



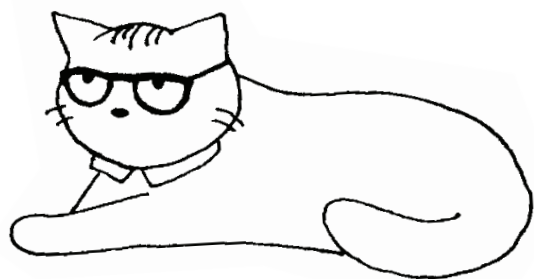
SOMETIMES
I BELIEVE

as many as

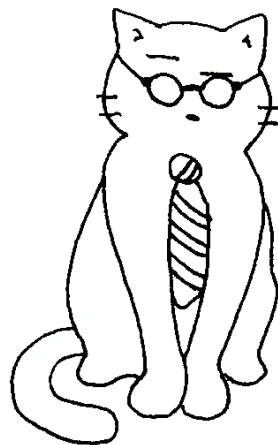
SIX
IMPOSSIBLE
THINGS

before breakfast.

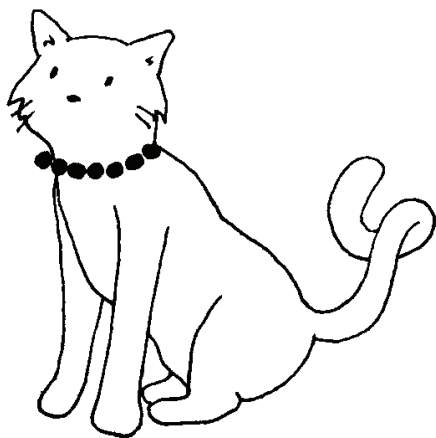
MAD HATTER DAY



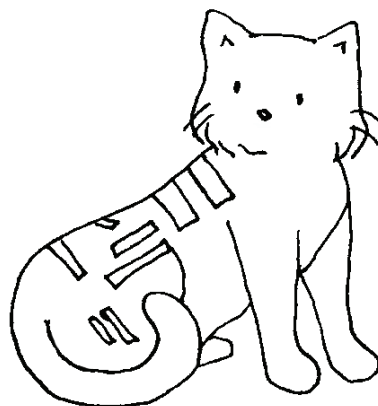
PAUL RAND



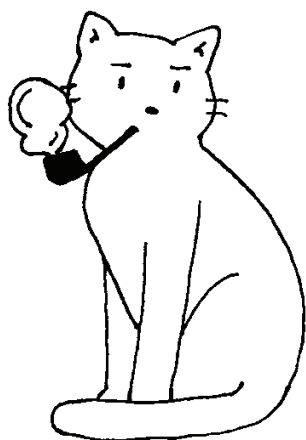
CHIP KIDD



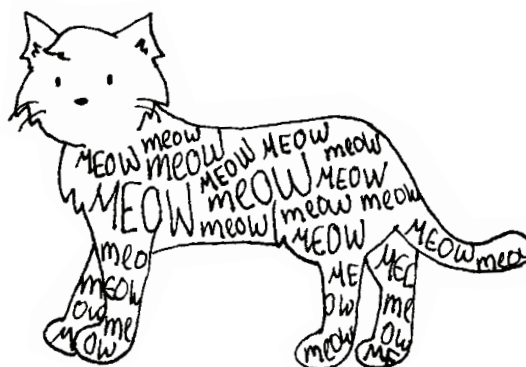
LOUISE FILI



PAULA SCHER



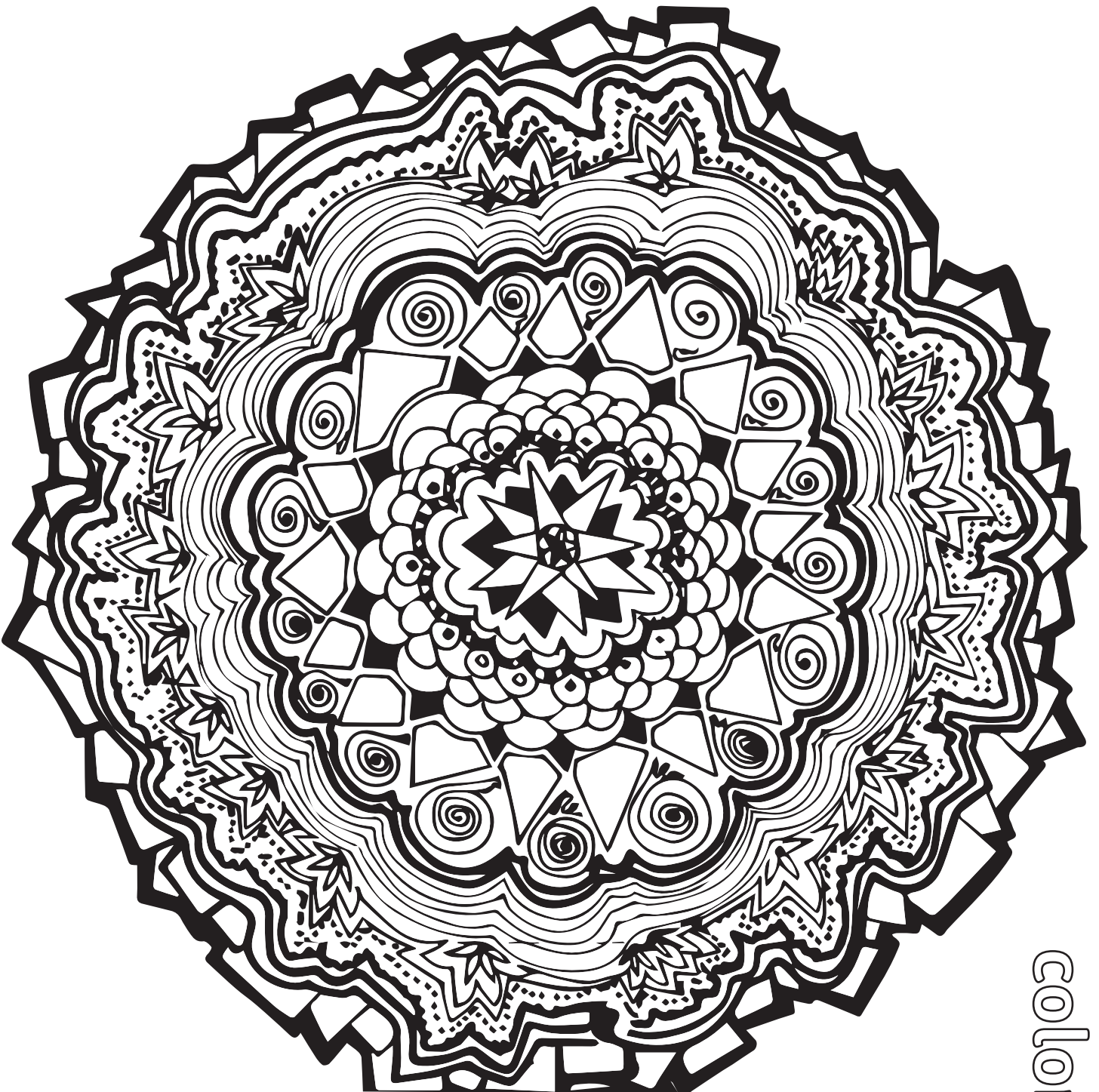
SEYMOUR CHWAST



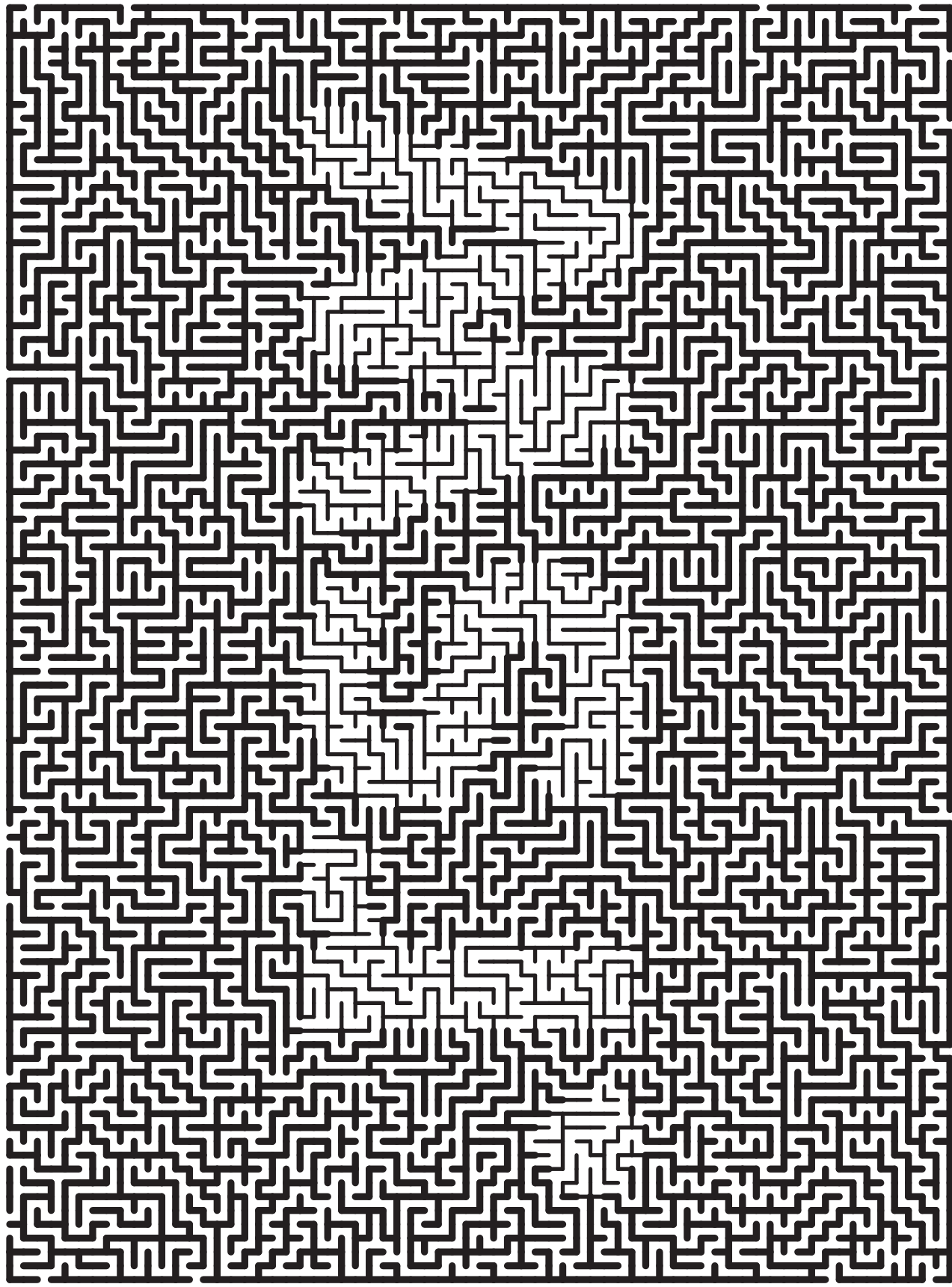
STEFAN SAGMEISTER







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Think
MORE
Design
LESS

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DESIGN IS
thinking
MADE
Visual

color.rsw

good design is
OBVIOUS
great design is
TRANSPARENT

color.rsw

WORDS HAVE
Meaning
TYPE HAS
Spirit

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