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## 1st Collection

### DESIGN CATEGORY

Promotional design and advertising, 2007

### DESIGN FIRM

Caulfield Parcel

### COLLECTION

(2008) AIGA 365: 29

## DESCRIPTION

Our goal for Caulfield Parcel was to rethink stationery and create a strong brand identity, focusing on design. Our inspiration came from pop-culture influences we enjoy, including the fashion pages of Vogue ("The Nines"), every favorite pastime ("Paint by Numbers"), old mundane order forms ("Forms"), and the great '80s Magnum P.I. television series ("Private Eye"). Each of the four collections comes as a boxed set with eight cards, two of each design.

## CREDITS

**Creative director:** Heather Calugaru

**Designer:** Heather Calugaru

**Illustrator:** Heather Calugaru

**Project manager:** Ryan Giles

**Printer:** Sandy Alexander

**Papers:** Classic Crest, Eames, Neenah

**Client:** Caulfield Parcel