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04.09.09

National Pork Board booklet

Collateral, Business

To inspire word-of-mouth conversations about The National Pork Board/The Other White Meat, Boston-based Alphabet Arm Design was hired by BzzAgent to create this booklet—The Official BzzGuide. A bevy of bells and whistles (aka printing and finishing techniques) made the project fun to work on and to browse. Inspired by the kitschy, supermarket vernacular of yesteryear, the cover features a diecut pig diagram and the entire booklet is wrapped in butcher paper and sealed with a self-adhesive sticker.

Aaron Belyea, art director;
 Ryan Frease, designer.


alphabetarm.com





“If you don't have any understanding of the world and the culture you live in, you're not going to express anything to anybody else.”
 — **Paula Scher**


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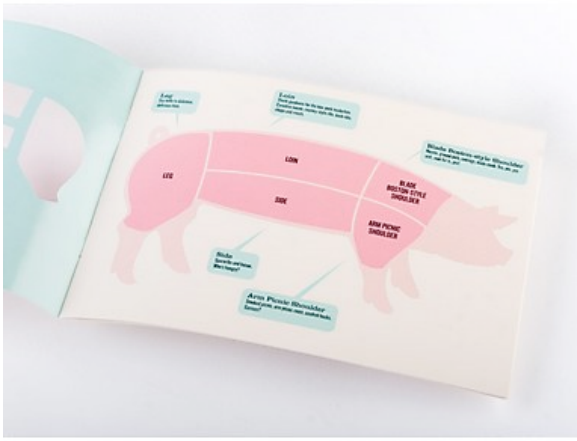


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Renee Witherwax
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