

# GRAPHIC Design :USA

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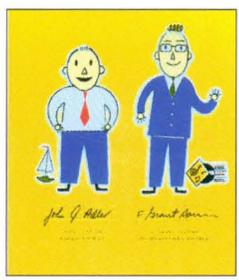
## Inside GD:USA

### Show Preview: Seybold SF

The program for the 12th annual Seybold/San Francisco show affirms that designers are a potent force in shaping digital technology. Our preview includes exhibitors, events, educational opportunities, and interviews with Seybold executives.

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## In late 90s, annual report rejuvenated as a forward looking marketing tool in print, web



USA: "In your struggles with the world," wrote Franz Kafka, "bet on the world." Recognizing that the world has made financial data instantaneously and broadly accessible — diminishing the traditional role of the annual report — corporate communicators are taking Kafka's advice to heart. Indeed, they are reinventing the annual as a powerful marketing tool in print, and embracing digital media to extend the reach. These trends are borne out in 25 case studies and comments from leading designers and recent projects for the likes of Dow Jones, McGraw-Hill, Microsoft, Haggar, Chase, Adaptec (shown here) and many more. Starts page 66.

Boston: *Graphic design firm LoConte Goldman has updated the two decade old 'Nightline' logo as part of a broadcast design package for the venerable late night show. Shown here: part of a multilayered opening that debuts this month with streaks of bright light shooting across the frame in front of a rotating globe, while the logo comes full screen with animated text moving underneath. Partners Patrice Goldman and Maria LoConte clients include A&E, ESPN, HBO, USA and other letters.*



Seattle: *As a part of a brand packaging redesign for all its wine lines, The Hogue Cellars is debuting a new category of wine, Genesis, that includes nine different varieties of 'characteristically exotic' tones positioned as unusual varietals and blends in small quantities and limited availability. The Leonhardt Group created labels for each of the nine wines, featuring a "G" created by well-known artists such as Ed Fotheringham and Jeffrey Fisher.*

