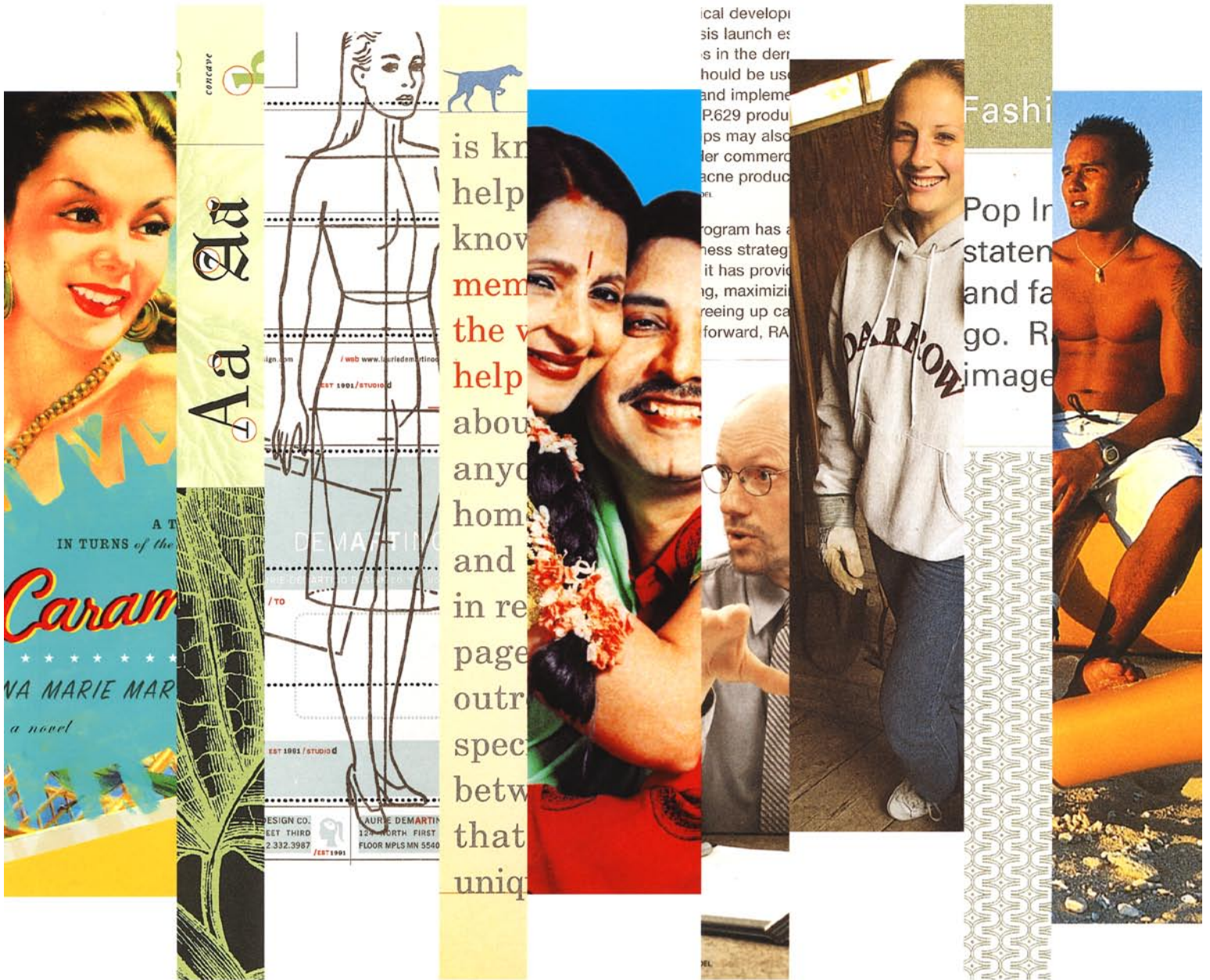


Design Annual 45

Communication Arts



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Corporate Identity

- 1 Cordula Allen, Mattel, Inc./Maria De La Cruz, Mattel, Inc./
 Maria Gaviria, Chase Design/Tatiana Redin, Chase Design,
 design team

Chris Lowery, Chase Design, writer
 Rick Blanco, Mattel, Inc., design director
 Diane Coates, Mattel, Inc., senior design director
 Cynthia Rapp, Mattel, Inc., group creative director
 Margo Chase, Chase Design, executive creative director
 Meighen Speiser, Mattel, Inc., producer
 Chase Design, design firm
 Mattel, Inc. (El Segundo, CA), client

"After crafting the vision and strategy for the Mattel character brand, the Polly Pocket! team knew that the licensing program would play a crucial role in its growth. Since the graphic content and product design change with each season's trends, the challenge is maintaining Polly's essential personality for consumer recognition. The S/S 2005 Licensed Product Style Guide establishes new directions for apparel, accessories, electronics and home products, while continuing the consistent look of the Polly Pocket! brand."



Catalogs

- 2 Jennifer O'Brien, designer
 Joanie McDonell, writer
 Diane Richard, editor
 John Mayhew, Target, project director
 Stefan Hartung, creative director
 George Ross, photographer
 HartungKemp (Minneapolis, MN), design firm
 Target, client

"Inspired by New York City's postcard souvenirs, this auction catalog was created for the Target Benchmarks Central Park fund-raising event held at Christies New York commemorating the Park's 150th Anniversary. Among the Art Park Benches designed by New York artists and celebrities was our bench designed for Target—a Red Shopping Cart Bench, celebrating the ultimate Target shopping icon, the cart." 122 pages, post-screw bound, 4-color and metallic ink throughout.

