



A . R . M A N I

Clear communication moves customers to action. A well-planned design strategy cements your brand in their minds. This is the hallmark of successful companies. This is what I do.

I'm a freelance designer with a passion for expressing things clearly and beautifully. Using words, pictures and symbols I create powerful identities and marketing materials. The work that I develop presents organizations and individuals in the best possible way. What I cannot produce in-house, I can direct other professionals to create—always keeping my clients' strategy foremost.

I create designed communications for great clients who recognize the leadership role that they play—no matter the size of their company. They are thought leaders who want their organizations to make a positive difference to our planet. My clients recognize that business is part of the global ecosystem. Their organizations have conscience and a powerful will to do good. And, importantly, they like to have fun doing it.

Key to my design work is meaning. It is more than pretty pictures and hand-flapping. I believe that design must convince and engage my client's customer in a meaningful way.

I have experience with many diverse cultures and my multi-cultural and multi-lingual history serves my clients well. In an increasingly globalized world, the smallest detail can have a powerful effect.

You are building your brand by earning the trust of your customers; others need to know this—contact me and I will craft your message.



John Ivison & Associates is a Vancouver, Canada-based engineering company that specialises in fire-protection engineering. Their primary focus is in the area of heritage restoration. Mr. Ivison has been instrumental in reviving formerly derelict areas and buildings in the UK and in Canada and in fact was responsible for many of the best-practices standards in the Gastown area of Vancouver.

The ideas expressed in the logo are fire, construction and protection. I wanted to show that the company was the best in their field and was a dynamic entity.



**John Ivison & Associates Ltd.**

Les Faux Bourgeois is a very popular French bistro located in Vancouver's East-side. This is the second of my client's restaurants for which I have created the logo (the first being Bukowski's, shown later in this document). For the brief provided me with some copies of Ralph Steadman's artwork.

The notion was to create a fun bistro that took great pride in the food and its authenticity. Both of the owner's restaurants have drawn an eclectic mix of clientele with creative bohemians rubbing shoulders with more conservative members of Vancouver's community.

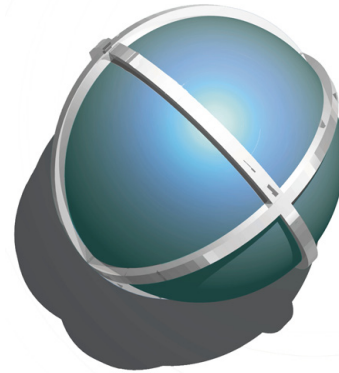


Les Faux BOURGEOIS

Global Window Inc. was a distance education company started by a fire systems engineer.

The company's goal was to provide training on materials and their properties as was germane to the fire protection engineering industry.

The symbol is a visual pun incorporating a globe and the mullions from a window. The latter run along the three axes suggesting a global perspective. They also point to the compartmentalisation that is so important in fire control. The overall colour scheme suggests the Earth, technology and coolness—the antithesis of fire.



# Global Window Inc.

Based in the U.K., One Neo Eon is an ongoing project that seeks the best and brightest youth for expressions that exploit new media technologies.

The primary challenges in designing this logotype was to create an image that would take advantage of the name, be very useable in various media and appeal to a youthful target group.

The words themselves are interesting because of the repetition of the letters and how they can be arranged into a "magic" square. The rainbow effect across the mark suggests multiple possibilities which the three primary coloured spheres strongly suggest media.



Bukowski's was a restaurant in Vancouver that has a literary theme.

Named in honour of the American poet, Charles Bukowski, this restaurant sought an image that expressed respect for the man while nodding to the sometimes excessive passions that accompany creative genius.

The design incorporates a signature extrapolated from Bukowski's real signature. The only letters legible in the real one are the "B" and the "k" the others had to be created to match. The heart and the two dogs are from a scribble accompanying one of Bukowski's poems (Love is a dog from Hell")

I take pride in that many of Bukowski's friends visited the restaurant and told the owner that the logo would have been very well received by "Buk".



FIRST is a registered charity that helps ferrets. The acronym stands for Ferret Information Rescue Shelter Trust Society.

Ferrets are notoriously curious creatures, sometimes to their detriment. The challenge was to convey the “spirit” of the species without going overboard. The society had to be approachable by people both knowledgeable and ignorant of ferret behaviour. It also had to have some entertainment value for fundraising purposes.

In the scenario depicted by the mark, the foremost ferret has stolen the dot from the “i”. This would be (and is) instantly recognisable behaviour to those who love ferrets.





United We Can is a charity in Vancouver that helps street people.

The area in which they operate is considered one of the worst in Canada for poverty and drug problems. The charity operates a number of community building enterprises and offers a real and workable path off the street.

United We Can wished to start a new venture in which they would approach hotels restaurants and bars for their bottles and cans. They needed a “cleaner” image so that they would be presentable in a tourist area. The logo had to express hope and life on a very simple level.

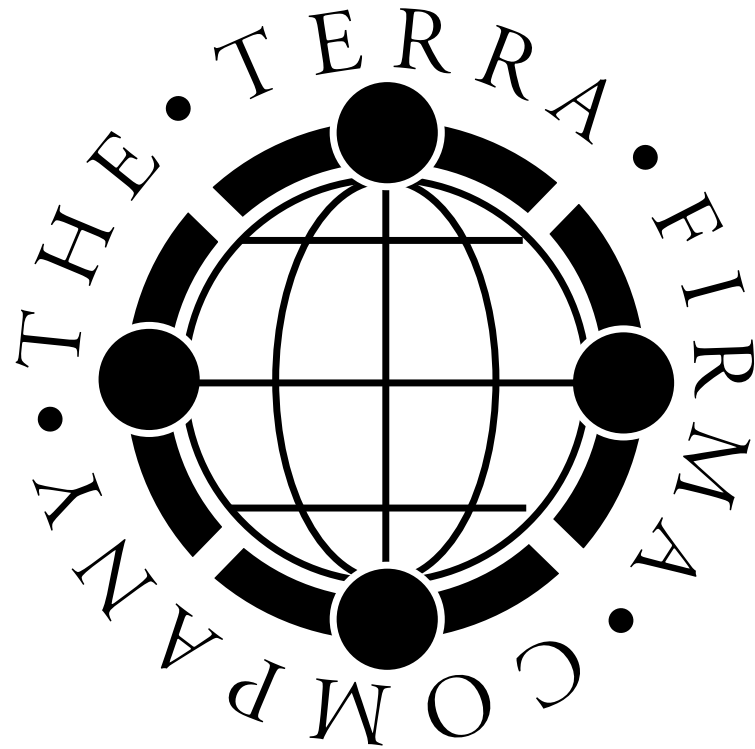


The internationally-known artist, Spar Street required a new presence for his new studio/ gallery on Maui, Hawaii. I created the slogan "Art is Passion is Life" and utilising his style, created the logo.



An ambitious project, the Terra Firma Company wanted to leverage the power of the Internet to connect aboriginal peoples around the world.

Terra Firma was built around the precepts of fair-trade and self-sufficiency while maintaining cultural values.



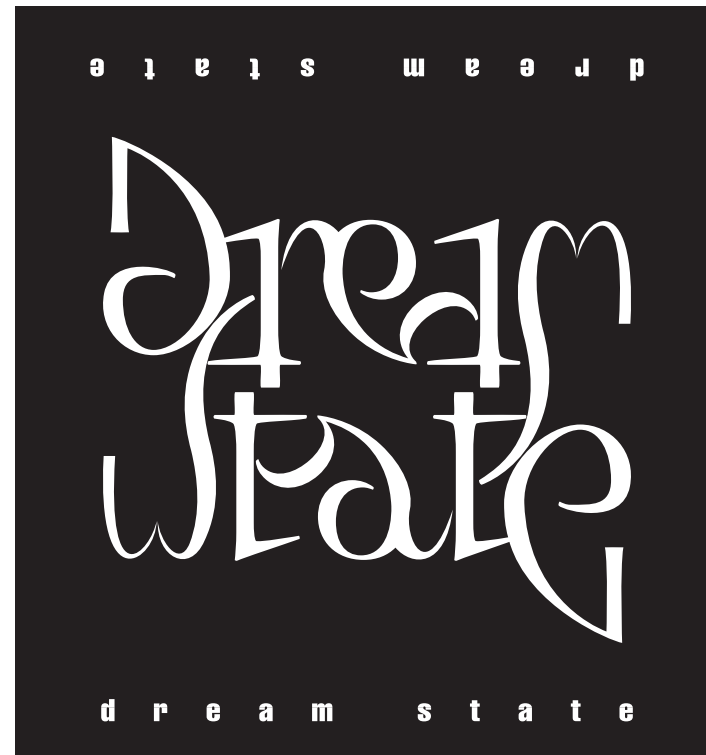
Fana Press is a small publisher, located in northern Washington state. The company publishes books that follow a self-exploratory theme, drawing on various spiritual traditions.

The design draws from the confluences of ancient and modern and Western and Native storytelling traditions. The logo represents the inward journey and its outward expression.



Dream State was a band with strong jazz roots.

The inspiration for this logo came from an article on lucid dreaming. In short, the article suggests reading something, looking away and then re-reading the same passage. If the content is identical, you can be sure that you are awake, if not, you are dreaming. Upside down, this logo still says Dream State.



Falconetti's is a popular bar and grill on Commercial Drive. The menu is centred around specialty sausages. The owners wanted a strong New York feel with sophistication but with a touch of the neighbourhood bar. Using the 1920's feel of the New York Yankees logo and the style of the borough shields, this logo has been very well received.



**FALCONETTI'S**

**EAST SIDE GRILL**

National bicycle brand for Sears (Canada). The former brand logo, based on an available Letraset® typeface was dated and lacked flexibility.

This logo uses a custom-designed typeface that I created for this purpose.



National brand for children's bicycles. Initially intended for a line of bicycles targeted at young girls, the brand grew to produce bicycles for children in general.

This logo uses a custom-designed typeface that I created for this purpose.



*destiny*

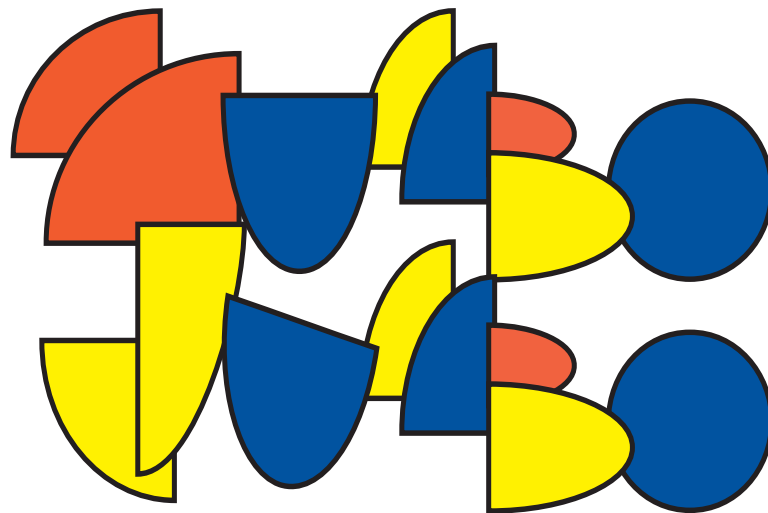


National brand for Costco (Canada). This logo was developed for an extensive line of mountainbikes and was used for nearly 15 years.

This logo uses a custom-designed typeface that I created for this purpose.

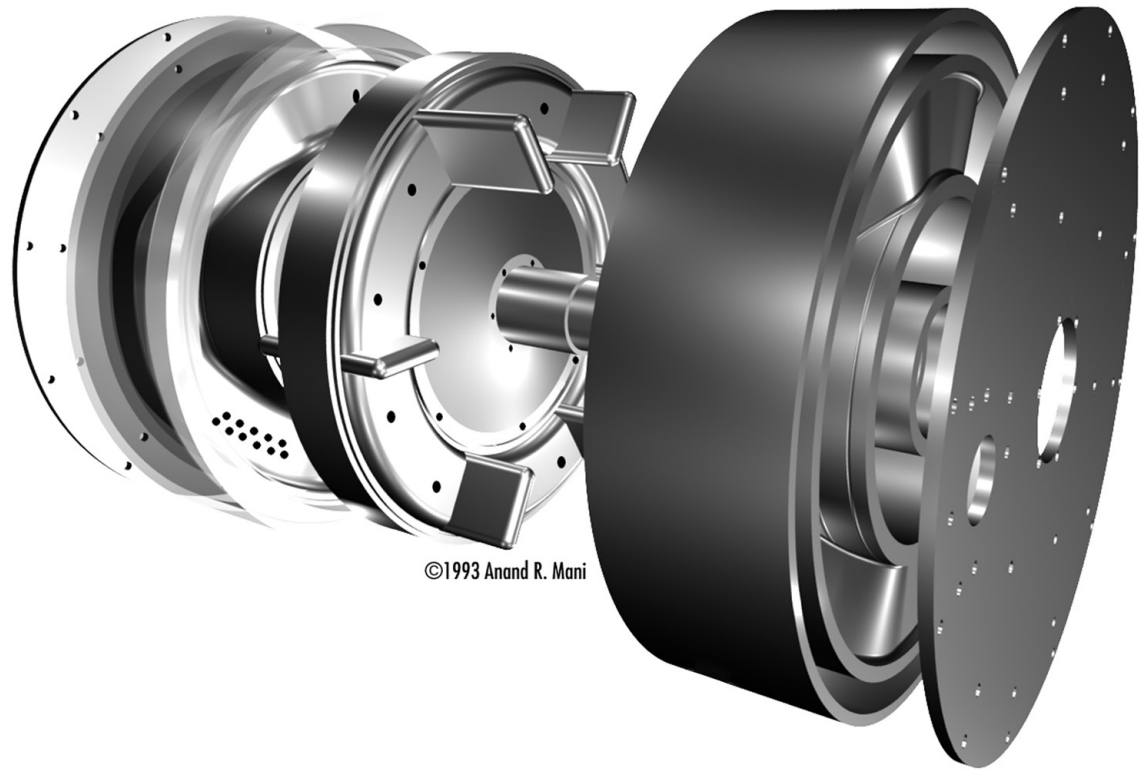


Logotype for Mumbo Jumbo, a restaurant with a hip urban theme, located in Vancouver, Canada. The owners requested that the “feel” of the logotype take priority over legibility.



**Illustrations  
&  
Logo  
Treatments**

An illustration for Car and Driver magazine of the Rand Cam rotary engine. This engine was featured in an article on the 10 best "oddball" engines. On this project, I worked closely with the engineers and the press agent to create a realistic-looking illustration of an engine that had yet to be produced in the form shown here.



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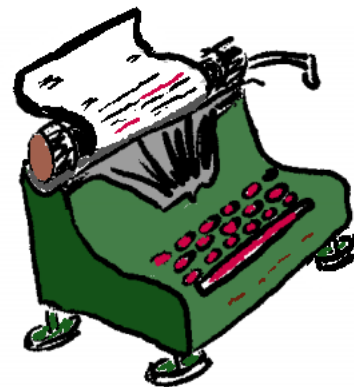
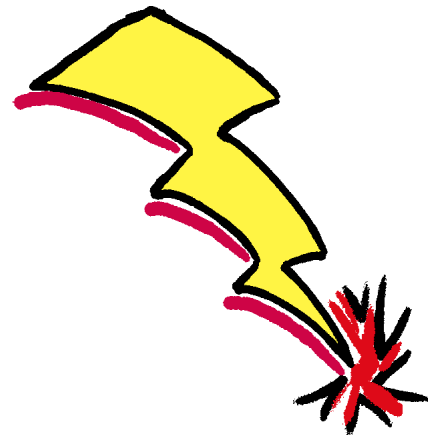
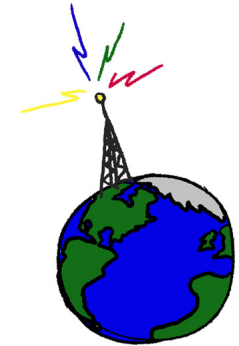
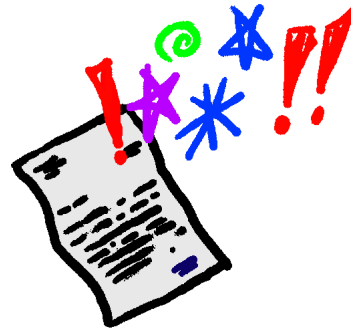
In 1992, I co-created International Teletimes—an award-winning online magazine. This was the illustration for our one-year anniversary. Earth-cake with continental icing!



Column heading icons produced for Adbusters Magazine—a media activist publication.

Adbusters wanted to grow from a low-budget counterculture magazine produced on newsprint to an effective glossy magazine.

These icons were the first step of their expansion into colour.



Custom cycling jersey for La Bicicletta, a high-end Vancouver bicycle retailer who specialises in road bikes from Italy

**HALFTONE BLUE**

**O3 YELLOW**

**XXXLARGE**

**MEDIUM**

**XSMALL**

**LA BICICLETTA**

**RIGHT & LEFT SLEEVES**

**POCKET**

**COLLAR**

**FRONT & BACK**

PLEASE CHECK CAREFULLY ALL SPECIFICATIONS OF THIS DRAWING, SIGN, DATE AND RETURN THE DOCUMENT FOR PRODUCTION OF YOUR ORDER. WE WILL CONFIRM DELIVERY UPON RECEIPT OF THIS DOCUMENT.  
 PS: IT IS YOUR RESPONSIBILITY TO MAKE SURE THERE ARE NO MISTAKES ON YOUR LAYOUTS. YOUR SIGNATURE OF APPROVAL IS FINAL AND IRREVERSIBLE.

Approved by: \_\_\_\_\_ Date: \_\_\_\_\_

Drawing no :	Final	Scale :	1/4
Rev 1 :	Designed by:	Checked by:	
Rev 2 :	Designed by:	Checked by:	
Rev 3 :	Designed by:	Checked by:	

**LOUIS GARNEAU®**  
 Client : **LA BICICLETTA**  
 Project : **JERSEY**  
 Designed by : **A.R.MAN**  
 Checked by : \_\_\_\_\_

**IG**  
 EQUIPE-TEAM

The Infinity Gravity is one of many bicycles that I designed for Costco Canada. This was an older child's bicycle that was very popular. I designed the centre-section with the support/shock mount. I also created all the graphics that you see on this bike.





What you have seen is a small sampling of the work that I have created for my clients. I bring a multidisciplinary approach to design that works to solve some of the thorniest challenges. While most of my work is focussed on graphic communications, I have worked with industrial designers, engineers, architects, fashion designers, musicians, artists, writers, poets, lawyers and other creatives who would be difficult to define. I have also worked on motion pictures and have a real understanding of tight deadlines.

My process is simple:

- 1) I ask a lot of questions and conduct research germane to the project.
- 2) I analyse the answers and with the client, identify the appropriate target audience.
- 3) I create a "needs" document which outlines deficiencies and suggests a hierarchy of importance.
- 4) Based on this document, a schedule and budgets are planned.
- 5) Work proceeds. I prefer to work on a limited number of projects at one time so as to maintain focus.

Please contact me if you have any questions about my work or what I can bring to your project. I look forward to working with you.

Thank you for your time.

Anand Mani

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