



GRAPHIC IDENTITY PROGRAMS
SHERWIN HARRIS DESIGN



SHERWIN HARRIS
Art Direction & Design

812 GRAMATAN AVENUE, CARRIAGE HOUSE, MOUNT VERNON, NEW YORK 10552-1048

T/F 914 667 7958 C 917 864 4690 me@sherwinharris.com



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PHILOSOPHY

We view design as a problem-solving art where communication of core concepts is born through the alliance of designer and client. Listening – both to the client’s needs and to our own intuition – is our first language. Collaboration is key in identifying with and responding to the needs of each client in a personal and real way. Creative and successful strategies evolve from this interactive process. The concept reinforces the core, while consistency of the graphic message is essential, in projects of all sizes.





Boutique Hotel Group

SHERWIN HARRIS DESIGN *Case Study*

CLIENT	Boutique Hotel Group
PLACE	New York, California
PROJECT	A new company was formed to manage a group of six pre-existing boutique hotels, which were recently transformed. Logo, business cards, letterhead, envelopes, and labels were required.
ADDITIONAL APPLICATIONS	Corporate brochure encompassing all six hotels. An additional brochure was needed for the newly re-vamped Shoreham Hotel. A variety of work was done for The Mansfield Hotel, including business cards, signage, etc. Also needed was a logo for the new M Bar, at The Mansfield, which was then applied to glass.
CHALLENGE	Corporate logo needed to complement six different hotel identities and their personalities, and tie them together.
APPROACH & EXECUTION	The job required an elegant style, encompassing and embracing the feeling of an exclusive group of intimate luxury hotels.



SHERWIN HARRIS DESIGN *Case Study*

CLIENT	Cricket Island Foundation
PLACE	New York, Michigan
PROJECT	Create graphic identity including logo and business set (letterhead, envelopes, business cards, fax forms, labels) for two entities: Cricket Island Foundation (charitable organization) North Channel (funding umbrella/ holding company).
ADDITIONAL APPLICATION	Glass wall with sandblasted logos.
CHALLENGE	Needed to create two different graphic identities, with different images that were visually compatible. (NC with a more corporate look.)
APPROACH & EXECUTION	The foundation was named after the family island, in northern Michigan. The design approach reflected the personal history of the family, referencing a sense of place. Researched family photos and worked with an illustrator in order to create a related visual language. Color choices were green (island/trees/money) and gold (wealth).



SHERWIN HARRIS DESIGN *Case Study*

CLIENT	USIA - World Expo 98/Lisbon
PLACE	Lisbon, Portugal 1998
PROJECT	Logo and graphic identity for U.S. Pavilion at the World's Fair in Lisbon, whose theme was "The Oceans," and accompanying merchandising program.
ADDITIONAL APPLICATIONS	Multiple applications both in print and embroidery. Merchandise (hats, t-shirts, shopping bags, etc.) Display, signage, flags, posters, etc.
CHALLENGE	Serving government agency standards, as well as creating something fun, lyrical and educational for the public.
APPROACH & EXECUTION	Incorporating elements to communicate the U.S.A. (including color choices), theme of oceans and reference to sailing vessels (historic). The logo "feels like a sail boat," combining elements of the American flag, the ocean, fish and kelp. It also alludes to sailing and navigation relating to Portuguese culture and history. Classic typography was chosen (with a nod to government style).



SHERWIN HARRIS DESIGN *Case Study*

CLIENT	Club Med
PLACE	Paris, France
PROJECT	Explore potential visual identities and naming considerations for new, international multi-city-based facilities.
ADDITIONAL APPLICATIONS	Signage, posters, postcards, advertising and promotions.
CHALLENGE	The project was in an early conceptual stage when we came on board, necessitating extensive brainstorming about core concepts, before the facilities existed.
APPROACH & EXECUTION	Created concepts and logos based upon the idea of escaping from everyday reality, without getting on a plane. A number of names were explored, including <i>Club Med Mondo</i> (<i>world</i> in Italian), and <i>Mondo Montreal</i> (and other cities worldwide). Another approach was incorporating <i>EXIT with city names, such as EXIT Bercy</i> .

One entrance from the street showed an *EXIT* sign in perspective, implying it was not a door *in*, but rather an exit *out*. These conceptually-driven campaigns were examples of thinking ‘out of the box.’



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1 Boutique Hotel Group



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LOGOS by SHERWIN HARRIS:

- 1 BOUTIQUE HOTEL GROUP *New York, Beverly Hills*
- 2 MAINE CHANCE SPA, ELIZABETH ARDEN *Phoenix*
- 3 YOGAFIX *yoga spa New York*
- 4 M BAR at THE MANSFIELD hotel *New York*
- 5 TRAFALGAR *leathergoods & accessories Connecticut*
- 6 CRICKET ISLAND FOUNDATION *New York, Michigan*
- 7 GARRICK ANDERSON *menswear New York*
- 8 CLUB MED *concept for multi-city facilities Paris*

- 9 GENERAL MOTORS RACING *Detroit*
- 10 USIA, US PAVILION, EXPO98 World's Fair *Lisbon*
- 11 USIA, US PAVILION EXPO 98 [Oceans] Graphics *Lisbon*
- 12 USIA, US PAVILION EXPO 98 Blues Restaurant *Lisbon*
- 13 CLUB MED *concept for multi-city facilities Paris*
- 14 REMO DRUM COMPANY *Glen Velez Signature Series CA, NY*
- 15 STARWOOD HOTELS & RESORTS *worldwide intranet ID NY*
- 16 ERNST & YOUNG GLOBAL INITIATIVES *New York*
- 17 STRICTLY DISCS *retail music store Madison, Wisconsin*



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NEW YORK

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18 SHRINKRAPs greeting card line New York

19 SHADOWBOXER retro apparel New York

20 JOHN HARDY JEWELRY New York, Bali

21 DLS OUTFITTERS menswear New York

22 NICK & NORA WORLDWIDE retro apparel New York

23 NBC-TV national promotion New York

24 WEATHERPROOF WOMEN'S OUTERWEAR New York

25 CINTA line for JOHN HARDY JEWELRY New York, Bali

26 MARKETING BY DESIGN book Massachusetts, New York

27 PAX ROBLES FISHERIES Sanger, California

28-29 PLAYBOY CIGARETTE RACING TEAM Chicago, LA, Miami

30 NORTH CHANNEL, LLC holding co. New York, Michigan

31 TRICOLOR>USA inspired events + planning New York, Paris

32 ZOOBITS toys New York

33 USIA, US PAVILION, EXPO 98 Blues Restaurant New York

34 PUNTA MARINA Condominium Complex Zihuatanejo, Mexico

LIST OF SERVICES

SHERWIN HARRIS DESIGN



CREATIVE DIRECTION & ART DIRECTION

- ▶ GRAPHIC IDENTITY DEVELOPMENT
- ▶ NAMING
- ▶ BRANDING

GRAPHIC DESIGN FOR PRINT AND WEB

- ▶ LOGOS & LOGOTYPES
- ▶ LETTERHEAD, ENVELOPES, BUSINESS CARDS, ETC.
- ▶ WEBSITES & INFORMATION HIERARCHY

GRAPHIC DESIGN PRODUCTION, IMPLEMENTATION AND COORDINATION

- ▶ ART DIRECTION OF PHOTOGRAPHY, ILLUSTRATION
AND RETOUCHING
- ▶ IMAGE EDITING
- ▶ TYPOGRAPHY AND MECHANICAL PREPARATION OF
DIGITAL ART FILES FOR PRINTERS
- ▶ PRESS CHECKS
- ▶ COORDINATION WITH WEB PRODUCTION HOUSES

CONSULTING

- ▶ BRAINSTORMING, STRATEGIZING & NETWORKING

COPY WRITING & EDITING

PRINT ADVERTISING & MARKETING STRATEGY

- ▶ CONCEPT, DESIGN & PRODUCTION
- ▶ MEDIA BUYING

PROMOTIONAL & COLLATERAL MATERIALS

- ▶ BROCHURES
- ▶ POSTERS
- ▶ DIRECT MAIL
INCLUDING INVITATIONS & POSTCARDS
- ▶ PACKAGING
- ▶ POINT-OF-PURCHASE

LICENSING AND PRODUCT DEVELOPMENT

- ▶ MERCHANDISING (T-SHIRTS, HATS, ETC.)

PUBLICATION & BOOK DESIGN

SIGNAGE & WAYFINDING

TEAM-PLAYING

- ▶ CLOSE COLLABORATION WITH CLIENT AND IN-HOUSE
ART DEPARTMENTS, AS WELL AS OUTSIDE VENDORS



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PARTIAL PROJECT LIST

ENTERTAINMENT

ALMI FILMS
CABLEVISION
COMCAST
LATV
MERCHANT IVORY PRODUCTIONS
NBC-TV
TALKING WALL PICTURES

FASHION / BEAUTY

BEAUTY.COM
BERGDORF GOODMAN
CLINIQUE
DAVID YURMAN
DLS OUTFITTERS/JUDSON WADE
ELIZABETH ARDEN
ESTÉE LAUDER
GARRICK ANDERSON
THE GREENHOUSE SPAS
JOHN HARDY COLLECTION
KARL LAGERFELD
MAINE CHANCE SPA
NICK & NORA WORLDWIDE
PERRY ELLIS
SAKS FIFTH AVENUE
SWATCH
TRAFALGAR
WEATHERPROOF
YOUNIQUE JEANS

FOUNDATIONS

CRICKET ISLAND FOUNDATION
KINGS RIVER WATERWAY KEEPER
RONALD McDONALD HOUSE

HOSPITALITY

BOUTIQUE HOTEL GROUP
CLUB MED
THE MANSFIELD
THE SHOREHAM
STARWOOD HOTELS & RESORTS

TECHNOLOGY

ASSISTEK
INTERDYNE

TRAVEL & LEISURE

CRYSTALLINK
FIA FORMULA ONE RACING
FERRARI
LIGUE NACIONAL DE FOOTBALL
PLAYBOY CIGARETTE RACING TEAM
GENERAL MOTORS RACING
USIA: USA PAVILION/EXPO 98 LISBON

IN HOUSE

CBS RECORDS
CONRAN'S
LIZ CLAIBORNE
MACY'S
RCA RECORDS (NOW BMG)
WARNER BROS.(LICENSING)
DC COMICS
LOONEY TUNES
MAJOR LEAGUE BASEBALL
NATIONAL HOCKEY LEAGUE



BIO **SHERWIN HARRIS** is an art director and graphic designer, with over twenty-five years of experience. In 1990, he founded Sherwin Harris Design in New York City. As principal and creative director, he interfaces and collaborates with photographers, illustrators, production staff and editors. He also hires and is hired by other designers on a project basis.

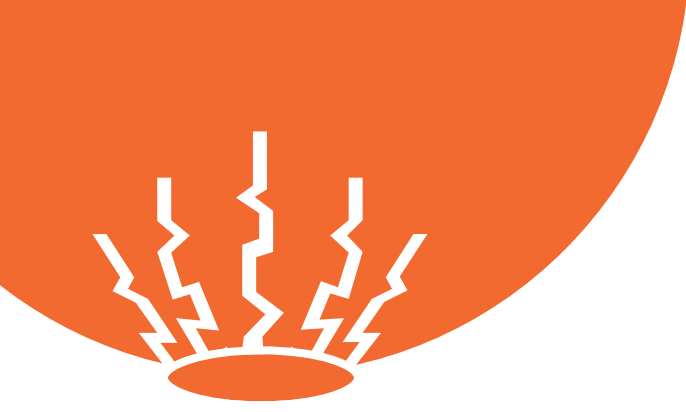
Harris has designed logos and created visual identities in a variety of industries, including entertainment, hospitality, home furnishings, fashion and the arts. He has also art-directed and designed national advertising & collateral, direct mail, packaging, point-of-purchase, and websites. In addition, he has taught at Parsons School of Design, in New York.

In 1996, he designed the coffee table book, *Marketing By Design* (Rockport Publishers/Allworth Press). This definitive work on design-driven merchandising de-mystifies the world of graphic design, product packaging, promotion, industrial, and exhibition, giving insight into strategies, while serving as an important resource.

Before forming his own design firm, Harris was an in-house art director for Conran's, where he conceptualized, designed and art-directed the 'new look' for Conran's in America. At RCA Records, he was the senior art director for advertising nationwide. At Time Warner, he designed and art-directed extensive materials for their licensed properties; and while at Liz Claiborne, fashion marketing tools.

Highlights among his early projects include designing an award-winning anthology film poster for Merchant Ivory Productions, co-art-directing a short film for NBC/Saturday Night Live, and designing a national ad campaign for the Clinique line at Estée Lauder.

He now lives and works in his treehouse in Westchester County, New York, with his wife Peg, who is a Senior Associate and Designer at Gensler Architecture and Planning Worldwide, in Manhattan.




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