

## **25th Anniversary letterhead receives three distinctions**

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A letterhead ensemble that was specially designed to commemorate the University of California, San Diego's 25th Anniversary has received three prestigious awards from the graphics trade.

The ensemble, created by the San Diego firm Market Design, is composed of the UCSD 25th Anniversary logo depicting the University's Central Library within a turquoise and navy blue circle. Metallic silver confetti is scattered about the logo in the upper right-hand corner and a silver border lines the left side of the paper. It was printed on Crane's Bond and Classic Crest paper.

The Crane and Company Inc. paper manufacturer has recognized the ensemble for its use of Crane paper. In December, the ensemble took first place in a monthly nationwide competition held by Neenah, a subsidiary of the Kimberly-Clark Corporation. It has also been awarded the Fasson Craftmanship Award in recognition of its innovative application of printing Fasson pressure-sensitive materials. Fasson is an Avery International Company.

The design was created by Market Design's Kevin Stout, Patty Kebershan, Jim Weisman and Wendy Shaw. Market Design donated their services to UCSD for its 25th Anniversary.

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