

Focus Design Featured in American Corporate Identity Annual/20

The prestigious American Corporate Identity Annual has selected three projects from Focus Design's creative work for inclusion in the publication. The recently published 2004 Edition features the new WokMei brand identity and packaging system designed for Golden West Specialty Foods and two innovative printed pieces designed for Waller Press.

With over 4,000 competing entries, Focus Design's work joins the line up of other winning selections that reflect the very best in American graphic design.

The first entry selected was the "WokMei" brand identity and packaging system. It was created for a new product line of all natural Asian Sauces. In addition to developing the graphics, Focus Design also created the name for the new brand to verbally enhance its gourmet quality perception.

The two winning printed pieces were part of a direct mail campaign based on the themes of "Extend Your Imagination" and "Engage the Human Factor." Targeted to Art Directors and Designers, each piece was designed to dramatically engage the reader in both concept and by making use of extraordinary printing techniques such as 10 over 10 colors, aluminum binding, French folds and reverse inking on semi-clear surfaces.

The 320 page American Corporate Identity Annual is edited by David Carter and published by Harper Design International. It has become a highly regarded showcase for exceptional graphic design.

Established in 1997, Focus Design is an award-winning brand communications firm that develops strategically driven design and advertising solutions for consumer and business-to-business applications. Focus Design provides exceptional creative work in strategy development, identity, print and package design, advertising, Websites, direct response, event and exhibit design - all directed towards building greater awareness for our clients' brands.

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Wok Mei Package Design



Waller Press Brochure #1



Waller Press Brochure #2