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Gymboree's Vocabulary for Branding

Chronicle Books' Visual Approach to Publishing

Translating Design into a Foreign Language

CORPORATE DESIGN FOUNDATION VOLUME 3 NO. 1



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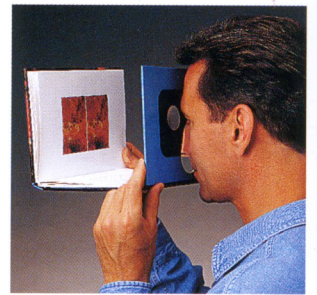
Griffin & Sabine

The success of "Griffin & Sabine" has not only spawned sequels, it has led to Griffin & Sabine address books, postcards, stationery, computer screen savers and the like.



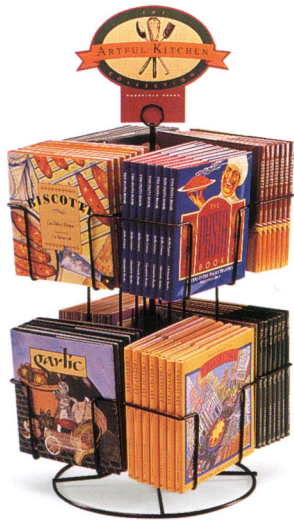
Do It

The slim size and riveted fan-book design of this handy reference series make it easy to keep the book in a tool kit, bike bag or gardening box. A countertop display facilitates cross-selling in specialty stores.



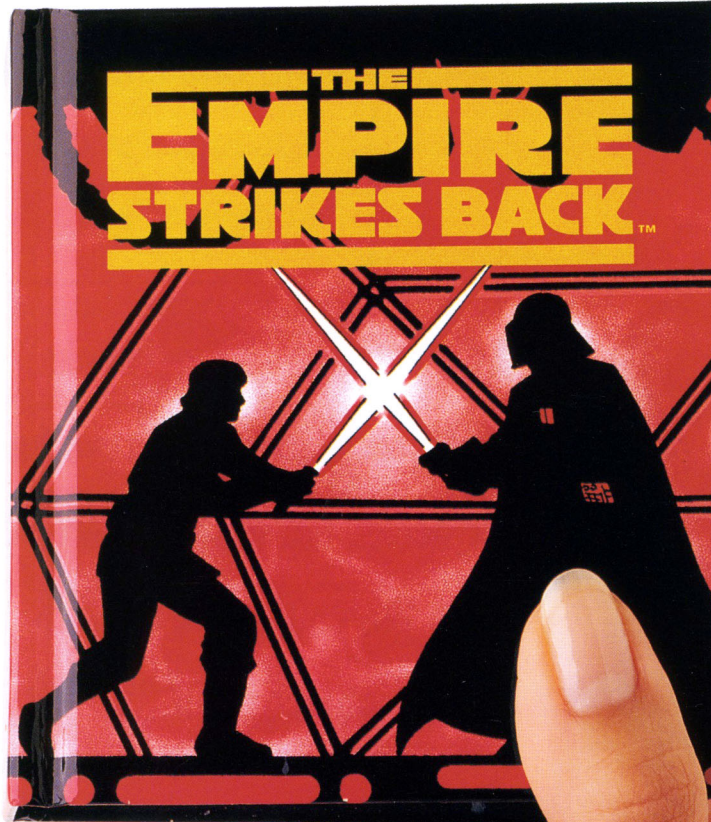
3-D Book

Lenses bound into the hardback cover ensure the right viewing distance for a stereoscopic view of undersea creatures.



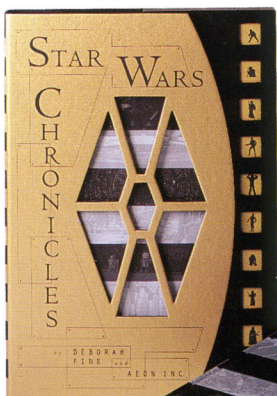
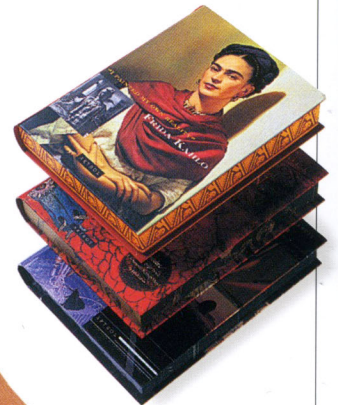
Artful Kitchen

After pioneering the photographic cookbook genre, Chronicle Books is breaking new ground with an illustrated cookbook series called the "Artful Kitchen."



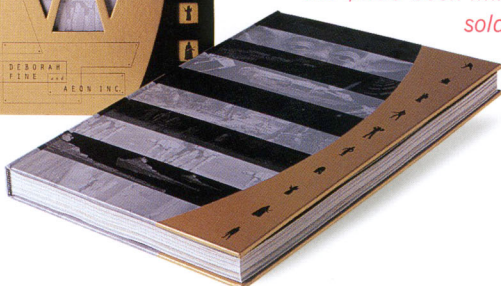
Art Boxes

Shaped like a book so merchants can display them "spine out" or flat, these keepsake art boxes typically include a subject-related book, notecards, envelopes and other items.



Deluxe Edition

The "Star Wars Chronicles," a deluxe limited edition, in a luxurious slipcase volume, features a comprehensive collection of photographs, production stills, sketches and outtakes from the film. Targeted at serious Star Wars fans, the \$150 book immediately sold out.



Star Wars

In cooperation with Lucas Films, Chronicle released 3 1/2 x 4 inch "Star Wars" story books, timed to coincide with the theatrical release of the Star Wars Trilogy. Story scenes are depicted in two-color illustrations on every spread.