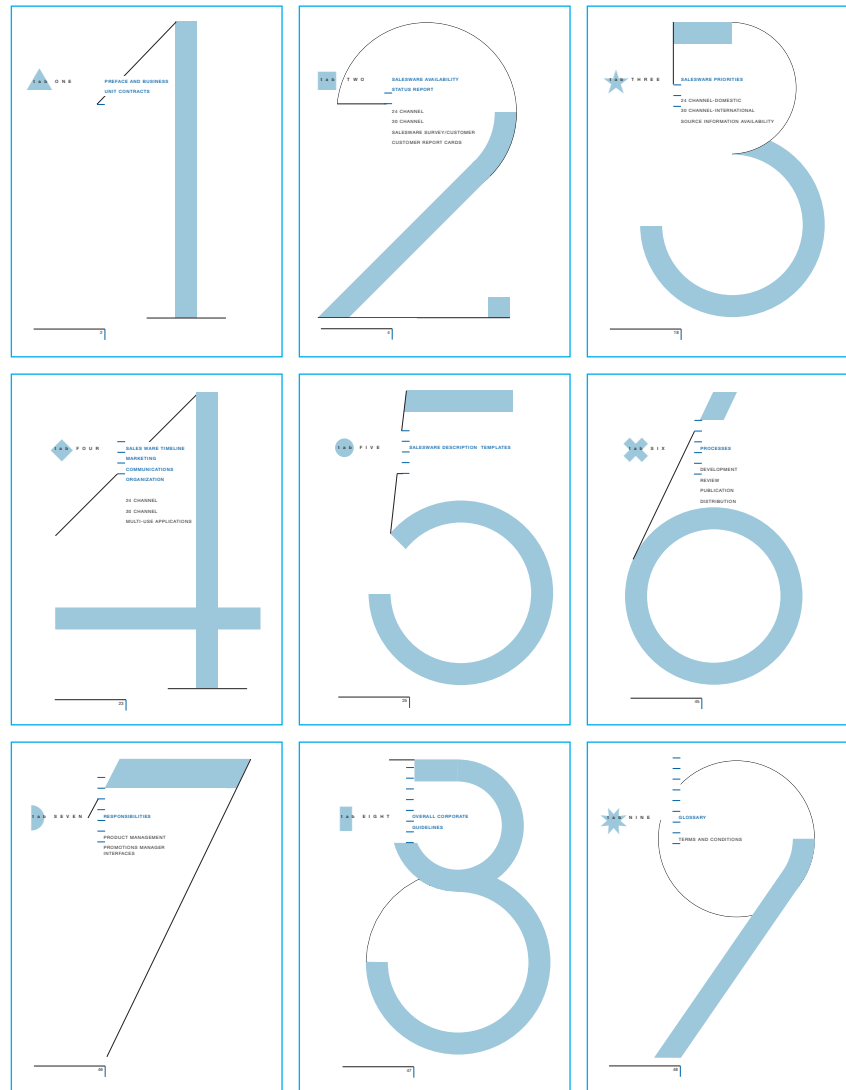
Advertising Branding Collateral Direct Mail

PRINT COMMUNICATION DESIGN

back forward

[EXIT]

Building Creating Managing  
BUILDING DEVELOPING MANAGING



Think. Plan. Brainstorm.  
 Ideas start to take shape.  
 All design paths are explored  
 as they lead to other viable solutions.  
 Let each take its course.  
 Clarity to reach and  
 the right design stands out.

Project Leadership  
 Art Direction

Mish Mash

Interactive

back forward

[EXIT]

**GATX**

Known as a **GLOBAL** provider of **RAIL TRANSPORTATION** and distribution **SOLUTIONS**, we've *e* just introduced an innovative *commerce service* for companies like Dow Chemical and other **tank car** owners to help them address federal safety regulations. *It's the latest* **INNOVATION** from a company that has **never missed** a dividend since its incorporation in 1916 and **increased dividends** 82 of 83 years. **MORE?**

Find out more by calling **1-800-000-0000** or go to **www.gatx.com**.

GATX

GATX. Known as a **GLOBAL** provider of **RAIL** transportation and distribution **solutions**, we've just introduced an innovative **e commerce** service for companies like Dow Chemical and other **tank car** owners to help them address federal safety regulations. It's the latest **innovation** from a company that has **NEVER MISSED** a dividend since its incorporation in 1916 and **INCREASED** dividends 82 of 83 years.

**MORE?**

Find out more by calling  
**1-800-000-0000**  
or go to **www.gatx.com**

**GATX**

GATX. KNOWN AS A GLOBAL PROVIDER OF RAIL TRANSPORTATION AND DISTRIBUTION SOLUTIONS.

WE'VE JUST INTRODUCED AN INNOVATIVE E COMMERCE SERVICE FOR COMPANIES

LIKE DOW CHEMICAL AND OTHER TANK CAR OWNERS TO HELP THEM ADDRESS FEDERAL

SAFETY REGULATIONS. IT'S THE LATEST INNOVATION FROM A COMPANY THAT HAS NEVER MISSED A

DIVIDEND SINCE ITS INCORPORATION IN 1916 AND INCREASED DIVIDENDS 82 OF 83 YEARS. MORE?

**GATX**

Find out more by calling  
**1-800-000-0000**

or go to  
**www.gatx.com**

Typography is a special passion. I value it in all forms – from classic to nontraditional – for purity of design and its use of scale and composition. It is an amazing expressive tool, as exemplified in this small space ad that ran in USA Today. Note the different typographical font variations help balance a lot of key information.

1 2



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Tony Lordi

Inspired by this building, a rubber stamp kit was used to create the textural look.

1 2

Advertising

Branding

Collateral

Direct Mail

Mish Mash

Interactive



[EXIT]



Type, color, and shape can create a variety of perceptions and meanings. The combination adds up to an image with a message, more often referred to as branding. Spartan Oil Company came to Richard to develop a logo for their business, which had a 57 year history, that would convey cleanliness, simplicity, strength, quality, low cost, plus project a major presence in their market.

TESTIMONIAL

We came to Richard with a problem. We wanted to start our own gasoline brand in order to recapture sales being lost to changes taking place in the motoring public's buying habits. Our idea was to create a clean and well lit buying environment offering good service and quality gasoline products at lower than average price. **Our success would depend on our ability to set our stations apart from the "unbranded image" that is seen so frequently today.** We wanted a logo and graphics that were clean, simple, strong and, most importantly, that had that "major image" look.

We sat down with Richard and him our thoughts. We wanted to use the strength of our name and our 57 year history in the business. We gave him the basic colors we wanted to use and let him get to work. Within a week we had three different designs to consider. Although all three were workable, one jumped right out at us as the logo for our new brand. We ran all three by our employees and friends as sort of a test market survey and the one we first picked was the unanimous choice.

In the two years since Richard came up with our logo, we have bought five Spartan stations and on line are two more to be re-branded. All locations are selling more gasoline than before and in some cases have doubled or tripled their volume.

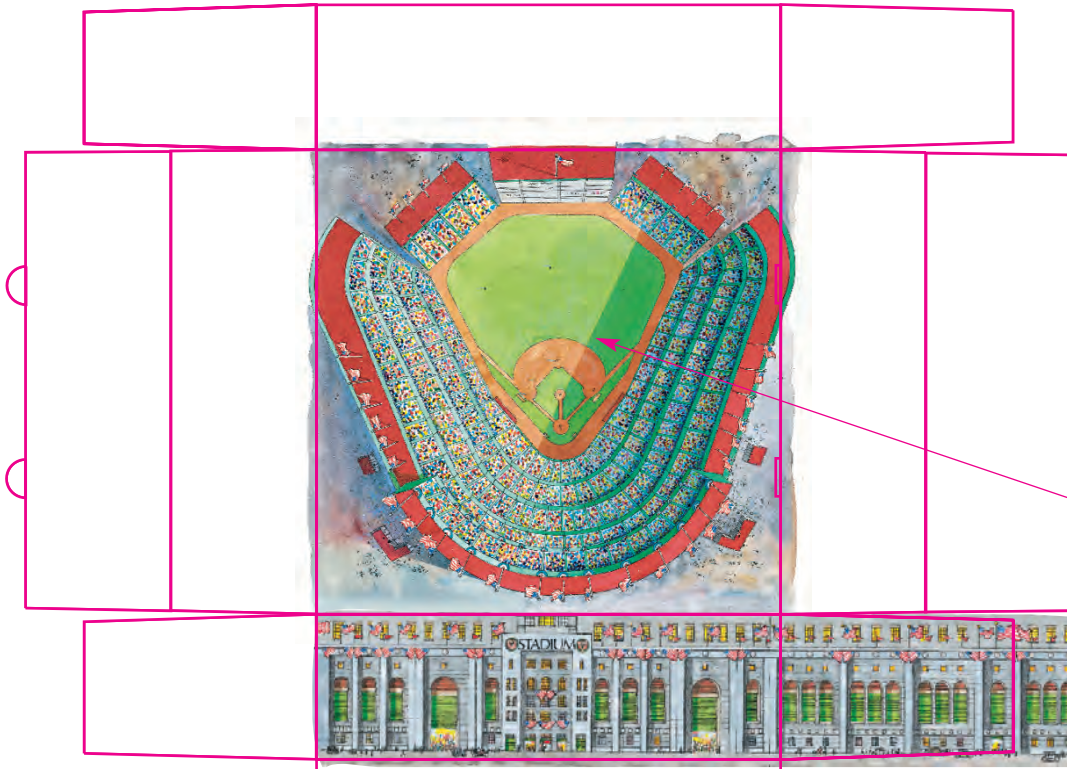
*We would categorize our experience with Richard as favorable for the following reasons:*

1 Cost estimates for creative work were laid out in advance, so we knew what our costs were for each step of the project. We also had the option to stop them at the design stage, while we made arrangements for the construction and installation for the new signs.

2 Richard listened to our input and incorporated our ideas in their creative process.

3 The designs were simple, strong and right on the mark. He was able to transform rough ideas into a brand image that has been warmly received by the motoring public. You can't argue with the success.

All their stations have been rebranded, and sales at all locations are up significantly. In some cases, volume has doubled or tripled.



Insurance of medical malpractice tend to come and go, failing to provide long-term, reliable service, and corporate goals have not been consistent with the needs of their clients. Therefore, hospitals throughout New Jersey teamed together in the form of Princeton Insurance Company to ensure the only unbroken streak of reliable, low-cost medical malpractice insurance offered in the state.

We took advantage of the timing of Cal Ripkin breaking the record for consecutive games played, a streak begun in 1983 when Princeton Insurance Company began its own streak of service. In doing so, we capitalized on his image of hard work, honesty, and the ultimate team player.

*approved concept* **TEAMING WITH SUCCESS**

Hospitals throughout New Jersey continue to team together in the form of Princeton Insurance Company to ensure an unbroken streak of reliable, low-cost medical malpractice insurance. we take advantage of the timing of Cal Ripkin breaking the record of consecutive games, a streak begun at the same time your streak began in 1983. His image is one of hard work and honesty and never letting the team down. Historically, insurers of medical malpractice have come and gone and rarely if ever have their corporate goals been consistent with the goals and needs of the audience they serve. In contrast, hospitals have literally teamed with Princeton Insurance Company to successfully guarantee achieving their goals.

As an option, a charity softball game could be staged between hospital decision makers and Princeton Insurance Company/independent agents. The proceeds would go to medical research, such as for Lou Gehrig's disease if we could enlist the participation of Cal Ripkin. (He raised funds for this cause in his record breaking game.)

client  
writer  
designer  
art director  
**PLAYERS**  
illustrator  
printer  
engraver  
fulfillment  
shipper

listening  
brainstorming  
concepts  
**approval**  
**PROCESS**  
planning  
production  
changes  
resources  
delivery

Princeton Insurance Company

Advertising Branding **Collateral** Direct Mail

Mish Mash

Interactive



[EXIT]

Hewlett-Packard  
Test and Measurement Division

one box > easily converts into numerous languages

Chinese >

Korean >

Taiwanese >

German >

French >



Hewlett-Packard Company  
Test & Measurement Organization  
PO Box 3828  
Englewood, CO 80155-3825

BULK RATE  
U.S. Postage  
PAID  
Hackensack, NJ  
Permit No. 634

Everything you need to  
source power and  
measure peak and low-level current  
now comes in **one box**

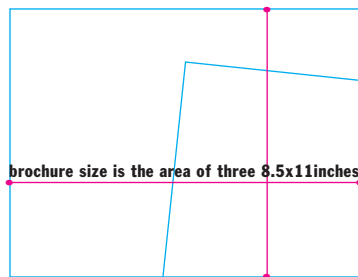


Since four-color printing was not required for this international concept, those production dollars were funneled into a dynamic, attention grabbing one-box outer carrier. The distinct and unusual outer design helped convey the message of a one-box solution in a market that HP already held a 50% share.

back forward

Bickford Theatre  
12th season

This self mailer brochure design centers around typographical solutions that work best with the restricted dimensions but also eases production of other material, e.g. signage, ads, playbill. The illustrative concepts were drawn by Geoffrey Moss to capture the flow for each theatrical show.



- 1
- 2
- 3
- 4
- 5



SETS  
ACTOR  
SCRIPT  
WINGS  
CUE  
RUN-THROUGH  
PROPS  
ACT ONE  
SCENE ONE  
COSTUMES  
DIRECTOR  
UPSTAGE  
CASTING  
SPOTLIGHT  
PERFORMANCE  
REHEARSAL  
BLACKOUT  
CASTING  
SOUND  
STAGE  
LEG  
STAGE LEFT  
BREAK  
STRIKE  
HOUSE LIGHTS  
CURTAIN  
UNDERSTUDY  
STRIKE  
LIVELY



at the Morris Museum

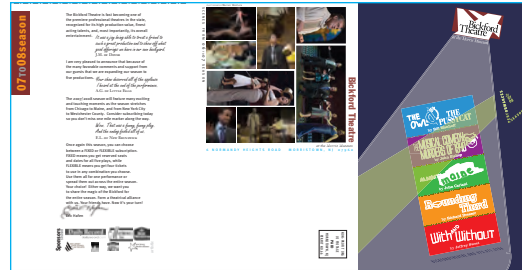
back forward

Interactive

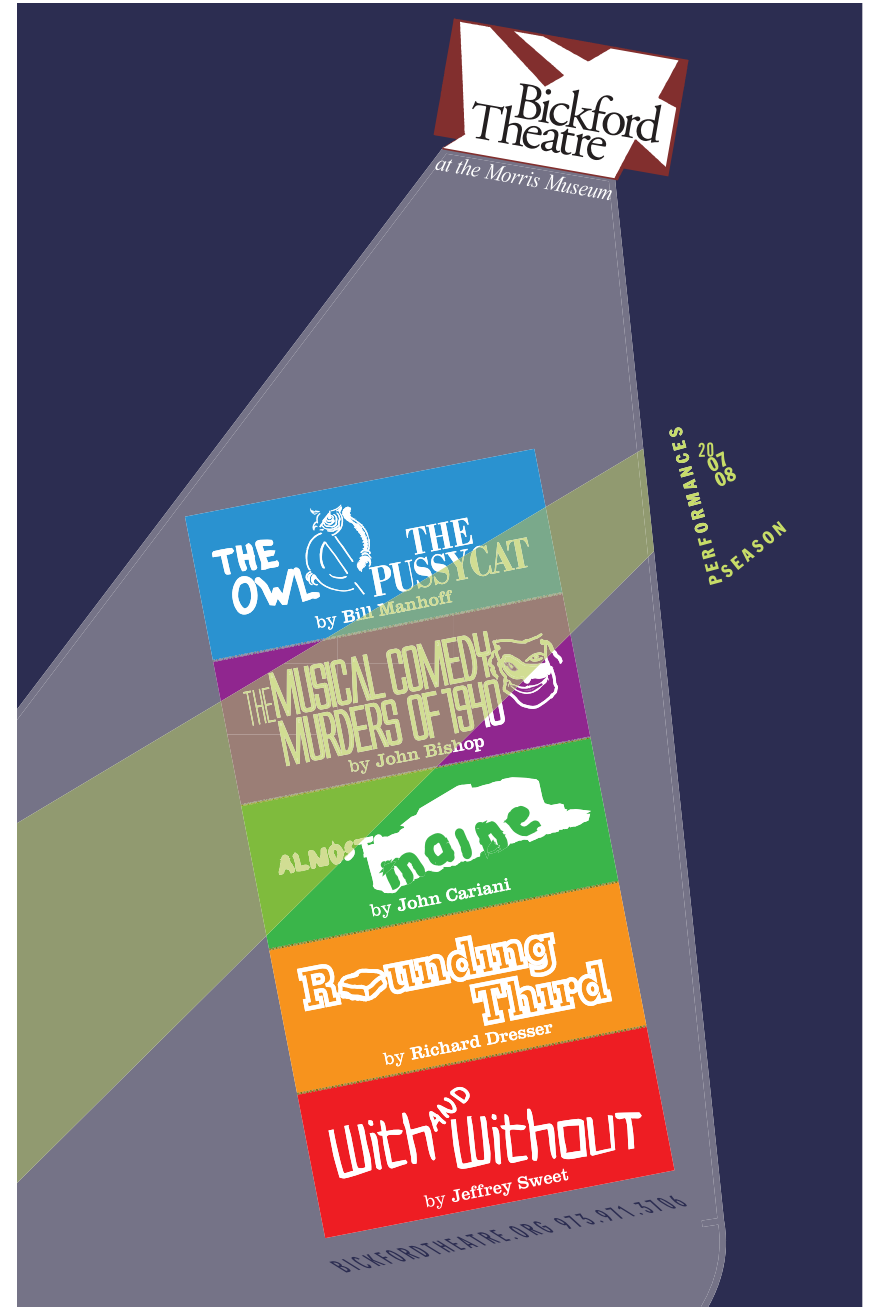
Mish Mash

Advertising Branding Collateral Direct Mail

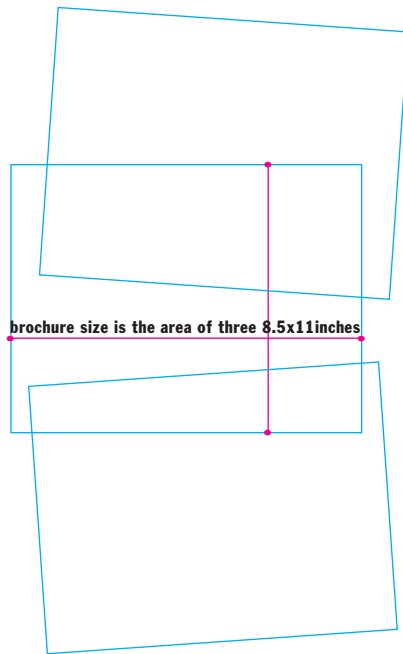
[EXIT]



The structure of the logo itself became the organizing principle for this season look. Paper size is the same, final size the same, folds different. Image and typographic grids were made standard, so all additional materials had an easy execution within the design process.



SELF-MAILER BROCHURE



Shows three pizza sizes to scale, this is one of many activity-oriented menus my brother uses for his sports bar and family-style restaurant on Nantucket. It happens to be the largest eating facility on the island.

**FAREGROUNDS**

**ExtraToppings**

**MEATS**

Bacon

Canadian Bacon

Chicken

Chourico

Crabmeat

Ham

Hamburger

Linguica

Pepperoni

Italian Sausage

**VEGETABLES**

Artichokes Hearts

Broccoli

Fresh Garlic

Jalapeños

Mushrooms

Black Olives

Red Onion

White Onions

Green Peppers

Roasted Red Peppers

Diced Tomatoes

**and MORE**

Extra Cheese

Feta Cheese

Pineapple

**CHEESE**

**BASIC WHITE**

**WHITE EXTREME**

**QUATRO**

**GREEK**

**MEXICAN**

**HAWAIIAN**

**BARBEQUE CHICKEN**

**POTATO SKIN**

**SHEPHERD'S PIE**

**BACON CHEESEBURGER**

**PHILLY CHEESESTEAK**

**VEGGIE**

**ALTER ROCK**

**A C K**

**PUDLEY'S HEAP**

**PUDLEY'S PUB**

TAKE-OUT call

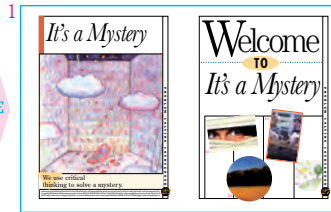
**PIZZA**

	10inch	14inch	18inch actual size
homemade pizza sauce and five-cheese blend	\$6.95	\$10.95	\$14.95
pesto sauce, five-cheese blend and diced tomatoes	\$7.95	\$11.95	\$15.95
ricotta, five-cheese blend, sundried tomatoes and fresh basil	\$8.95	\$12.95	\$16.95
four cheese pie, five-cheese blend, asiago, goat and grated romano	\$8.95	\$12.95	\$16.95
pesto sauce, feta cheese, spinach and black olives	\$8.95	\$12.95	\$16.95
salsa, diced tomatoes, onions, jalapeños, green peppers, black olives and a colby cheese blend	\$8.95	\$12.95	\$16.95
pineapple and ham	\$8.95	\$12.95	\$16.95
barbeque sauce, chicken, red onions, touch of spice and a colby cheese blend	\$9.95	\$13.95	\$17.95
mashed potatoes, colby cheese blend and bacon bits	\$9.95	\$13.95	\$17.95
mashed potatoes, demi sauce, hamburger, corn and our colby cheese blend	\$10.95	\$14.95	\$18.95
hamburger, bacon, and a colby cheese blend	\$10.95	\$14.95	\$18.95
shaved steak in our colby cheese blend	\$10.95	\$14.95	\$18.95
green and roasted red peppers, mushrooms, artichoke hearts, broccoli, onions, and black olives	\$11.95	\$13.95	\$19.95
your choice of four meats from bacon, chicken hamburger, linguica, pepperoni or sausage	\$11.95	\$15.95	\$19.95
pesto sauce, bacon, diced tomatoes, fresh scallops and our five-cheese blend	\$12.95	\$16.95	\$20.95
the pig out pizza with the works	\$16.95	\$20.95	\$24.95

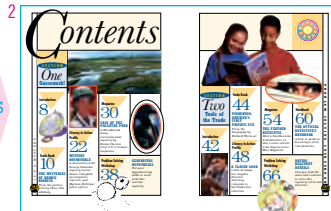
508.228.4095    small    medium    large

PROBLEM SOLVING

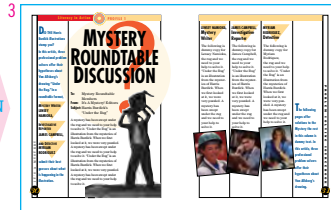
WELCOME



CONTENTS



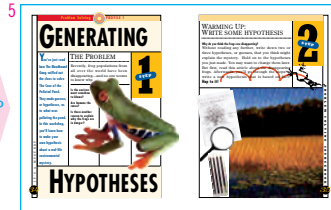
SECTION



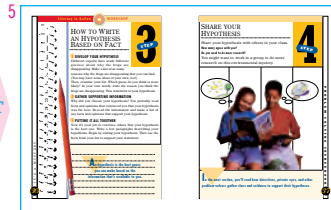
PROFILE



WORKSHOP



PROJECT



QUESTIONS ASKED  
communication reflection

What's the message?

What's the budget?

What are the deadlines?

What are your constraints/guidelines?

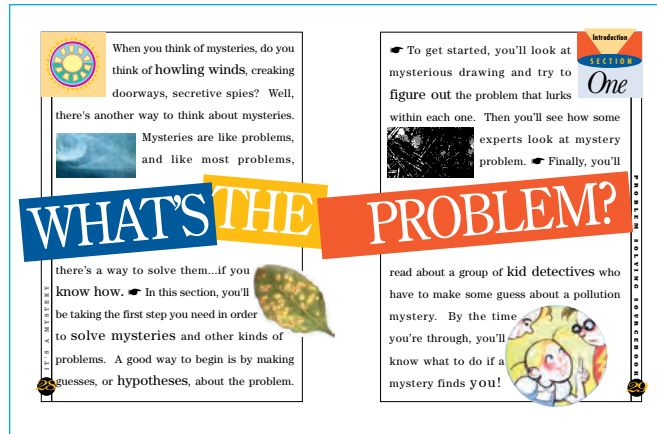
What tools are necessary?

Who's the audience?

Who has approval?

How will the design differentiate the product?

How will it be measured?



DESIGN

PART TITLE

HEADLINE

CHAPTER OPENER

PG#

PG#

PAGE NUMBERS

DISPLAY COPY

SUB-HEADS

SUMMARY

STORY BLURBS

PG#

PG#

SECTION TITLE

INTRODUCTION

ILLUSTRATION

QUOTE

PG#

PG#

COPY/TEXT

ICON INFO

BY LINE

SIDEBAR

PG#

PG#

PHOTOS

CALL-OUTS

FOOTNOTES

SUB-TITLE

PG#

PG#

ACKNOWLEDGMENTS

FIGURES

TABLES

CAPTION

PG#

PG#

SOLUTIONS

EXPLORED THE DESIGN  
POSSIBILITIES BY  
COMBINING AND ARRANGING  
THE COLLECTION OF  
WORDS AND IMAGES

DESIGN

DIFFERENCES IN  
CONTENT AND ELEMENTS  
PROVIDES A WIDE  
DISPLAY OF SOLUTIONS

Alistia

The challenge was to achieve simplicity while meeting all the project parameters for a convention souvenir reminder box for Alistia, a new database company. Paper industry standards determined the size, and the die was designed to maximize the interior space for the enclosed T-shirt and clear plastic CD shell. This allowed for significant cost savings.



1 2 3 4 5

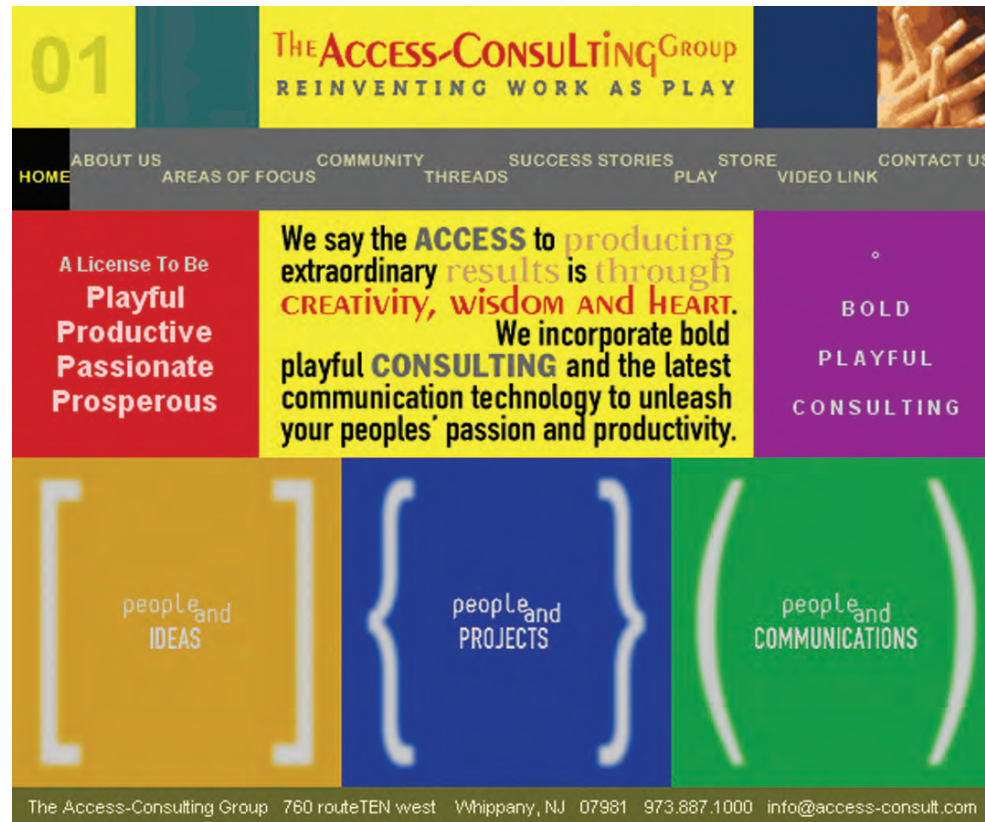
Advertising Branding Collateral Direct Mail

Mish Mash

Interactive

back forward

[EXIT]



On this home webpage, colorful elements convey playfulness in business, as requested by the client. Responsibility included all aspects of technical project management, such as included definitions of the requirements, development of project plans, and budgeting.