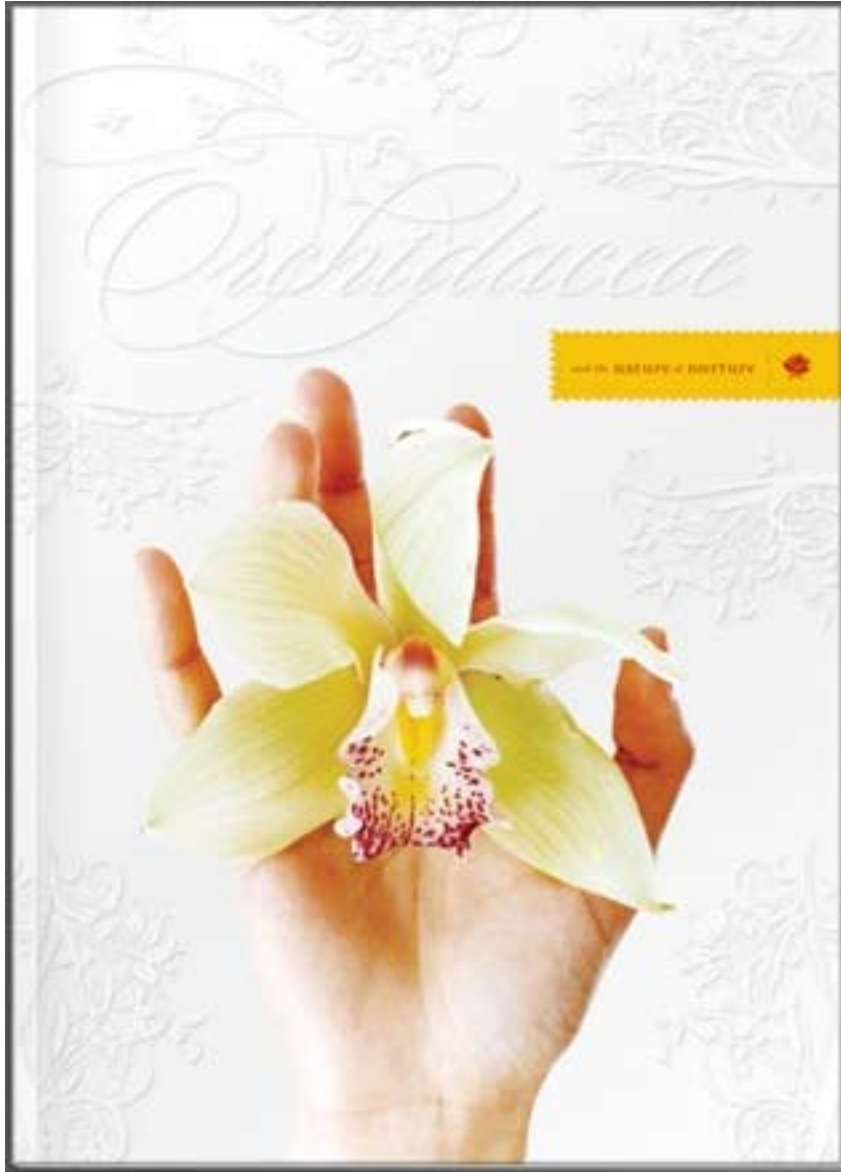


**The secret  
to powerful  
layouts:  
the focal point**



**It's the art of drawing the eye to a particular element on the page.**

**Pulling elements to the foreground and pushing elements to the background.**



THE *Birds & Bees*  
and Justices

How many methods only through our pollination, they have devised some  
beautifully deceptive ways to attract them.

Using shape, color, and size even.

they often mimic female insects to lure males.

who pollinate the flowers by  
attempting to mate with them.



It's easy to attract them  
attention with things  
greenish glowing paper  
With its flowers shape  
of some fragrant and color  
and choice of subjects  
in yellow flowers, your  
eyes to find the perfect  
match for all your growing  
or design needs.



# 2. INK

WHAT YOU SEE IS NOT ALWAYS WHAT YOU GET / Any study of printing on uncoated paper begins with ink. After all, ink behaves differently on every paper, whether coated or uncoated. That's why Coague Optique has been designed with a consistent surface that can actually help inks perform at their peak.



DO THE COLORS CHANGE ON UNCOATED PAPER?

The industry standard for producing "full color" images is 4-color process, or CMYK. Using combinations of cyan (C), magenta (M), yellow (Y), and black (K), it's possible to achieve a wide spectrum of colors. In recent years, the 4-color process has been modified with the addition of two more ink colors: orange and green. This Hexachrome® (or "six color") method can reproduce a broader color range, and works well in situations where images need some extra "punch." Hexachrome printing typically produces cleaner, less "muddy" photographs. In Book Three, we'll discuss ultraviolet (UV) printing, which runs even cleaner. Finally, spot colors, PMS or Japanese color codes, are single hues used for solid coverage and halftone photo reproduction.

Ultimately, there are as many ways to print on uncoated paper as there are ink combinations. So to see what's possible on Coague Optique, it just takes knowing how to apply the right ink — and a little common sense.





for *all.*

A GOOD TEAMWALKS ONE BY A FELLOW, THAT OVER TIME  
WE CALIBRATE YOUR INDIVIDUAL AND HELP YOU OF WHICH  
YOU FALL ON YOUR OWN, YOU'RE DRAGGING — NOT WITH THE  
RIGHT TEAM YOU'RE UNSTOPPABLE

WE'RE ON THE SAME TEAM  
YOU CREATE BILLYMINT DRUGS, AND WE  
WILL BE THERE TO FIGHT THEM, PARTNER  
WITH US TO GET YOU WINNING  
— RESULTS EVERY TIME





the

1

o n e

that learns

»  
»  
»

*tricks.*



THE ONLY WAY TO USE YOUR  
FAVORITE SETS AND EQUIPMENT ON  
YOUR BUSINESS IS TO ALWAYS  
KNOW HOW TO MAKE YOUR FEEL  
WORTH THE RISKY DECISION.

STICK WITH THE PAPER THAT HAS  
ALWAYS STOOD BY YOU WITH  
CONSISTENT QUALITY AND A  
STRONG COMMITMENT TO PRODUCT  
IMPROVEMENT, YOU CAN ALWAYS  
RELY ON ZIONDA FOR RESULTS  
YOU'LL LOOK UP TO AFTER THE JOB.

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POP-TONE



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**Focal points  
through  
dimension**

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tie the knot  
spark market  
make sparks fly  
love story  
eye candy  
juicy gossip  
interest sparked?  
love notes

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**We are passionate designers** who create designs that communicate every emotion - from social stationery and greeting cards to Mitzvahs and birth announcements. We live vicariously through each giddy couple that comes our way. We search relentlessly for beautiful paper to enhance our work. We're dreamers with pricing rooted in reality.

**We are masters of our craft.** We know letterpress like the back of our ink-stained hands. A handcrafted touch gives any project a unique character, no matter how simple the idea. We work with designers from here, there and everywhere to create custom printed pieces of the highest quality. We know paper. We know die cuts. We know letterpress.

SPARK  
MARKET

→ est. 2005 ←  
FRESH INK LAID DAILY



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stationery  
and mirth -  
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YOU'RE IN LOVE AND GETTING MARRIED.  
THE EXCITEMENT FOR YOUR WEDDING  
IS GROWING EACH DAY.

*We get it.*

AND THAT'S WHERE 15TH CENTURY  
STYLE MEETS 21ST CENTURY LOVE.

YOUR "SOMETHING OLD" &  
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THE COOL STANDARD  
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LIMON ZEST

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VERY VANILLA BEAN

100% NATURAL

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100% NATURAL

CREAMY COFFEE CHIP

100% NATURAL



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PAPER IS PERSONAL

PAPER IS PURPOSEFUL

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good...  
pass it on.



Domtar is committed to the responsible use of paper. We're also committed to communicating paper's place and value to the businesses and people that use our products every day. Paper is a sustainable, renewable, recyclable, plant-based product that connects us in so many ways to the important things in life. Great ideas are started on paper. The world is educated on paper. Businesses are founded on paper. Love is professed on paper. Important news is spread on paper.

That's why we love paper.

# design\* sponge

weekly wrap up + david taylor lighting



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HOW TO USE IT:

- Blend with smoothies, juices or tea
- Mix with yogurt, bake mix, or granola
- Sprinkle over cereal, salads or just about anything. Be creative!

MAQUI BERRY

With its intense deep purple color, maqui berry grows in the remote mountainous regions of Patagonia, the southernmost part of South America. Consumed by local Mapuche Indians for centuries, maqui berries have become known as a "Super Fruit".

At Kiva, we dedicate ourselves to providing a world that is great tasting, healthy and only ingredients that are sourced directly from eco-friendly methods. Learn more at [www.kivafoods.com](#)

**Nutrition Facts**

Serving Size 1 Tbsp (2.4g)  
Serving Per Container

Calories 0

Total Fat 0g

Total Fat 0g

Total Fat 0g

Total Fat 0g

Total Fat 0g

Total Fat 0g

Total Fat 0g

Total Fat 0g

Total Fat 0g

Total Fat 0g

Total Fat 0g

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Total Fat 0g

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KIVA

MAQUI BERRY

High Antioxidant/Immunity Boost/Energy Boost

This bag contains 100% organic and kosher maqui berry powder made from whole fruits, picked while still ripe and then freeze dried to preserve all of its natural vitamins and minerals. Enjoy the good stuff.

Superfruit Freeze-dried Powder  
4oz / 113g







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CURE COMMONALITY  
CULTIVATE CONVERSATION  
CONNECT COMMUNITY  
CURATE CONSUMPTION

>> *Begin the mission*



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**CURATING CONSUMPTION IS BIGGER THAN SIMPLY BUYING OR SELLING THE NEXT BIG THING**

- >> It's about an appreciation for the individual...
- >> It's about an appreciation for art...
- >> It's about an appreciation for humanity...

*close* X



**SEE IT DIFFERENTLY.**  
*Men's limited-edition leather goods and accessories*

---



**NOT FOR THE VAIN AT HEART. SIMPLY FASHION AS ART.**  
*Women's limited-edition leather goods and accessories*

← 1
2 →

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Scotch Lumber and Gulf Lumber, two of the most venerable institutions in the business, have combined their 150-plus years of experience to create a 21st century lumber company — Scotch Gulf Lumber. Though our name has changed, you'll find that our core values haven't: honesty, fairness, hard work, integrity and good stewardship of the resources entrusted to us. And with these values, along with our collective talents and passion, Scotch Gulf Lumber will strive to build and maintain meaningful relationships while consistently delivering excellent quality products.





# who we are

who we are  
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Hi there! That's us in the studio,  
with Willa our youngest



The story of Wishbone Design Studio began in 2005 when Noah was one and Lulu was born.

PRONGHORN

ROCKRESORTS

ANTHONY'S PIZZA

KEYSTONE RESORT

GREAT DIVIDE BREWING

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UNION STATION

NEW BELGIUM

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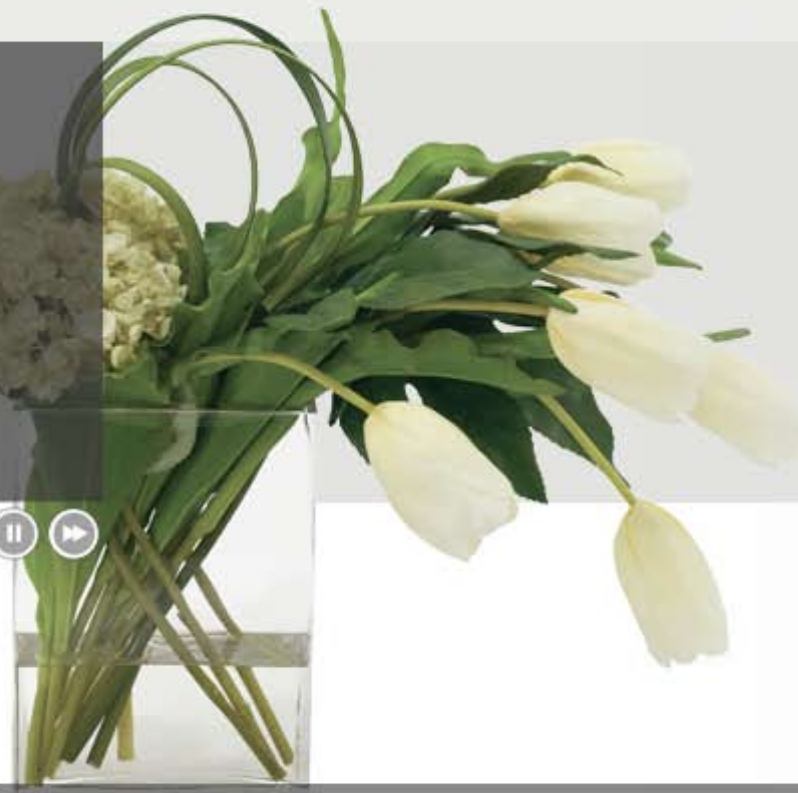
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FARM

*Coffee Company*

**SINFUL  
DELIGHT**  
100% ARABICA  
COFFEE  
LUNCHBOX  
*Flavorful & Fruity*

*Get Right Our Friend*

IRVING  
FARM

*Coffee Company*

**IRVING  
FARM**  
**BLEND**  
HIGH  
*Rich, Sweet & Bold*

*Get Right Our Friend*

IRVING  
FARM

*Coffee Company*

**MEXICAN  
FINCA  
ESTATE**  
BRIGHT  
*Full Flavored & Sweet*

*Get Right Our Friend*

**What is your approach  
to working with type?**



**Graphic design repeats in  
miniature what architecture  
does monumentally.**



**1951**

**abcdefghijklmnopqrstuvwxyz**

**Purpose: neutral typeface that had great clarity, no intrinsic meaning in its form, and could be used on a wide variety of signage.**

**1957**



Special not designed to allow  
pedalage to figure

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**Easiest way to bring**  
**a layout to life**

- **Personality in type**  
**How to choose fonts?**  
**How to combine fonts?**
- **Texture from type**



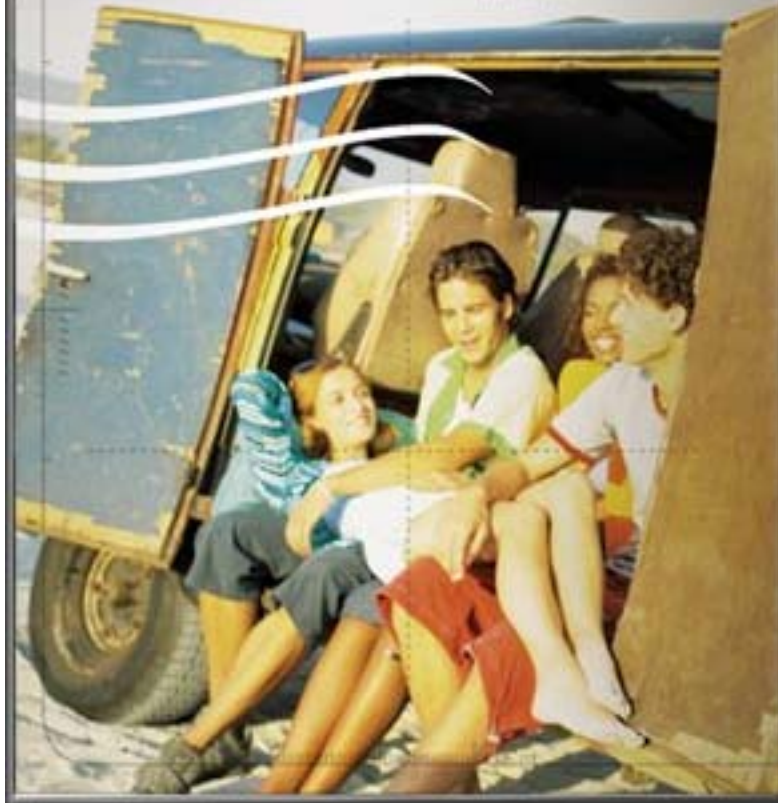


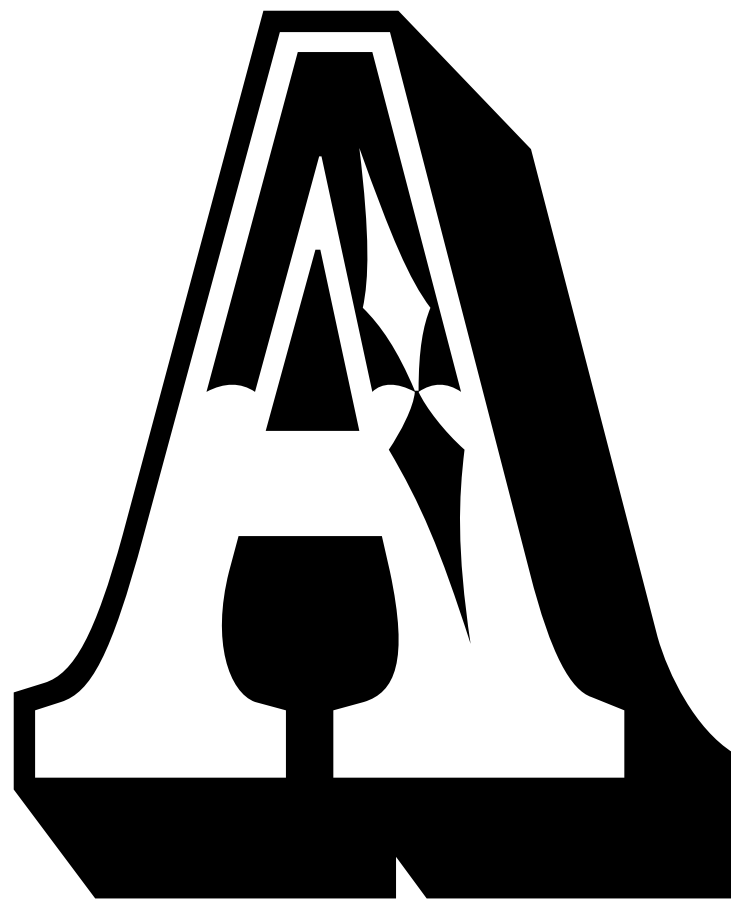
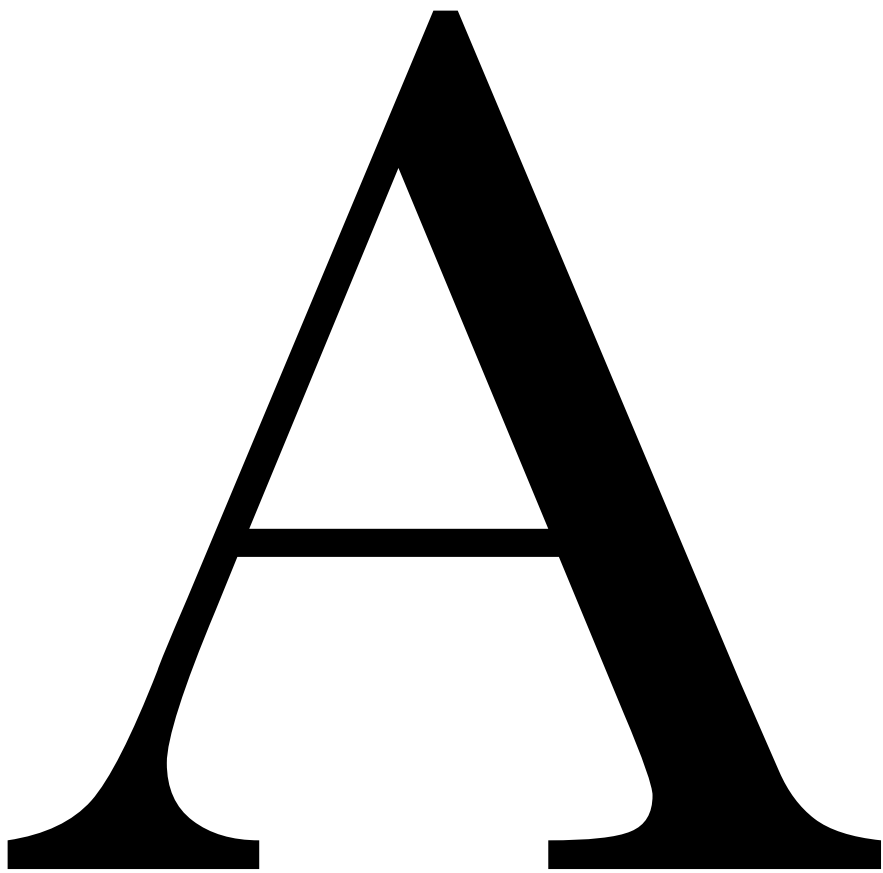




# Spring Break

RULES!





*a*

*a*

g

g

*Happy Holidays*  
*from*

---

---



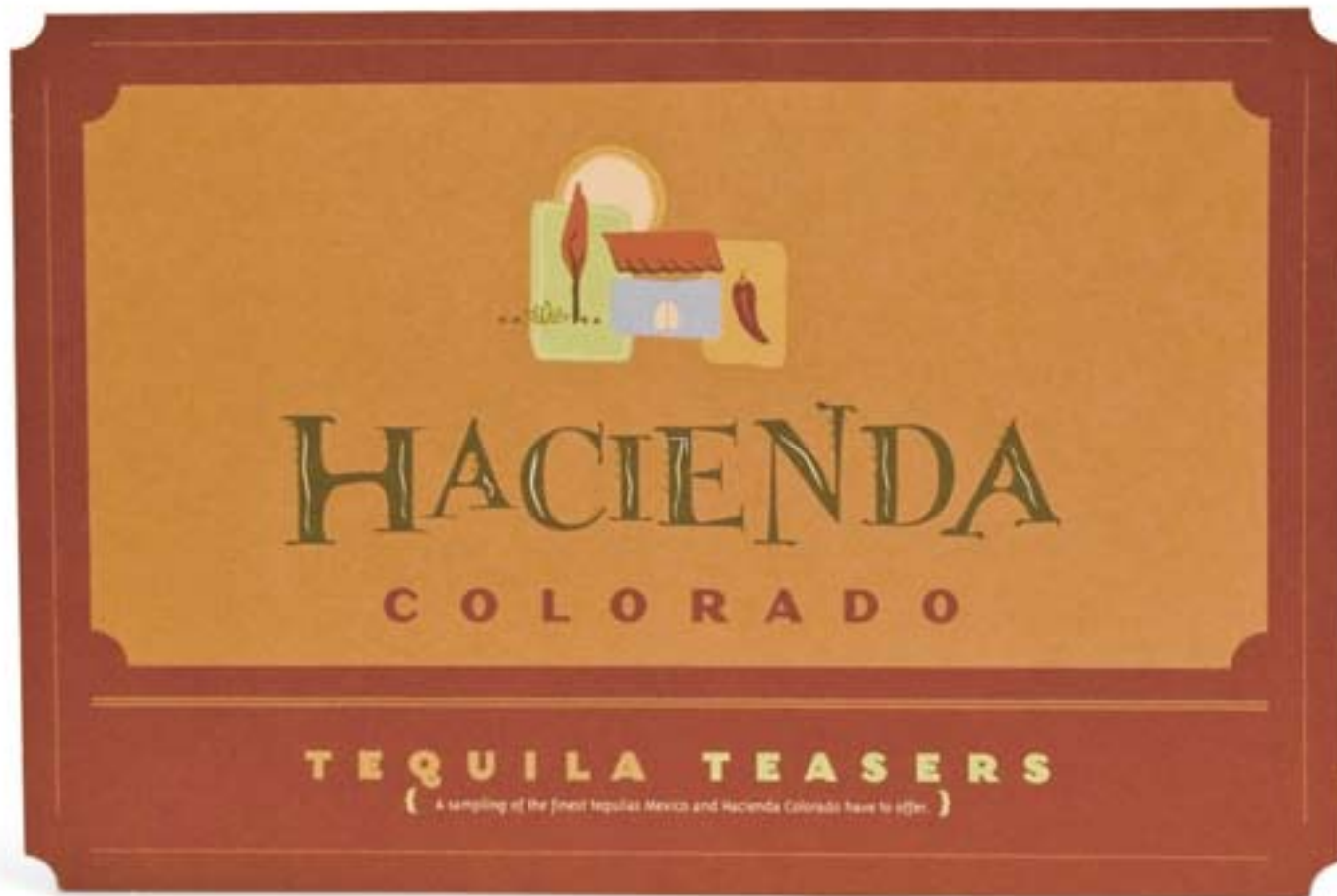
**STUDIO N° 6**

*Wishing you the happiest  
of holiday seasons*

---

---

*May your holidays be filled  
with joy and laughter!*



what's the personality?





what's the personality?



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tester

new OPTIONS

Please hold the comfort groove on all of our seats.

Au Enduro 3

4 Silver

6 Bronze

Koob KOMFORT

K is for



# HELLO!

**WELCOME, SIRs AND MADAMS TO THE DECODER RING SHOWROOM & H-Q**

Look around, kick the tires and take 'er for a test drive. We update the site constantly, so be sure to come back often. Or better yet, sign up for our mailing list to receive quarterly news, shop updates and various other sundries. Thanks for stopping in— enjoy your visit, and happy motoring!





what's the personality?

EVERY FIVE YEARS, TEXAS MONTHLY PUBLISHES THE DEFINITIVE LIST OF THE STATE'S TOP FIFTY BBQ JOINTS. NOW YOU CAN SAMPLE THEIR MEATS ALL IN ONE PLACE— AND TALK 'CUE WITH THE PITMASTERS TOO, INCLUDING THESE FOLKS FROM OUR LAST ROUND-UP

**SUNDAY,  
SEPTEMBER 19  
12-5 P.M.**

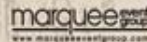
★  
CITY TERRACE AT THE  
LONG CENTER FOR THE  
PERFORMING ARTS, AUSTIN



( LIVE MUSIC BY  
RAY WYLIE  
HUBBARD  
and other  
smokin' acts! )

SNOW'S BBQ LEXINGTON (#1 in our June 2009 issue) • BABY J'S BAR-B-QUE & FISH PALESTINE  
BUZZIE'S BAR-B-QUE KERRVILLE • CASSTEVEN'S CASH & CARRY LILLIAN • CITY MEAT MARKET GIDDINGS  
COLEMAN'S BARBEQUE CLARKSVILLE • COOPER'S OLD TIME PIT BAR-B-QUE LLANO • COUSIN'S BARBEQUE  
FORT WORTH • HASHKNIFE ON THE CHISHOLM PEADENVILLE • KREUZ MARKET LOCKHART • LAMBERTS  
DOWNTOWN BARBEQUE AUSTIN • LOUIE MUELLER BARBEQUE TAYLOR • MCBEE'S BAR-B-Q HONDO  
SCHOEPP'S OLD TIME PIT BAR-B-QUE BELTON • SMITTY'S MARKET LOCKHART • STANLEY'S FAMOUS PIT  
BAR-B-QUE TYLER • TAYLOR CAFÉ TAYLOR • TC'S PONDEROSA DICKENS • VINCEK'S SMOKEHOUSE  
EAST BERNARD • WILD BLUE B.B.Q. LOS FRESNOS • AND MORE!

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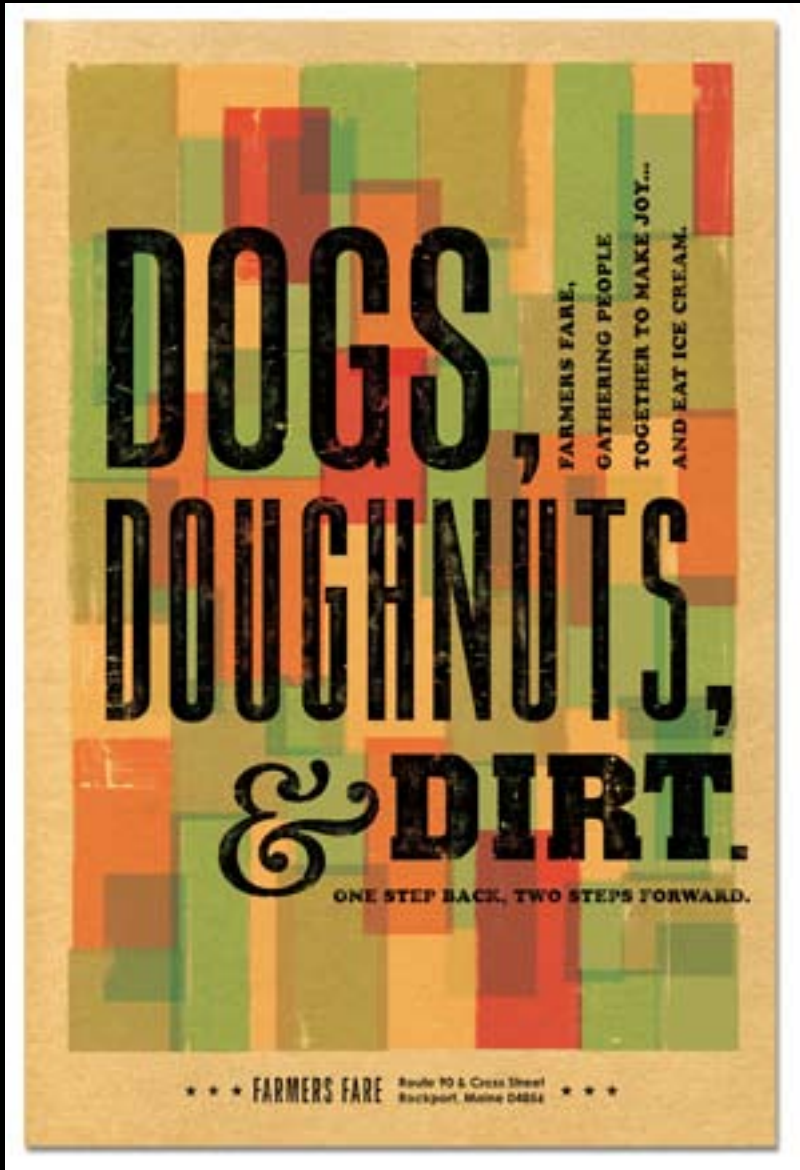


What is this communicating?





Rely on type  
as a main compositional element



**Choose  
fonts from  
the same  
time period**

ONE STEP BACK, TWO STEPS FORWARD.

# BACON, KIDS, & CHAOS.

FARMERS FARE,  
GATHERING PEOPLE  
TOGETHER TO MAKE JOY...  
AND BUY EGGS.

• • • FARMERS FARE River St & Cross Street • • •

# GRANDPA, RIBS & RICE.

FARMERS FARE, GATHERING PEOPLE  
TOGETHER TO MAKE JOY...  
AND ROAST WEENIES.

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Barkport, Maine 04916 • • •









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Instructional DVD Video

VOLUME 2

- 11 Soups & Pan Sauces
- 12 Soups
- 13 Soups
- 14 Knife Techniques
- 15 Soups
- 16 Flavors, Textures, Mixtures & More
- 17 Soups
- 18 Short Doughs, Pastas & Noodles

**KITCHENCUE**  
Step by step. Piece by piece. Press play to learn.



VOLUME 3

- 19 Sautés & Pan Sauces
- 20 Sautés & Pan Sauces
- 21 Sautés & Pan Sauces
- 22 Sautés & Pan Sauces
- 23 Sautés & Pan Sauces
- 24 Sautés & Pan Sauces

**KITCHENCUE**  
Step by step. Piece by piece. Press play to learn.



VOLUME 1

- 12 Sautés & Pan Sauces
- 13 Sautés & Pan Sauces
- 14 Knife Techniques
- 15 Sautés & Pan Sauces
- 16 Flavors, Textures, Mixtures & More
- 17 Sautés & Pan Sauces
- 18 Short Doughs, Pastas & Noodles

**KITCHENCUE**  
Step by step. Piece by piece. Press play to learn.



**Deliberate contrast**



*welcome to*

SPA AT THE LAKE

**Type that  
communicates  
the same feeling**

**Here: Light,  
feminine, soft**



## PRODUCTS



12.

PURCHASE

QTY.

### UP & AT 'EM TEND BLENDS FACIAL KIT

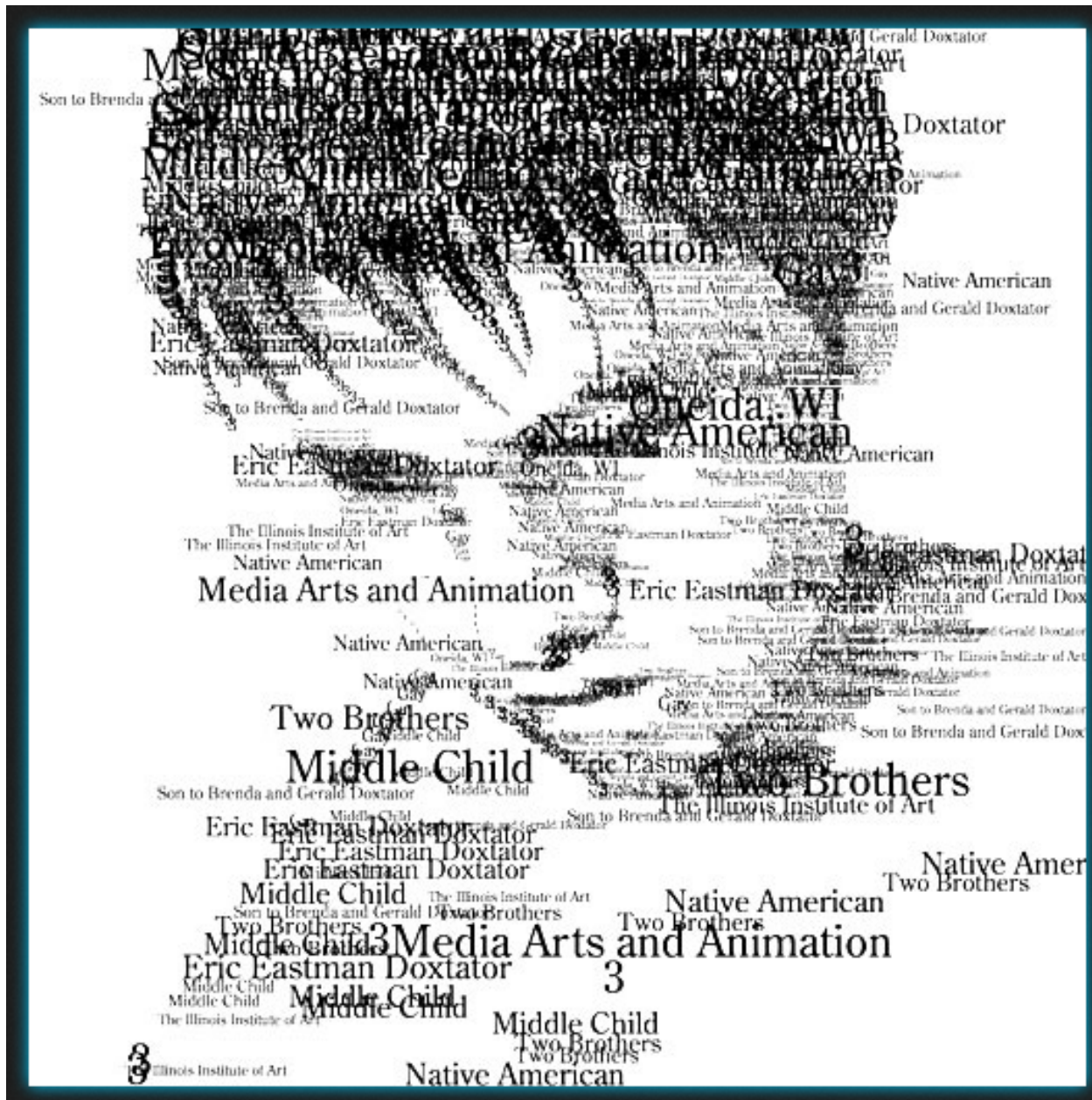
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# Using Type to Create Hierarchy and Page Texture

















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STYLE

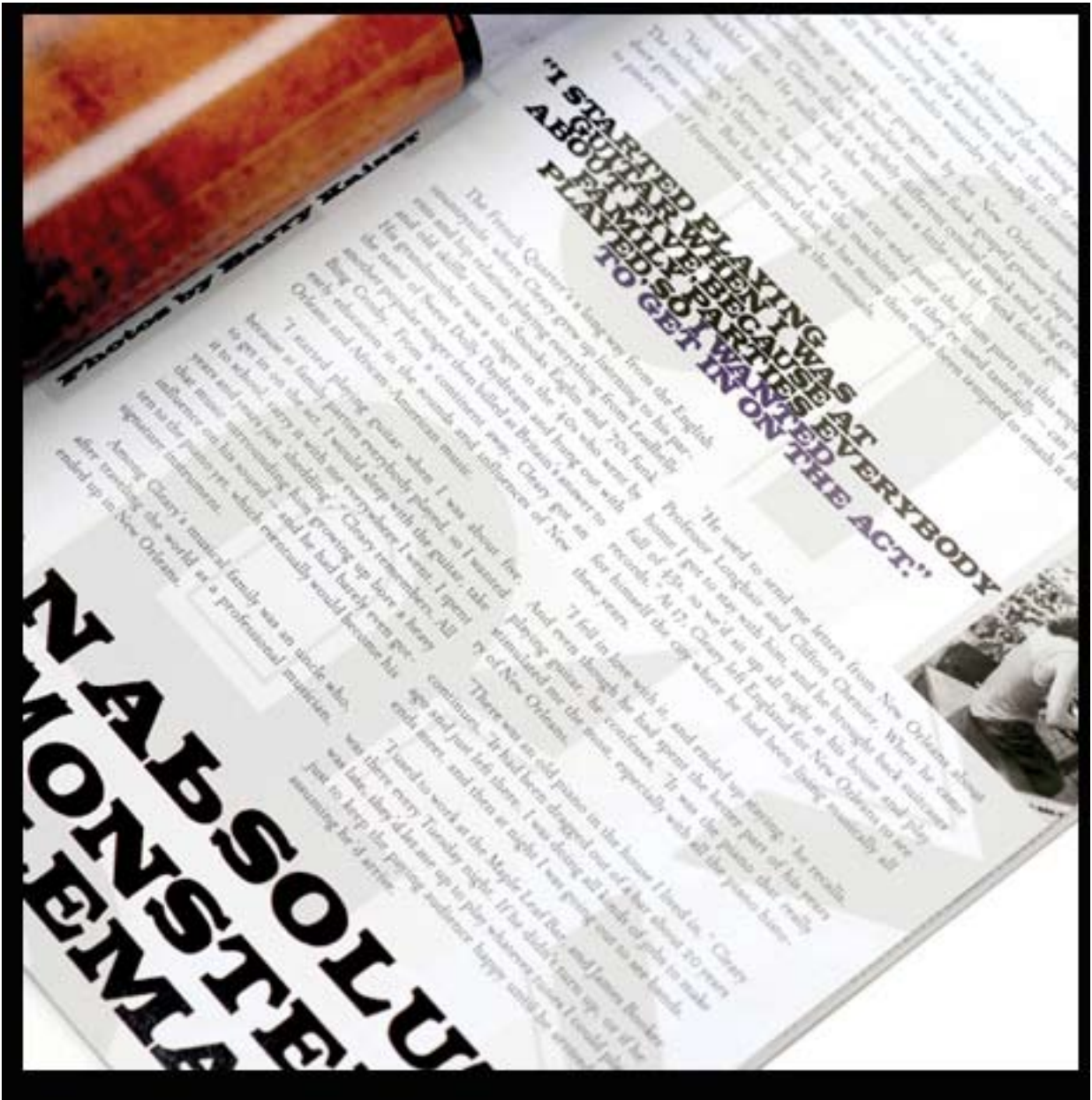
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for driving and diving.  
the open road.



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page texture:  
creates page  
hierarchy





page texture:

*Desert  
Dreams*

**BERNARD  
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GOLD  
IN  
ARIZONA**  
BY JIM SPENCER  
PHOTOS BY PHILIP...



















