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Edited by

Herbert Meyers and

Richard Gerstman

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about the editors

Richard Gerstman is Chairman of Interbrand US, one of the world's leading brand consultancies. He formed Gerstman+Meyers with designer partner Herbert Meyers in New York City in 1970. In 1996, Gerstman+Meyers became part of the Interbrand Group. The global firm specializes in brand identity, structural and graphic package design, brand strategy and consumer research, and currently serves international corporate clients, including Johnson & Johnson, Kellogg's, AT&T, General Motors and Procter & Gamble. The award-winning firm is a charter member of the Association of Professional Design Firms.

Richard Gerstman has himself won numerous design awards and holds several design and utility patents. He is a member of the Brand Design Association, and a frequent lecturer on marketing and packaging issues.

Herbert Meyers is the retired Founding Partner of Gerstman+Meyers. Born in Germany, he served as an interpreter in the US Army Air Corps in Europe during World War II. On his return to the US, Meyers studied design and has a BA in Fine Arts from Pratt Institute.

After several years of experience as corporate Art Director and design agency Account Manager, Herbert Meyers and Richard Gerstman, in 1970, founded Gerstman+Meyers, a leading brand identity and design consultancy, servicing over a hundred "Fortune 500" clients worldwide.

A past President of Package Design Council International and recipient of numerous design awards, Meyers was the first ever to receive the organization's PDC Award for Lifetime Packaging Excellence and Leadership. He is a member of several professional organizations, including the Pan-European Brand Design Association (PDA).

A frequent lecturer, Meyers co-authored the book *The Marketer's Guide to Successful Package Design* and has contributed chapters to several other professional books.

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of typography provided a foundation for what has taken him through a wide range of design experiences, from heading up his own design office to his association with several prestigious design groups, prior to joining the Interbrand Group.

Ably assisting Brian in developing the graphics for this book was Interbrand designer **Debbie Silva**, a recent BFA graduate from the Fashion Institute of Technology in New York City.

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