

(Rethink)

**How to make your
typography amazing.**

Habitual thinking is the enemy of creativity.

ADVANCE TO
**HEALTHIER GUMS
&
STRONGER TEETH***
ON THE **OUTSIDE & INSIDE**

*fights plaque and gingivitis. Strengthens enamel.



Crest

Keep on the move in and around Medway with Arriva!

- Frequent local buses
- Money-saving tickets
- Links to surrounding towns and villages
- Buses to schools and universities



In order to free ourselves from the restrictions of convention, we need to take a risk.

Cadbury 'Eyebrow' TV commercial



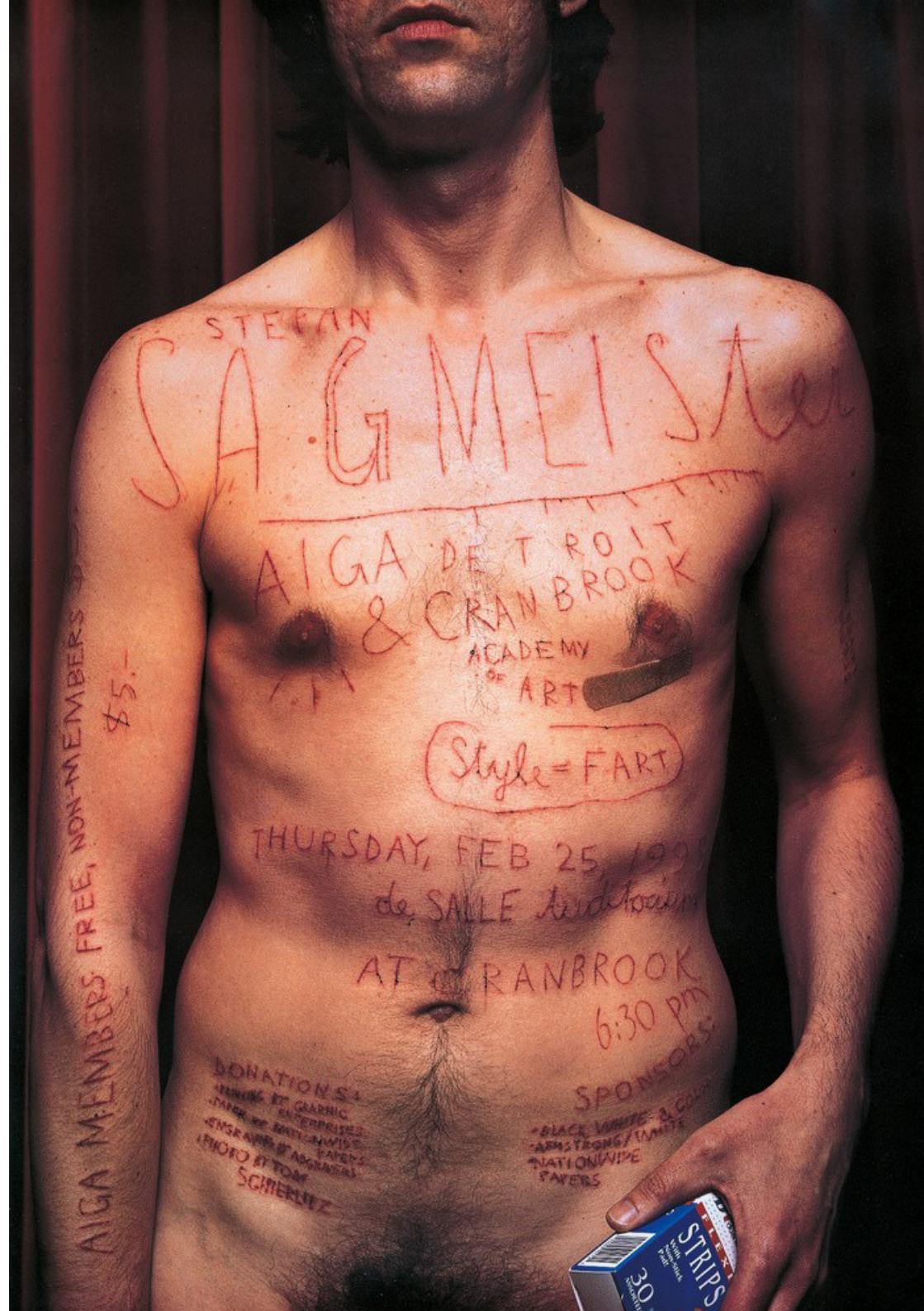
<https://www.youtube.com/watch?v=s24UluxzeX0>

Dunlop 'Tested for the Unexpected' TV commercial



<https://www.youtube.com/watch?v=NLWWtgqDG2M>





STEPAN

SAG MEISTER

AIGA DETROIT
& CRANBROOK
ACADEMY
OF ART

(Style = FART)

THURSDAY, FEB 25, 199...
de SALLE Auditorium
AT CRANBROOK
6:30 pm

DONATIONS:
- KENING ET GARNIC
- PAPER OF BATHING
- ENGRAVING PAPER
- PHOTO ET TOM
- SCHERLITZ

SPONSORS:
- BLACK WHITE & CO
- ARMSTRONGS/WHITE
- NATIONWIDE
- PAPER

\$5.-
AIGA MEMBERS FREE, NON-MEMBERS

STRIPS
30
strips





WE'RE SORRY

A chicken restaurant without any chicken. It's not ideal. Huge apologies to our customers, especially those who travelled out of their way to find we were closed. And endless thanks to our KFC team members and our franchise partners for working tirelessly to improve the situation. It's been a hell of a week, but we're making progress, and every day more and more fresh chicken is being delivered to our restaurants. Thank you for bearing with us.

Visit kfc.co.uk/crossed-the-road for details about your local restaurant.

For many years the brand Honda used the strapline the 'power of dreams' as the anchor for all of its' advertising.

Honda, 'Grrr' Power of Dreams TV Commercial



https://www.youtube.com/watch?time_continue=1&v=KagSgWKaE_8

Honda also explored this 'power of dreams' concept in print with a highly creative typographical solution.



Have you ever written on a banana in biro? It's crazy but it works like a dream.
You wish all writing could be this way. It flows. It's smooth. It's sensual.
You get the urge to write poems; sonnets; odes to lilies. A strongly worded
letter of complaint is impossible. It makes you realise that everything can be
improved. That even the familiar can be looked at in a new light.
And that imagination is more powerful than knowledge.
Do you believe in the power of dreams?

HONDA

Just a thought ...

If you have a banana and a biro.

Write a poem, a piece of prose, lyrics from a song, what it feels like to write on a banana, a letter of complaint ... anything you like really. Your aim is to cover the entire surface with typography.

**It will liberate you
as a copywriter
and a typographer.**