



## **Good Design is Good Business.**

*For those of us who make our living from it, the value of good design is sort of a self-evident truth, like 'all men are created equal.'*

*There are a few companies that see good design as a central pillar of their business strategy.*

*Their products are clean and uncluttered.*

*Their ads are usually straightforward and effective.*

*Their trademarks are frequently contemporary.*

*The buildings they inhabit are often distinguished.*

*Probably the most powerful use of good design occurs when a company uses it to separate itself, its products, and its services from the competition.*

*Design is a marketing tool that can make your company, products and services distinctive.*

*Design is a manifestation of excellence that is visible.*

*Over time, design will encourage superior performance across the board.*

*Design makes an important contribution to improving the quality of our culture.*

*Good design makes many of us feel good.*

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— Milton Glaser, Pillar of American graphic design  
and the creator of the "I ♥ NY" logo.