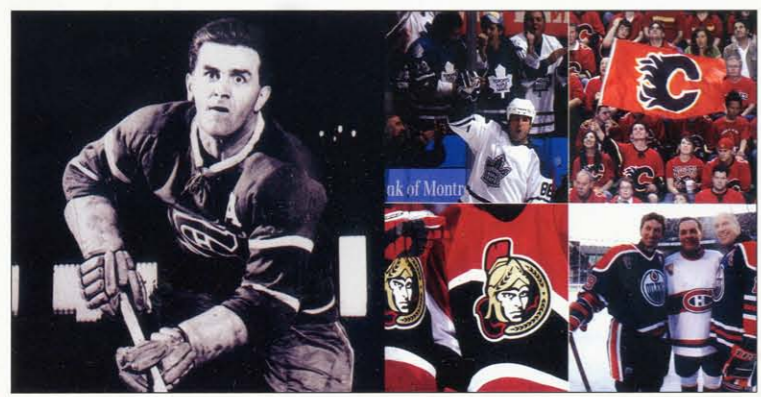


Designing Canada for 50 Years



THEME: The symbol of the 50th anniversary of personal best

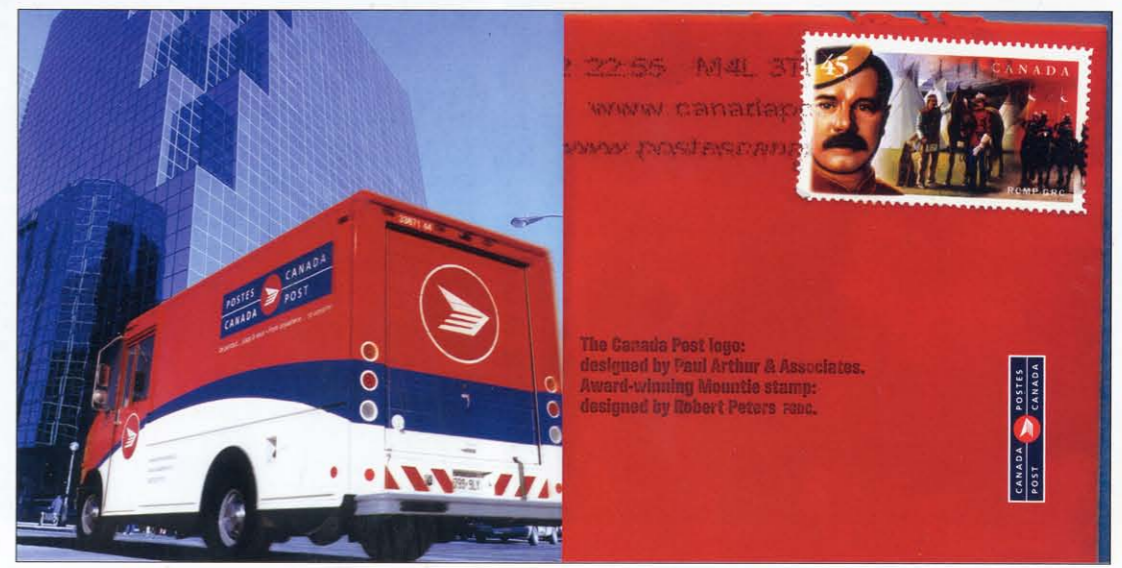


This richly visual book—"Designing Canada for 50 Years" serves as a unique collectible Annual Report on behalf of The Society of Graphic Designers of Canada. Suburbia Designs, a Western Canadian branding agency, in partnership with the GDC, created five hundred copies of the 168-page tome. The concept of the deluxe, heavy stock book, according to agency president and creative director, Mary-Lynn Bellamy Willms, is simply to "celebrate and pay tribute to great and truly classic Canadian design." The book features a wealth of full-color visuals, served up in a bold Canadian color palette, along with interesting stories, each showcasing individual and iconic logos and their designers as a way to acknowledge their impact on Canadian society, business and the economy.

KEYWORDS: Canadian all-stars, Gold is the symbol of excellence, best of the best



Society of Graphic Designers of Canada, Ottawa, Canada
 "Designing Canada for 50 Years"
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 AGENCY: Suburbia, Victoria, Vancouver
 PRESIDENT, CREATIVE DIRECTOR: Mary-Lynn Bellamy Willms
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The Canada Post logo: designed by Paul Arthur & Associates. Award-winning Mountie stamp: designed by Robert Peters and co.