



BRINGING
GRAPHIC
DESIGN
IN-HOUSE

ROCKPORT

LOGOS
LETTERHEAD
BUSINESS CARDS
BROCHURES
NEWSLETTERS
WEBSITES

**HOW AND WHEN
TO DESIGN IT YOURSELF**

ORANGESEED DESIGN

Gund, Inc.

Type of Company

Creator of teddy bears and other huggable toys

Total Employees 225

In-House Design Department 6

Range of Projects

Packaging including hangtags, boxes, retail displays, catalogs, and some internal documents including forms.

When Andy Epstein came to Gund in the mid-1990s, the plush toy manufacturer gave him a mandate to bring graphic design in-house because: 1) it was costing too much to outsource, and 2) inadequate staffing and no design manager meant miscommunication and misunderstanding about projects and their purpose. Today Epstein has a team with diverse skills who are responsible for not only the design but the project management as well. "Our in-house designers need strong communication and project management skills," Epstein stresses. "They manage projects logistically from start to finish, working with the department who requested the project and understanding their needs." He also requires that in-house designers take advantage of management and communication skill training, in addition to traditional creative development activities.





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1. Several hundred products are featured in Gund's annual catalog, wire-o bound for easy review. Between four and eight color photos are shown per spread, some photos with multiple products. This particular catalog was for Gund's centennial year, so limited promotional copy on the left edge tells the company's story.
2. Gund's line of tiny "Li'l Garden Delights" characters are displayed in a compact counter-top unit that encourages impulse buys. Fabricated from die-cut corrugated cardboard, the colorful design is appropriate to the product. Each stuffed animal holds a flower.
3. A vintage pattern characterizes the Playthings Past product packaging. The tiny illustrations feature children playing with stuffed dogs, elephants, monkeys, and other creatures. The style is appropriate: Playthings Past is an on-going series replicating Gund designs from 1920 to 1949. Matching brochures (not shown) use the same pattern on the cover and photos of each year's releases.
4. Two-color printing and die-cutting make this recruitment brochure stand out. A warm effect is achieved with duotone photos that are prominent in the layout, and the red cover is Gund's distinct corporate style.
5. A two-sided, accordion-fold brochure is a simple but appropriate format for a brochure introducing a special series of bears created for Gund's centennial.
6. Colorful flyers and brochures showcase a new line of stuffed animals called Stringbeans. The flyers are distributed to merchandisers to promote the collection. Brochures with the name and photo of each Stringbean are targeted to retail consumers.