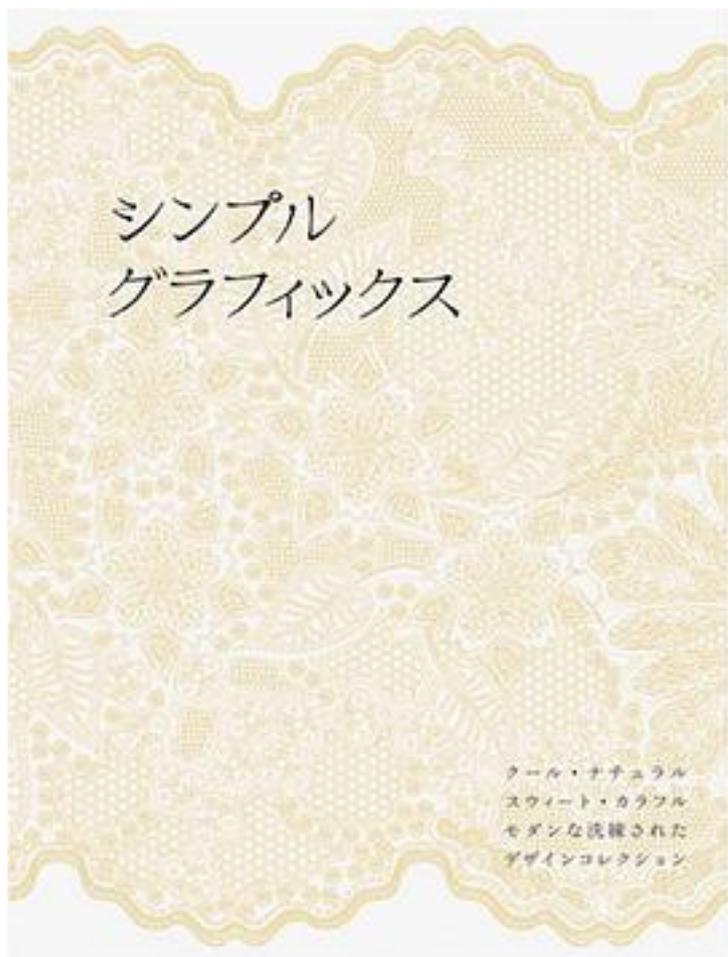


Graphic Simplicity



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Simple, high-quality design work: not just crisply elegant and eye-catching, but uncluttered and distinctive, colorful and refined, making subtly effective use of fonts and logos. In short, sophisticated designs seduce all who see them. This book presents

a collection of just such work for those who appreciate genuine quality in graphic design, featuring a selection of the finest in simple and superlative design from the U.K., Italy, France, Spain, Australia, Mexico, Brazil, the USA and more, presented in a stylish, understated volume. Simplicity is an ultimate element in design, but it is not so easy for a graphic designer to reach a level where he/she can choose only essential elements and discard the others. Works presented in this book are all successful in this point of view. Items which appear in the book range from posters, packages, labels, catalogs, pamphlets, leaflets, flyers, direct mails, and business cards. The contents are categorized by tone of the works—"cool," "natural," "sweet," "colorful," and "modern."

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