

## Gee + Chung Design

**Gee + Chung Design**  
 38 Bryant Street, Suite 100  
 San Francisco, CA 94105  
 415.543.1192  
 earl@geechungdesign.com  
 www.geechungdesign.com

Gee + Chung Design is an award-winning multidisciplinary design firm with an international reputation for exceptional design that is instantly recognizable for its innovation, creativity and value for clients. Founded by Partners and Creative Directors Earl Gee and Fani Chung, the firm specializes in discovering what is truly unique about their clients to create strategic brand differentiation that sets them apart from competition. The firm's wide range of concept-driven solutions reflects their clients' unique personalities and individual messages. Having many technology-oriented clients, Gee + Chung Design excels at making complex new ideas understandable, meaningful and memorable to audiences. The firm's uncommon versatility in branding, print, environmental and web design allows them to build powerful, cohesive brands across all media. While Gee + Chung Design has received many prestigious awards for their work, their real reward lies in creating lasting client value and helping companies succeed beyond their expectations.

**Capabilities:** Branding, Identity, Collateral, Annual Reports, Books, Packaging, Exhibits, Environmental Graphics, Websites

**Clients:** Adobe Systems, Apple, Applied Materials, Chronicle Books, Federal Reserve Bank, IBM, Lucasfilm, Oracle, Sony, Stanford University, Sun Microsystems, Symantec

**Awards:** Graphis, Communication Arts, I.D., Print, American Institute of Graphic Arts, Art Directors Club, Type Directors Club, Society of Typographic Arts, Society of Publication Designers, Society for Environmental Graphic Design

**Collections:** United States Library of Congress, Smithsonian Institution, AIGA Archives, Art Center College of Design Archives, San Francisco Museum of Modern Art

**Education:** Earl Gee: BFA with Distinction, Art Center College of Design; Fani Chung: MFA, Yale University



### Branding



### Collateral



### Packaging

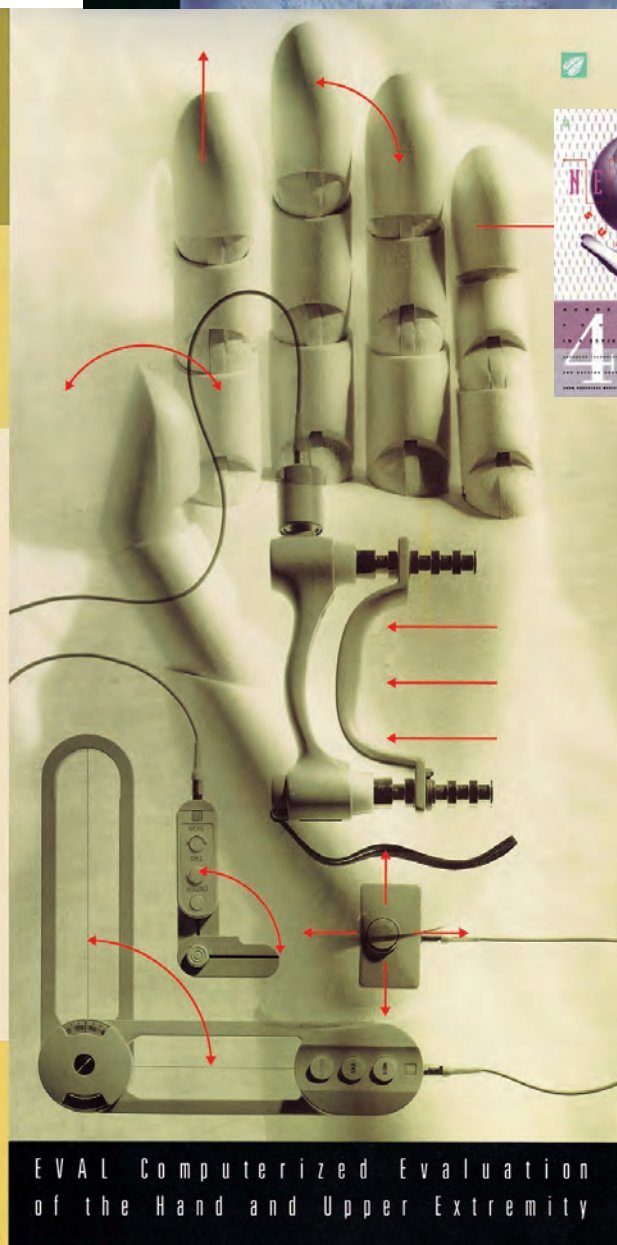
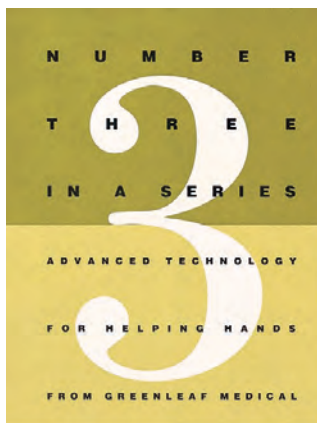


### Exhibits



### Design for Medical Technology

Greenleaf Medical develops a pioneering computerized hand evaluation system for hand surgeons which provides unparalleled precision and accuracy in medical documentation. Our comprehensive branding and collateral program has enabled the startup company's technology to become the accepted standard in the industry.



### Greenleaf Medical Trade Ad Series

Trade ads establish the company's innovative technology as the industry standard across the nation and contrast the utility of the human hand with the precision instruments the company develops. Additional ads convey the system's time-saving benefits and extensive network support.





### Greenleaf Medical Hand Poster

An art poster for hand clinics and offices of hand surgeons 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. Soft graduated backgrounds create the effect of light emanating from the hand to symbolize healing.



### Greenleaf Medical Brochure

The New Technology for Helping Hands theme allows the documentation of medical information to be perceived in a new light, using dramatic theatrical lighting and photographic sections to graphically represent an impaired hand and highlight the system's components.



## Design for High Technology

Applied Materials is the world's leading manufacturer of semiconductor equipment. Their Technical Seminars at SEMICON/West, the industry's largest and most important conference, attract silicon wafer engineers and fabrication specialists from around the world. Our unique event promotion programs have generated significant increases in conference attendance each year.



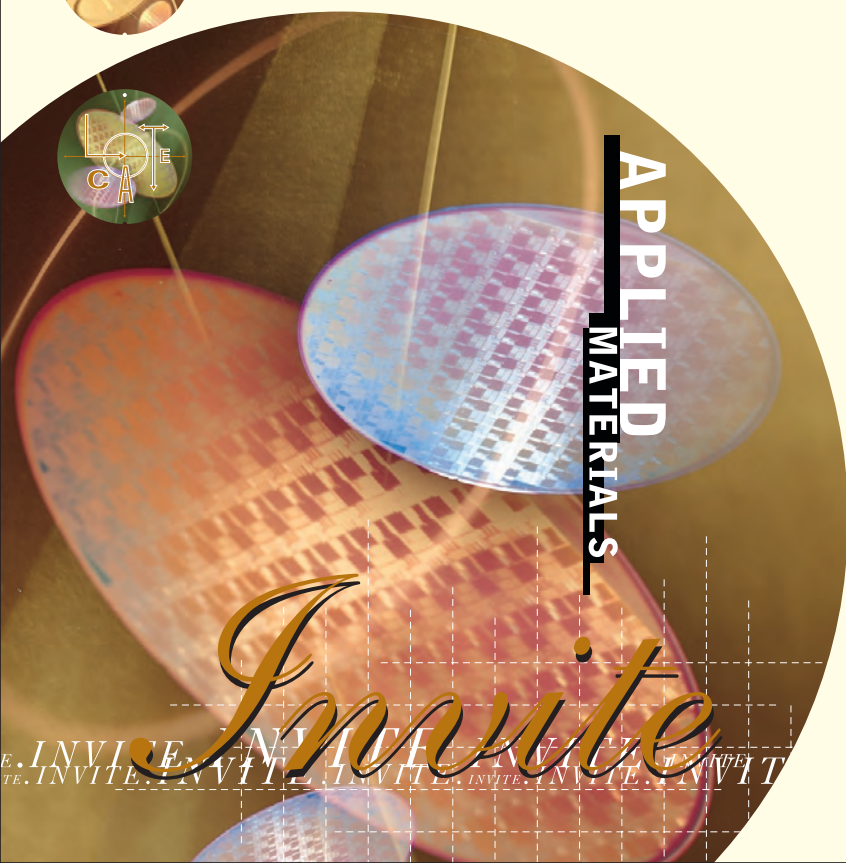
### Applied Materials Seminar Invitation

A conference dedicated to silicon wafer technology uses wafer-shaped panels attached by a steel rivet as a metaphor for the layers of information etched onto a wafer.



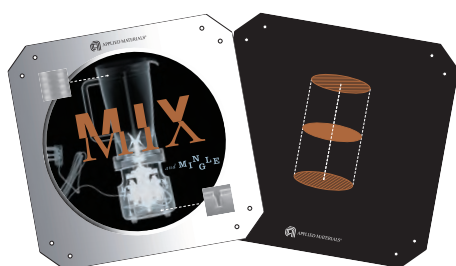
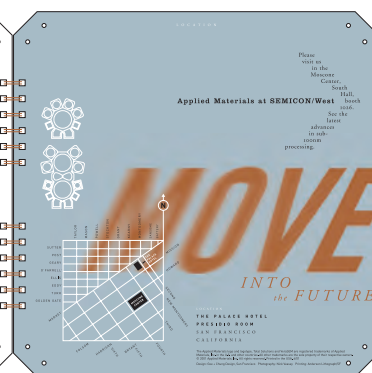
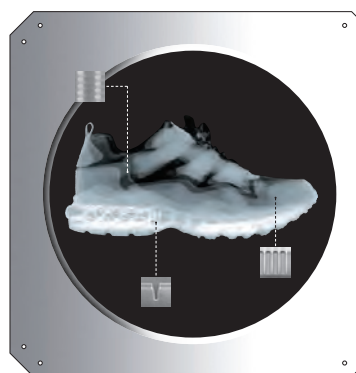
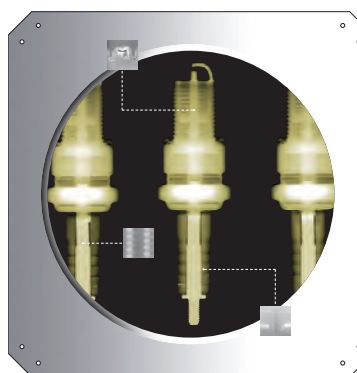
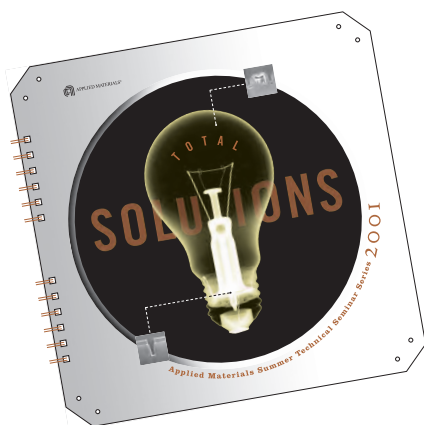
### Applied Materials Save-the-Date Postcards

The card's unusual attention-getting shapes outlined conference content and created a marked increase in early sign-ups and event attendance.



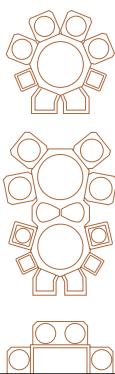
### Applied Materials Seminar Invitation

X-rays of familiar everyday objects combine with microscopic images of wafer coatings to convey conference themes in an engaging manner. The invitation's unique shape is inspired by the company's wafer fabrication chambers, with drilled holes to simulate rivets.



### Applied Materials Reception Invitation

A blender creates the ideal metaphor for a cocktail reception bringing conference attendees together to mix and mingle.



### Applied Materials Tradeshow Bag

The company's innovation in silicon wafer manufacturing processes is reflected in the bag's unique combination of materials and unusual construction. A die-cut hole visually ties together the company's "Total Solutions" and "Complete Systems" messages.



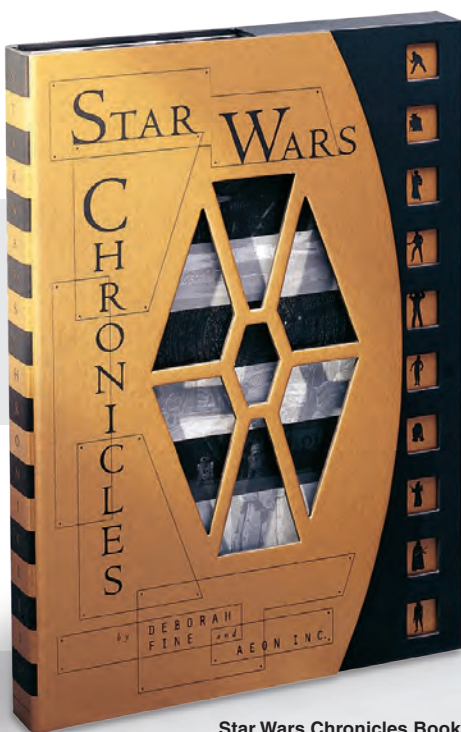
## Design for Publishers

Chronicle Books is an innovative publisher of high-quality illustrated books on design, food, literature, collectibles, pop culture and travel. Our best-selling book designs and groundbreaking tradeshow programs have been instrumental in creating a unique market niche for the specialty publisher.



### Star Wars: From Concept to Screen to Collectible Book

*The positive/negative image of Darth Vader symbolizes the theme of good vs. evil central to the Star Wars trilogy.*



### Star Wars Chronicles Book

*A 315-page coffee table book of photographs, props and sketches from the Lucasfilm archives uses a die-cut cover to create a window into the world of Star Wars. Silhouettes of the movie's characters are showcased through die-cut squares symbolizing film sprocket holes.*



### The Queen's Amulet Book

*The story of Episode One's Queen Amidala comes complete with an illustrated book and functional keepsake locket housed in a reusable jewelry box.*





#### Chronicle Books GiftWorks Display

A division creating greeting cards, appointment books and calendars uses display units inspired by roll-top desks. A four-headed "man for all seasons" calendar rack allows product viewing from all directions.



#### Chronicle Books Tradeshow Exhibit

At the American Booksellers Association Show, a giant gear, ladder, staircase and human figure are used to represent the company's values of work, progress, attainment and humanity. Using a Constructivist aesthetic to create a "machine" for the display of books, natural wood and aluminum finishes provide the ideal neutral backdrop to highlight Chronicle's colorful collection. The highly unusual exhibit helped the San Francisco-based publisher stand out as a firm who "sees things differently".



#### Chronicle Books GiftWorks Display

The modular display units roll out of crates and are ready for use with a minimum of setup time. The reconfigurable fixtures double as attention-getting lobby displays when not in use at tradeshows.



### Design for Designers

We have been honored to contribute to and advance our profession by creating design solutions to promote AIGA, the Professional Organization for Design and other prominent industry organizations and educational institutions.

### AIGA/SF Environmental Poster

Selected as one of 50 leading Bay Area designers to create a public service poster promoting environmental awareness, our solution encourages peaceful coexistence with our surroundings.



### Stora Enso Designer's Luncheon Invitation

A paper company's promotional luncheon for designers combines utensils for eating with tools for designing.



### AIGA/SF Ephemera Philatelica Stamp

As one of 26 Bay Area designers invited to create a philatelic alphabet stamp, our letter "N" stands for "Numerals" and the convention of using numerals to denote a stamp's value as postage.

### AIGA/SF Eames Lecture Poster

A lecture by author Ralph Caplan on the design of Charles and Ray Eames uses their work in furniture, exhibitions, film and graphics as "points of departure" for the design process.

