



Original problem:
logo for British packaged goods in
international trade fairs.



Problem redefined:
logo which relates the Union Jack
and packages.

Original problem:
an ecumenical holiday card.

Problem redefined:
what do the icons of Christmas and
Chanukah have in common?

Answer:
a fat man with a white beard.

Solution:
inspired by children's paper dolls.



Original problem:
logo for a company that produces
many different sorts of drinks, from
beer to soft drinks, etc.



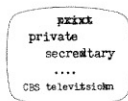
Problem redefined:
is there a simple image that links every
drink?

Original problem:
cover for a fundraising brochure.



Problem redefined:
make a connection between the name of
the organization and fundraising.

Original problem:
television logo for a sitcom about a
secretary.



Problem redefined:
make a connection between the title and
the character of the secretary.