

G E E + C H U N G D E S I G N

# Gee + Chung Design

Principals: Earl Gee,  
Fani Chung  
Year Founded: 1990  
Size of Firm: 4  
Key Clients: Apple  
Computer, Chronicle Books,  
Duty Free Shopping,  
Federal Reserve Bank,  
Greenleaf Medical, IBM,  
Imaginarium, Lucasfilm,  
Oracle Corporation,  
Smithsonian Institution,  
Stanford University,  
Sun Microsystems.

38 Bryant Street  
Suite 100  
San Francisco, CA 94105  
Tel: 415 543 1192  
Fax: 415 543 6088  
Email: earl@geechungdesign.com  
www.geechungdesign.com



Gee + Chung Design has built a reputation for creating dynamic, unexpected and effective solutions for a wide range of two and three-dimensional design challenges.

This multi-disciplinary approach is a credit to the strong foundation of Earl Gee, who attended the Art Center College of Design and Fani Chung, who attended Yale University. The success of the firm is guided by a thorough understanding of client objectives and a commitment to making each project the best of its kind. By providing a focus for the client's message through the creation of a visual metaphor and tailoring the message to the client's target audience, Gee + Chung transforms such diverse elements as a logo, brochure, package or tradeshow into a successful and cohesive design program. Dedication to distinctive work provides lasting value, leading the firm into long-term relationships with many clients, including IBM, Chronicle Books and the San Francisco Art Commission. The firm's work has been honored in numerous competitions and recognized by publications and organizations including: AIGA, New York Art Directors Club and San Francisco Art Directors Club. As well, Gee + Chung is represented in the permanent collection of the Library of Congress and has been exhibited internationally.



*above*  
Poster for Greenleaf Medical, Palo Alto, CA. To function as "art" in the offices and clinics of hand surgeons, the poster combines an eclectic selection of hand-related quotes with a variety of hand artifacts, portraying the hand as a universal symbol of time and utility.

*right*  
Poster for the American Institute of Graphic Arts, San Francisco Chapter, CA. Announcing a lecture about the work of Charles and Ray Eames. Their work in furniture, film, exhibitions and graphics was depicted as "points of departure" for the design thought-process.





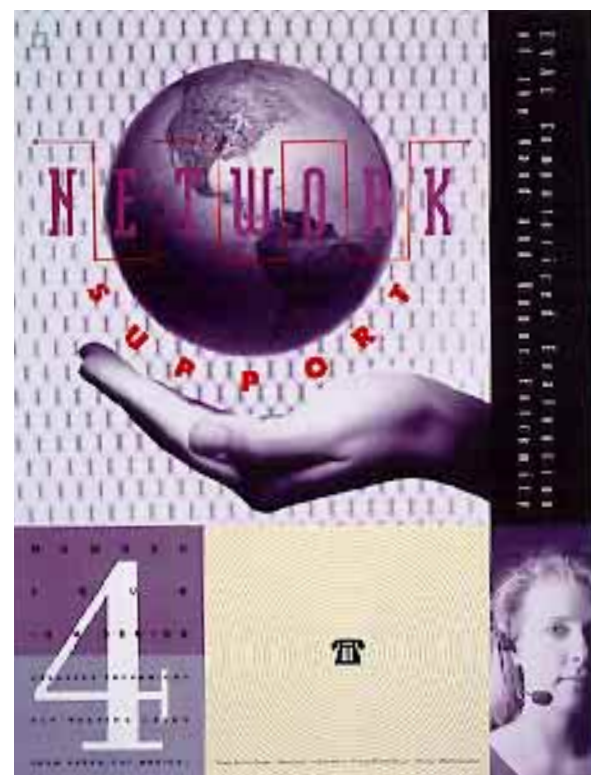
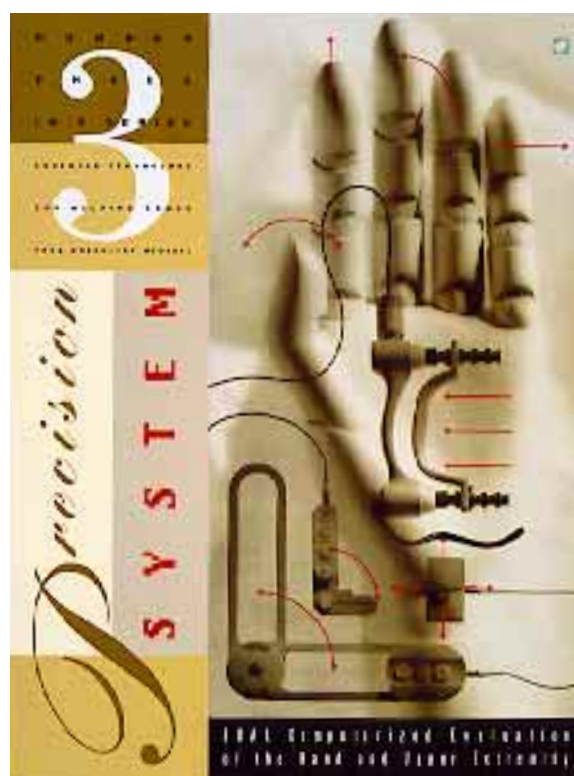
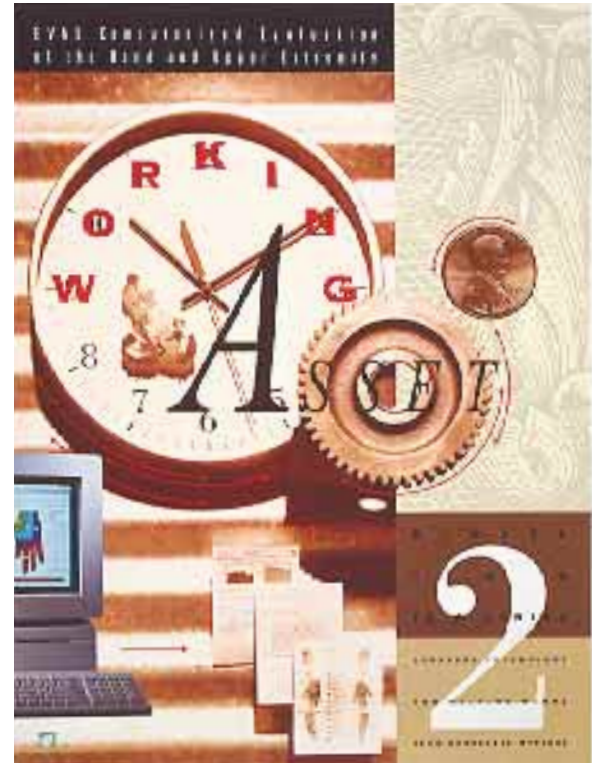


left  
Fani Chung and Earl Gee.

right  
Logo for the San Francisco Art Commission, CA. As a symbol for public artwork promoting the transit system on the city's Market Street, the program's name is integrated into the running, gesturing figure.

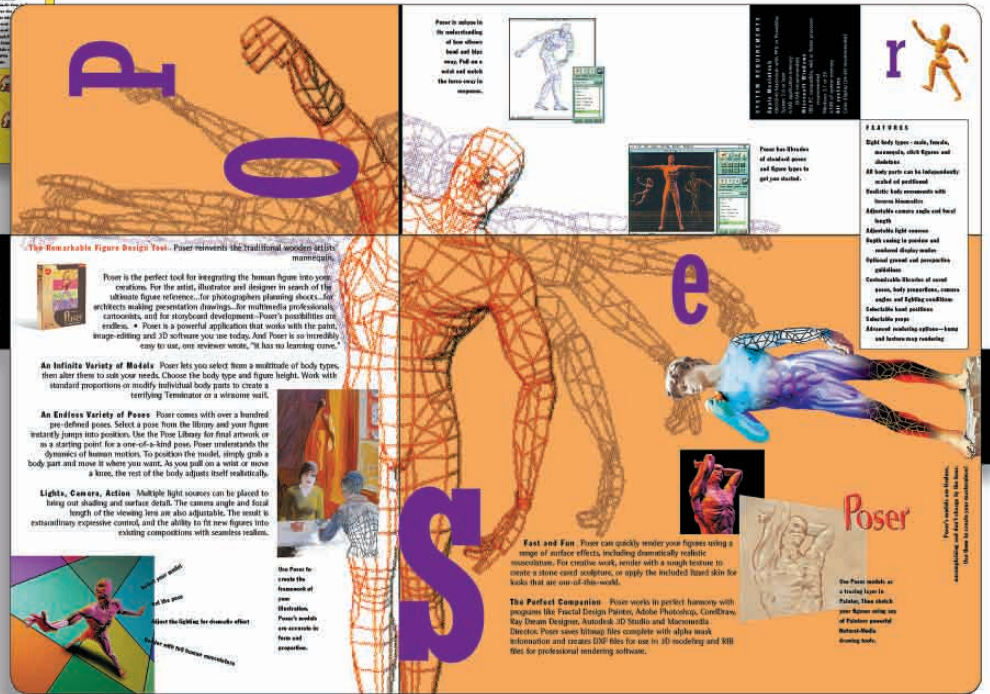
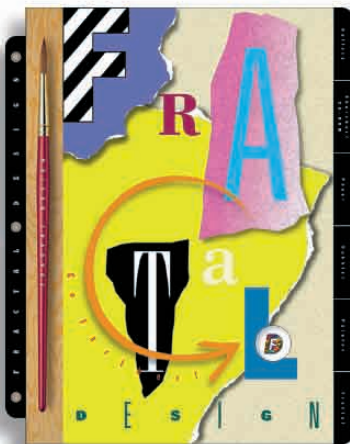


right  
Trade ad series for Greenleaf Medical. To express the innovative nature of a computerized hand-evaluation system for hand surgeons, a dynamic, modular compositional organization allows the individual ads to form an informational poster with equal effectiveness.



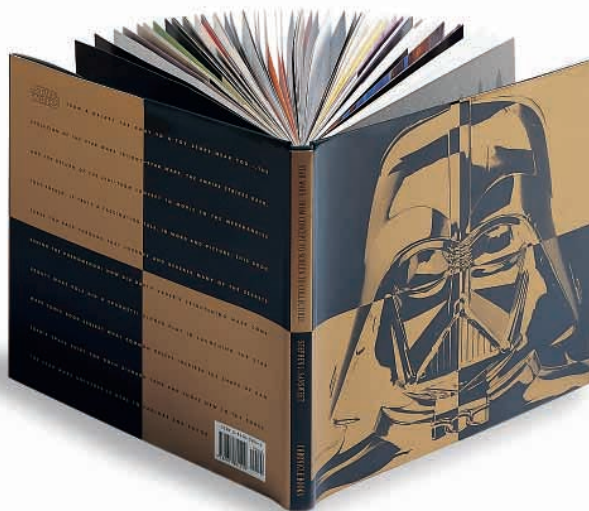


right  
Stationery for the  
Community Partnership of  
Santa Clara County, San  
Jose, CA. The organization  
is dedicated to finding fresh  
approaches for community  
problems. A pattern of  
different hands was created  
to convey the concepts of  
"community" and "diversity."  
The color palette identifies  
each component, creating a  
cohesive system.



above  
Product catalog for Fractal  
Design Corporation, Aptos,  
CA. A rivet-bound artist's  
"idea book" demonstrates  
the creative potential of  
paint and image-manipulation  
software that has the  
ability to duplicate the  
expressive qualities of tradi-  
tional art media.

left  
Book design for *Star Wars:  
From Concept to Screen to  
Collectible*, Chronicle Books,  
San Francisco, CA. The  
metallic-gold cover utilizes  
a positive/negative image of  
Darth Vader to symbolize  
the "good vs. evil" theme  
central to the trilogy.



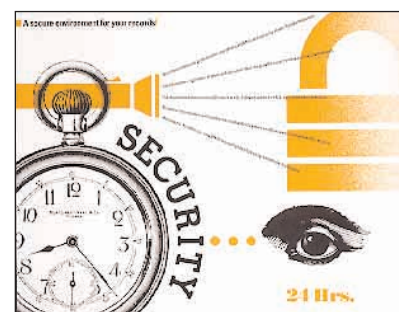
right  
Logo for Vitria  
Technology, Inc., Palo  
Alto, CA. For a problem-  
solving, information systems  
consulting firm, the visual  
puzzle of interlocking  
letterforms symbolizes  
the company's different  
perspectives.



right  
Logo for Daven Film and  
Video, San Francisco, CA.  
To show the production  
company's eclectic nature,  
symbolic letterforms were  
combined to create an  
identity that can be  
animated into the firm's  
promotional reel.



4



above  
Brochure for Off-Site Record  
Management, Sunnyvale, CA.  
An eye-catching, oversized  
format was used to present the  
capabilities of the document  
storage company.

left  
Brochure for Catalyst  
Consulting Team, Santa  
Cruz, CA. To customize  
client presentations for  
these organizational devel-  
opment consultants, inter-  
changeable insert sheets were  
created that are viewable  
through the die-cut cover.



*below*  
Stationery for Xinet, Inc., Berkeley, CA, a Macintosh-Unix server software developer for the electronic pre-press market. The identity system utilizes a restaurant "server" as a metaphor for the company's software while incorporating a typographic system referencing a printer's registration mark.



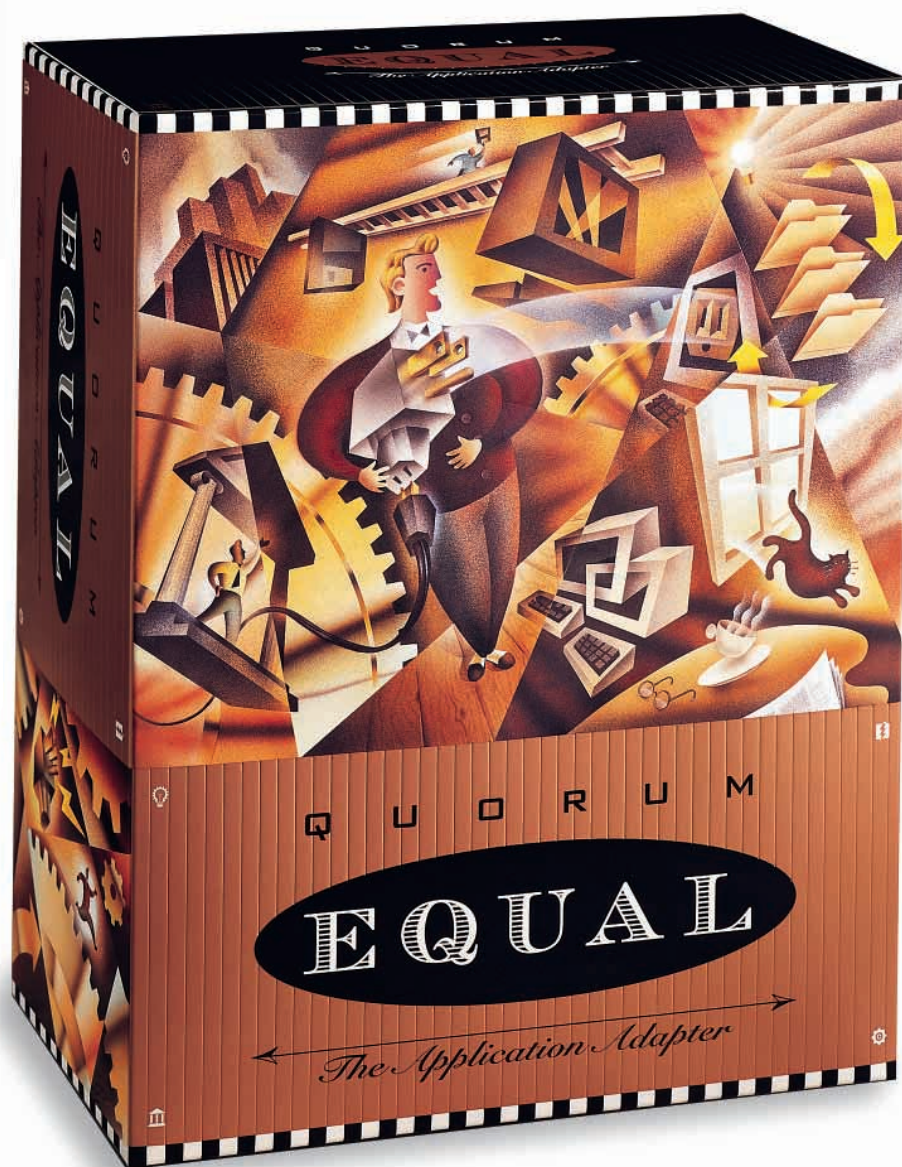
*right*  
Software package for Xinet, Inc. The restaurant "server" symbolizes software that shares files between two computers. The trapezoidal shape enables the product to stand out in the retail environment and on the user's shelf.



*below*  
Package for Imaginarium, Walnut Creek, CA. For a retail toy chain's own brand of hoppity-hop ball, the concept of fun is expressed by integrating the child and product into the logotype itself. The brightly-colored box panels offer a multitude of in-store display possibilities.



*right*  
Software package for Quorum Software Systems, Inc., Menlo Park, CA. Metallic copper and embossed ribbing were used to project an upscale program that enables Macintosh software to run on high-powered RISC work stations.





*left and below*  
Tradeshow exhibit for Chronicle Books, San Francisco, CA. The American Booksellers Association booth incorporates a gear, ladder, staircase and human figure as metaphors connotating work, progress, attainment and humanity. The natural wood and aluminum set the stage to highlight Chronicle's colorful collection.

*left*  
Logo for 3-D Motion, San Francisco, CA. A glowing "beacon" was used to represent a firm that specializes in computer generated animation, architectural models and three-dimensional "fly-bys."



*left*  
Interactive kiosk for IBM Corporation, San Francisco, CA. This "software vending machine" offering electronic delivery on-demand via satellite transmission utilizes space-station and satellite references to create a striking, sculptural, in-store presence.



GEE + CHUNG DESIGN 38 BRYANT STREET, SUITE 100 SAN FRANCISCO, CA 94105 TEL: 415.543.1102 FAX: 415.543.6088 WWW.GEECHUNGDESIGN.COM