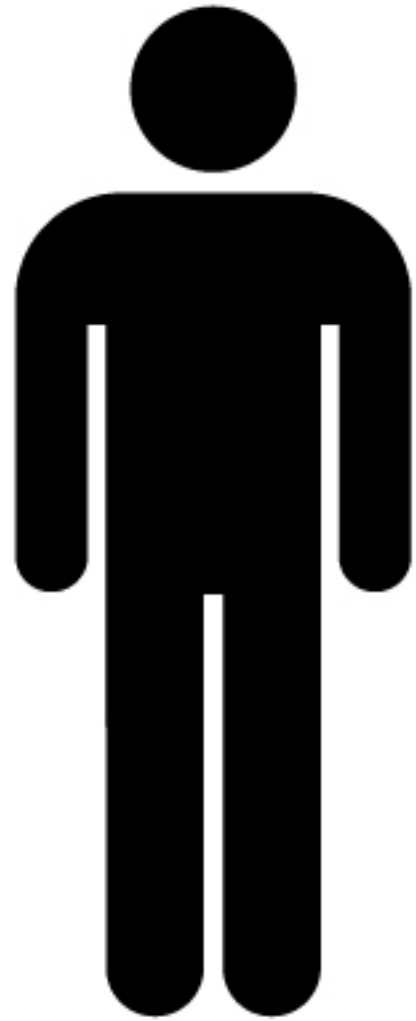


Howdy.







Semiotics

FedEx

FedEx

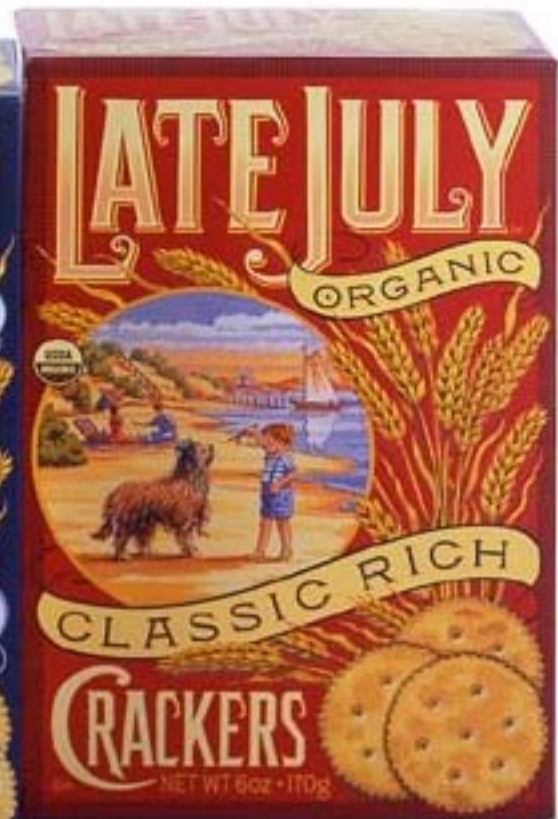
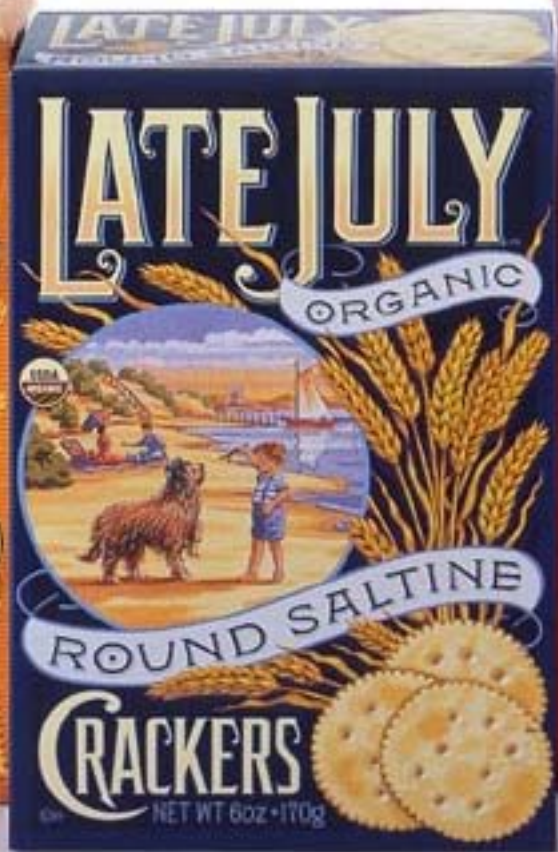
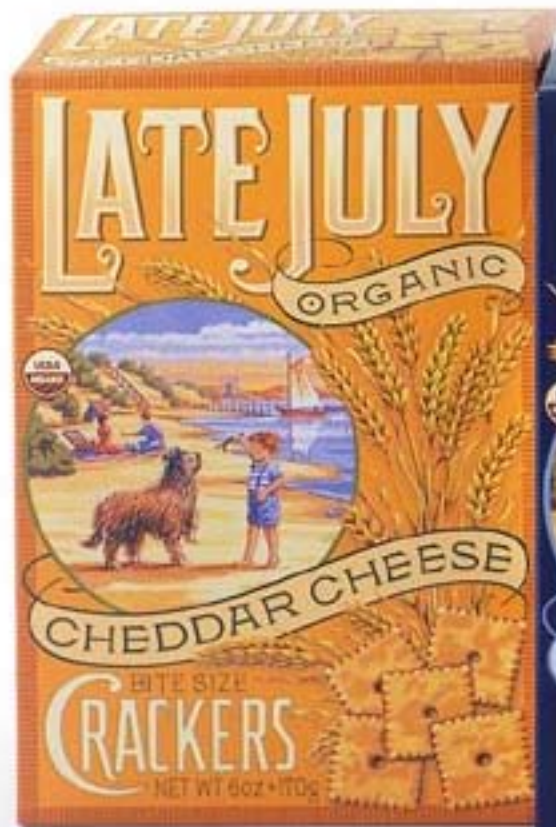




WWF

Gestalt Theory





Storytelling

LAW

LAW

The logo for American Bank, featuring the words "AMERICAN" and "BANK" in a stylized, bold, yellow font. The letters are interconnected, with the 'A' in "AMERICAN" and the 'A' in "BANK" sharing a common vertical stroke. The background is a dark blue, wavy pattern.

AMERICAN
BANK

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LB. SHARK STEAK 3.48	LB. 3.98	NO STALK BROCCOLI LB. 98¢	RED PEPPERS LB. 1.99	SEEDLESS GRAPES LB. GREEN 1.98
ANK SALMON FILET 5.98	LB. 5.48	RED RIPE STRAWBERRIES 2.98	LB. PKG. CALIF. NAVEL ORANGES 2.88	4 LB. BAG
SHADYBROOK GROUND TURKEY 1.68	LB.	GRAPE TOMATOES PINT 1.48	GALA APPLES LB. 88¢	ROMA PLUM TOMATOES LB. 69¢
OKED TRIMP 12.98	BREYERS YOGURTS 8 OZ. CUP 3/99¢ SELECTED	REDDI SALADS 98¢	ANY PKG. IGA COTTAGE CHEESE LB. CUP 88¢	
ITE MAID ANGE ICE 2/3	✓ PROVOLONE ✓ MUNSTER LB. 3.88	JACOBS CREEK AUSTRALIAN WINES 750 ML. 7.57	✓ VA BAKED HONEY HAM LB. 3.88	ARNOLD COUNTRY BREAD 24 OZ. 2.49
ORGANIC JUICE 59 OZ. 1.88	✓ HOME ROAST SMOKED TURKEY LB. 4.88			
AN SPRAY DBERRY ICE 2/3	HOLLAND TULIPS BCH. 5.99	CRUSTY ITALIAN BREAD LB. 1.39	CASTELLO BLEU CHEESE 5.2 OZ. 2/3	FRIENDSHIP SOUR CREAM PINT REG. 88¢
5 AIN LA H LL AK	3.95 GAEA X-TRA VIRGIN OLIVE OIL 17 OZ.	1.29 SWEET N' LOW PKG. 120	RUBINSTEIN RED SALMON 3.95 14 3/4 OZ.	CONTADINA WHOLE TOMATOES 98¢ 28 OZ.
¢ LE AS TED AK	2/3 RICHFOOD PEANUT BUTTERS 18 OZ.	2.69 NEWMAN'S OWN SALAD DRESSINGS 16 OZ.	2.75 SUN MAID SEEDLESS RAISINS 24 OZ.	1.59 ROLAND HEARTS OF PALM 1.99 ROLAND QUARTERED ARTICHOKES 14 OZ.
¢ OD ENED LE E Z.	1.98 ORIGINAL V-8 VEGETABLE JUICE 46 OZ. BOTTLE	2.95 SUPER CHILL SPRING WATER 6 PAK 33.8 OZ LITRE	NEGRO MODELO BEER 6.99 6 PAK	DAVINCI PASTAS 3/2 LB. PKG
				ANNA MARIA SPAGHETTI SAUCES 98¢ 26 OZ.

Information Organization

THE SALOON CHEESEBURGER

\$14

Half-pound beef patty flame-grilled with Texas steak seasoning, and your choice of cheese (Swiss, Cheddar, Monterey Jack or Provolone), creamy yet zesty steak sauce blend, field greens, oven-roasted tomatoes, red onion and house-made pickle chips.

THE O-O-O BURGER WITH CHEESE

\$16

Four mini-beef patties, sweet caramelized onions, spiced cajun onions and house-made onion rings on our signature grilled honey-butter double-decker toasted bun. Topped with your choice of Swiss cheese or nacho cheese sauce. Served with more onion rings on the side.

THE GOUDA PEPPERCORN BURGER

\$21

Half-pound mesquite grilled steak, generously crusted with black peppercorns, served with sun-dried tomato pesto, smoked gouda cheese, fresh basil and wild shiitake mushrooms on a fresh warm potato ciabatta.

Information Grouping

Click this [link.](#)

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Design Conventions



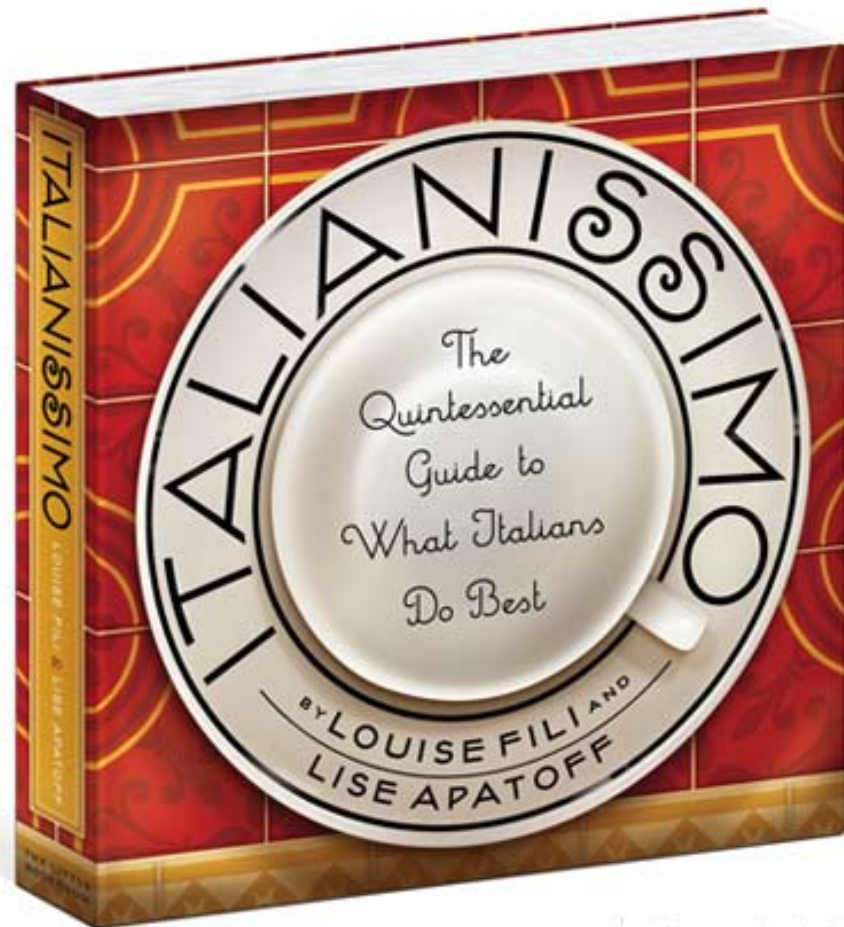
JESSICA HISCHE

jhische {at} gmail.com

Books Identity Everything Else



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Expressive Typography

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Lee's Buttons

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Newhouse Design

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this always
and tell
everyone
forever.**

**Avoid
clichés
like the
plague.**

**Don't be
boring.**