



# TERMS AND CONDITIONS

1988-2004

# intro- duction

Does one's body of work speak for itself? Maybe, maybe not. Over time, we've found ourselves wanting to say things. We've found ourselves conducting a daily conversation with our work, our mates, our career, our profession. And from this conversation, certain themes and terms have spirited their way to the surface.

The dictionary turns out to be a nice way of capturing these things. It reduces the effort to describe who we are and what we do, never easy, to the simplest of frameworks.

This particular version of a dictionary gathers together 15 years' worth of biases, interests, opinions, and obsessions. We offer them freely to anyone wishing to respond, react, engage, or idly browse. Keep them close by for reference, or for a moment's diversion.

## 1. accent

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- 1:** *to pronounce with accent ; stress ; to mark with a written or printed accent*  
**2:** *to give prominence to ; make more prominent*

Over here, it's a plus to have an English accent. And we use it to our advantage, shamelessly.

## Age

# 2.

*1: the time of life at which some particular qualification, power, or capacity arises or rests ; one of the stages of life ; the length of an existence extending from the beginning to any given time ; lifetime ; an advanced stage of life 2: a period of time dominated by a central figure or prominent feature ; a period in history or human progress ; a cultural period marked by the prominence of a particular item*

As we get older, so do our clients. On the whole, this is a good thing. It means we're working on more established projects, with people who have more money, and who are wiser. When clients come to us now, they really want us to do something.

# 3. anger

**1:** a strong feeling of displeasure and usually of antagonism **2:** rage

So many people start out on the angry side. It's easy to do the angry stuff. The stuff that brings joy or charm or grace is the difficult stuff.

## 4. Articulate

**1:** to utter distinctly : to give clear and effective utterance to : put into words : to give definition to (as a shape or object)  
**2:** to unite by means of a joint : joint : to form or fit into a systematic whole

When we explain what we do, we improve our chances of selling it. By doing so, we satisfy the clients' curiosity and give them a reason to embrace what they intuitively want to embrace anyway.

# Brand<sup>5</sup>

**1:** *a mark made by burning with a hot iron to attest manufacture or quality or to designate ownership : a printed mark made for similar purposes : trademark* **2:** *a class of goods identified by name as the product of a single firm or manufacturer : make : a characteristic or distinctive kind*

Sounds like it involves research and focus groups and somewhat meaningless statistics. We're less involved in building brands than in creating personalities. A personality has soul, humor, life. A personality is constantly growing.

[SEE PERSONALITY]

A relative term since, as designers, we're not in the line of fire. But, within the context of our work, a useful placeholder for taking a stand. six  
We'll tell you our opinion and you tell us yours. This way, we'll get where we're going more quickly. It's a much better way to work than covering all the bases.

## Brave

**1:** *having courage : dauntless* **2:** *making a fine show : colorful* **3:** *excellent, splendid*

## 7. casual

An attitude we value. Few do it well. We bring it into our work whenever we can. Most of the time, casual should be easy to sell. When it isn't, we usually find the fit isn't perfect.

**1:** *subject to, resulting from, or occurring by chance*  
**2:** *occurring without regularity : occasional : employed for irregular periods* **3:** *nonchalant : informal, natural*

## classic...with a twist.

**1:** *erving as a standard of excellence : of recognized value : traditional, enduring*  
**2:** *historically memorable : noted because of special literary or historical associations*  
**3:** *authentic, authoritative*

# 9. CLIENT

- (1) The ideal client is someone who has been through the process before, who doesn't have too many ideas in mind before you get involved, and who is open to whatever new perspectives you bring.
- (2) A good client is up on things. A good client has done it before. A good client is clever enough to realize you're not right for everything. A good client allocates enough time to deal with you.
- (3) If you deal with the bloke at the top it's so much better.

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*1: one that is under the protection of another 2: a person who engages the professional advice or services of another : customer*



*1: the act or process of competing : rivalry : the effort of two or more parties acting independently to secure the business of a third party by offering the most favorable terms*  
*2: a contest between rivals*

## Competition

### We appreciate:

- (1) never having been desperate.
- (2) never having had to let somebody go during hard times.
- (3) a steady influx of nice projects.

### We still want:

- (4) greater visibility.

# 11. Copy

**We don't  
really write  
copy. But  
we do put  
words on  
things.**

*1: matter to be set especially for printing : something considered printable or newsworthy — used without an article : text especially of an advertisement*

**1:** to create, fashion, execute, or construct according to plan **2:** to conceive and plan out in the mind : to have as a purpose : intend : to devise for a specific function or end **3:** to indicate with a distinctive mark, sign, or name **4:** to make a drawing, pattern, or sketch of **5:** to conceive or execute a plan

## Design

Yes, at a certain level it's all about collaboration. **12.** But at a deeper level, it's a private process. And this privacy must be respected.

Dry

desert, sense of humor:  
At first, its beauty can be elusive, which is part of its beauty, if not its point.

**1:** not showing or communicating warmth, enthusiasm, or tender feeling : lacking embellishment **2:** not yielding what is expected or desired : reserved, aloof **3:** marked by matter-of-fact, ironic, or terse manner of expression

## economy

...and value: some people we work for know they should be paying us more, others think we're expensive. We always try to work things out.

14.

**1:** *the management of household or private affairs and especially expenses* **2:** *thrifty and efficient use of material resources : frugality in expenditures : an instance or a means of economizing : saving : efficient and concise use of nonmaterial resources* **3:** *the arrangement or mode of operation of something : organization*

# ELEVENSES

15.

When the tea arrives.

**1:** *light refreshment (as a snack) taken in the middle of the morning*

# GREAT WORK

## FOCUS

**1:** a small group of people whose response to something (as a new product or a politician's image) is studied to determine the response that can be expected from a larger population

i.e. focus groups as a means of testing creative.

(1) We're unconvinced. Tend to give you the results that you want. Always backfiring. A tool for convincing people that dismal failures will work out otherwise.

(2) We tend to use our own experience as a yardstick. Most of what we do is really selfish in a good way. I tend to ask, "Why would I want this?" This is the place to begin.

results from intelligent observation. has character.

**GREAT 1:** notably large in size : huge : elaborate, ample  
**2:** remarkable in magnitude, degree, or effectiveness  
**3:** full of emotion **4:** eminent, distinguished : chief or preeminent over others : grand **5:** markedly superior in character or quality : noble

**WORK 1:** activity in which one exerts strength or faculties to do or perform something : sustained physical or mental effort to overcome obstacles and achieve an objective or result **2:** something produced by the exercise of creative talent or expenditure of creative effort : artistic production

## A brief introduction to cockney rhyming slang

### How's yer father?

china	mate	1: <i>slang</i>
frog	road	
Tilbury	socks	
butcher's	look	
whistle	suit	
Brahms	drunk	
trouble	wife	
apples	stairs	
Lilian	fish	
Henry	door	
jam	car	
titfer	hat	
ice cream	man	

Lilian Gish (fish) Henry Moore (door) jamjar (car) tit for tat (hat) ice (ice-cream) freezer=geezer

Brahms and Liszt (pissed) trouble and strife (wife) apples and pears (stairs)

# Idea <sup>19.</sup>

**1:** a transcendent entity that is a real pattern of which existing things are imperfect representations : a plan for action : **2:** a visible representation of a conception **3:** an entity (as a thought, concept, sensation, or image) actually or potentially present to consciousness **4:** a formulated thought or opinion **5:** whatever is known or supposed about something **6:** the central meaning or chief end of a particular action or situation

- (1)** Our business: Coming up with solutions that clients can take ownership of.
- (2)** Preconceived idea: Contradiction in terms
- (3)** The trick is to take ownership of ideas without getting possessive about them.
- (4)** Sometimes the best idea is the one that's flawed.

20.

## Industry

We tend not to think in terms of industries, but of cultures.

*1: systematic labor especially for some useful purpose or the creation of something of value : a department or branch of a craft, art, business, or manufacture : a distinct group of productive or profit-making enterprises : manufacturing activity as a whole 2: work devoted to the study of a particular subject or author*

## integrity

(1) If you come to us for help with a lame product idea, we will turn the work down. What is a lame idea? Something that's just a way to make money. Something that nobody needs.  
(2) Not giving our designers something we wouldn't do ourselves.

*1: firm adherence to a code of especially moral or artistic values : incorruptibility 2: an unimpaired condition : soundness 3: the quality or state of being complete or undivided : completeness*

21.

## Less is more.

True, though in ways and for reasons that are hard to explain. Has something to do with encapsulation. Not necessarily minimalist at all. Can lead to things that are colorful and bright and loud and noisy. We prefer Milton Glaser's variation...  
just enough is more

# 22.

**ENOUGH 1:** *occurring in such quantity, quality, or scope as to fully meet demands, needs, or expectations*

**1:** *elevated in character and spirit ; noble ; elevated in status ; superior* **2:** *having a haughty overbearing manner ; supercilious* **3:** *rising to a great height ; impressively high ; remote, esoteric*

## Lofty

When the work gets awkward, designers turn to layers of meaning to obscure it.

te mate mate m  
mate mate mate  
te mate mate m

**1:** associate, companion : friend, buddy : match, peer **2:** one of a pair : either member of a couple and especially a married couple : either member of a breeding pair of animals : either of two matched objects

The best of friends.  
Could be someone we play golf with. Could be Annie. Could be Gill. Could be Tony. Could be Tom. Good to have lots of mates.

*twenty-four*

## music

25. our soundtrack:

**1:** the science or art of ordering tones or sounds in succession, in combination, and in temporal relationships to produce a composition having unity and continuity : vocal, instrumental, or mechanical sounds having rhythm, melody, or harmony **2:** an agreeable sound : euphony **3:** a musical accompaniment

miles  
miles  
milton  
motown  
jazzanova  
bob marley  
jurassic 5  
fela kuti  
underworld  
coltrane  
seal  
daft punk  
the beatles  
ebtg  
bowie  
rolling stones  
jamiroquai  
bootsy collins  
the who  
talking heads  
lee scratch perry  
the roots  
sade  
cinematic orchestra  
youssou n'dour  
puccini  
paul weller  
ian durry  
george clinton  
barry white  
miles



# personality

**(1)** We create personalities, not brands. Personalities are more accessible and less scientific than brands, and people relate to personalities better.

**(2)** You might not need a logo, but you definitely need a personality.

**(3)** In the old days, people would say, “I don’t need much, just a business card.” They didn’t realize the amount of thought that goes into capturing the personality in such a small space.

*1: the quality or state of being a person : personal existence 2: the complex of characteristics that distinguishes an individual or a nation or group; especially : the totality of an individual’s behavioral and emotional characteristics 3: distinction or excellence of personal and social traits*

*1: the act of presenting 2: something presented : a symbol or image that represents something : something offered or given : gift : something set forth for the attention of the mind : a descriptive or persuasive account*

TWENTY-SEVEN

# PRESENTATION

Sometimes, more to the point than showing what you’ve done is sharing what you like. Music. Restaurants. Films. Books. Other people’s work. This is the stuff that informs what you do. This is where you will make your connections. This is the proof that you’re plugged into the culture, which is very important.

# 28 responsible

You're responsible to something bigger than you and bigger than the client.

call it **SOCIETY**

call it the **FUTURE**

call it **EARTH**

call it what you will, but figure out what, and figure out how.

**1:** liable to be called on to answer : liable to be called to account as the primary cause, motive, or agent : being the cause or explanation **2:** able to answer for one's conduct and obligations : trustworthy : able to choose for oneself between right and wrong **3:** marked by or involving responsibility or accountability **4:** politically answerable

# 29

ROMANTIC

*Unbelievably so. Hopelessly so, still.*

**1:** consisting of or resembling a romance **2:** impractical in conception or plan : visionary **3:** marked by the imaginative or emotional appeal of what is heroic, adventurous, remote, mysterious, or idealized **4:** having an inclination for romance

**solution** It could be the very first thing we do, effortlessly. Or it could be a complete right turn from where we started. Or one of five completely different ideas. It is rarely labored.

*1: an action or process of solving a problem : an answer to a problem : explanation : a set of values of the variables that satisfies an equation  
2: a bringing or coming to an end or into a state of discontinuity*

thirty.

**Everything we enjoy has to possess it. What gives things integrity.**

*1: the immaterial essence, animating principle, or actuating cause of an individual life 2: the spiritual principle embodied in human beings, all rational and spiritual beings, or the universe 3: a moving spirit 4: the moral and emotional nature of human beings : the quality that arouses emotion and sentiment 5: a strong positive feeling (as of intense sensitivity and emotional fervor) conveyed especially by black american performers : negritude : soul music : soul food : soul brother*

**1:** *one who specializes in a particular occupation, practice, or branch of learning*

(1) We're too late to be **SPECIALISTS**. Nor do we have the desire to be. When we're competing against **SPECIALISTS**, we make the case generalists always make: We're not bound by convention. Therefore, we have the opportunity to do something really great. It's not always strictly true, of course. And there are some great **SPECIALISTS**. Even so, the statement holds true often enough. Gratifying to hear: "I've seen everyone in town. And I can't honestly say why I'm giving you this job. But I like your work. And I have a feeling I'm going to get something from you I wouldn't get from anyone else."

(2) We'd like to **SPECIALIZE** in doing everything for a few clients. Which means: Acknowledging the handful of things you're good at, and building the team of your choice to take care of the rest.

## SPECIALIST

# SPORTS

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34. **Success**

## 33

(1) We like to think we are. (2) Important means of escape.

*1: to amuse oneself : to engage in a sport  
2: to mock or ridicule something : to speak or act in jest : trifle 3: a source of diversion : recreation : physical activity engaged in for pleasure : a particular activity (as an athletic game) so engaged in 4: sportsman : a person considered with respect to living up to the ideals of sportsmanship : a companionable person*

As designers, we like to think that our work contributes to business success. But it often comes down to sales guys in Polo shirts playing golf with corporate executives. In the end, that's how business gets done. It's out of our hands. **Our job is to make sure things look right, and have soul. We can't answer for the rest of it.**

*1: outcome, result 2: degree or measure of succeeding : favorable or desired outcome; also : the attainment of wealth, favor, or eminence 3: one that succeeds*

# T E A

not coffee.

# 35

*1: an aromatic  
beverage prepared  
from tea leaves  
by infusion with  
boiling water*

*2: refreshments  
usually including  
tea with sand-  
wiches, crackers,  
or cookies served  
in late afternoon*

# tea and sympathy

36

LOOKING FOR SOME?

**TOUGH.**

OH, ALL RIGHT,  
COME AROUND FOR SOME.

1: *slang*

(1) As opposed to linear thinking.

(2) Lucidity.

## THINKING, LATERAL

(37)

(3) Often funny, the way Steven Wright is funny.

(4) A way of spinning things differently.

(5) Doing things differently enough so the difference is recognizable, understandable, pointed.

**THINKING** 1: *to form or have in the mind* 2: *to have as an opinion* 3: *to reflect on : ponder* 4: *to devise by thinking* 5: *to exercise the powers of judgment, conception, or inference : reason : to have in the mind or call to mind a thought*

**LATERAL** 1: *of or relating to the side* 2: *situated on, directed toward, or coming from the side*

# TYPE

38

our direction:  
simple,  
functional,  
never fussy.

**1:** a distinctive mark or sign **2:** a rectangular block usually of metal bearing a relief character from which an inked print can be made : alphanumeric characters for printing : typeface : printed letters **3:** qualities common to a number of individuals that distinguish them as an identifiable class : the form common to all instances of a linguistic element

# words

THIRTY-NINE

enough said.

**1:** something that is said : talk, discourse : a brief remark or conversation **2:** a written or printed character or combination of characters representing a spoken word : any segment of written or printed discourse ordinarily appearing between spaces or between a space and a punctuation mark **3:** the act of speaking or of making verbal communication



A B C D E

F G H I J K

L M N O P

Q R S T U

V W X Y Z

**A**  
Abercrombie, Mike  
Apted, Michael  
Ardiles, Ozzie  
Atkinson, Kate  
Ashford, Mervyn  
AWB  
Ayeroff, Jeffrey Kent

**B**  
Bailey, David  
Barth, Uta  
Beatles, The  
Blake, Peter  
Boughtwood, Lily  
Bowie  
Brandt, Bill  
Brighton  
Brown, James  
Brownfield,  
Mick+Annie  
Bryson, Bill  
Butler, Claude

**C**  
Campagnolo  
Campanile

Carhart  
Chappie  
Chast, Roz  
Claxton, William  
Clinton, George  
Colnago  
Countryman

**D**  
Davis, Miles  
Disfarmer  
Donovan, Terence  
Doyle, Stephen  
Dury, Ian  
Dyer, Rod

**E**  
Eames,  
Charles+Ray  
Timothy  
Ellis, Alton  
Evans, Kim

**F**  
Faber, Carl  
Fawly, Basil  
Field, Ann

Filofax  
Fink, Mike  
Fish & Chips

**G**  
Gill, Eric  
Gillett, Charlie  
Greaves, Jimmy  
Guinness

**H**  
Haggerty, Mick  
Hall, Dinah  
Hana  
Hancock, Tony  
Hamilton, Tyler  
Hardie, George  
Heale, Jonathan  
Herst, Doug  
Hild, Randy  
Hodgson,  
Gill,  
Kathleen & Leslie  
Lucie,  
Maudie Rae  
Hoeffler, Jonathan  
Hollyhead, Bush

Holmes, Nigel  
Hornby, Nick  
Hucker, Dave  
Hurley  
Huston, John

## I

Ireland,  
Charles & Molly  
Irwin, Teri  
Izzard, Eddie

## J

James, Clive  
Jankel, Chaz  
Jennings, Pat  
Jewell, Dick

## K

Kato, Vicki  
Kauai  
Kawakubo, Rei  
Kelly, Grace  
Knock, Peter  
Kono-Noble, Carol  
Kuti, Fela

## L

Lads, The Likely  
Landacre, Paul  
Lewitt, Sol  
Link, O. Winston  
London  
Lucca

## M

Manzella, Tony  
Mayfield, Curtis  
Mayne, Roger  
McCallum, Graham  
McQueen, Steve  
Motown

## N

N'dour, Youssou  
Nicholson, Bill  
Noble, Jonathan

## P

Paris  
Parker, Maceo  
Partners, the  
Pearson, Victoria  
Pentagram

Perry, Lee  
Peterson, Gilles  
Pierluigi  
Porgy & Bess  
Potter, Dennis  
Powell-Tuck, Julian  
Prince Arthur, The

## Q

Quicksilver

## R

Raban, Jonathan  
Ravilious, Eric  
Royle, Jim  
Ruscha, Ed  
Rosco, Emperor

## S

San Pelligrino  
Santa Monica  
Scholes, Paul  
Schnabel, Tom  
Shiple, Ian  
Shag, Dave  
Simpson, Tommy  
Smedley, John

Smith,  
Sir Paul+Pauline  
Sobers. Sir Garfield  
Speaking,  
Anne-Marie  
Starck, Phillippe  
Stapleton, Kevin  
Studio One  
Swift, Ian (Swiftly)

## T

Talking Heads  
Talking Loud  
Thomas, J.D.  
Tibor  
Topanga  
Toscana  
Tottenham Hotspur

## U

Underworld

## V

Vega, Raul

## W

Weller, Paul

Weber, Bruce  
Wilder, Billy  
Wilkinson, Jonny  
Wise,  
Morecambe and  
Wright, Ian  
Wright, Steven

## Z

Ziff, Lloyd  
Zinfandel

THANK YOU

eric la brecque COPY  
primary color PRINTING  
new leaf PAPER

designed using adobe indesign cs

clive piercy • michael hodgson



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