

# Communication Arts

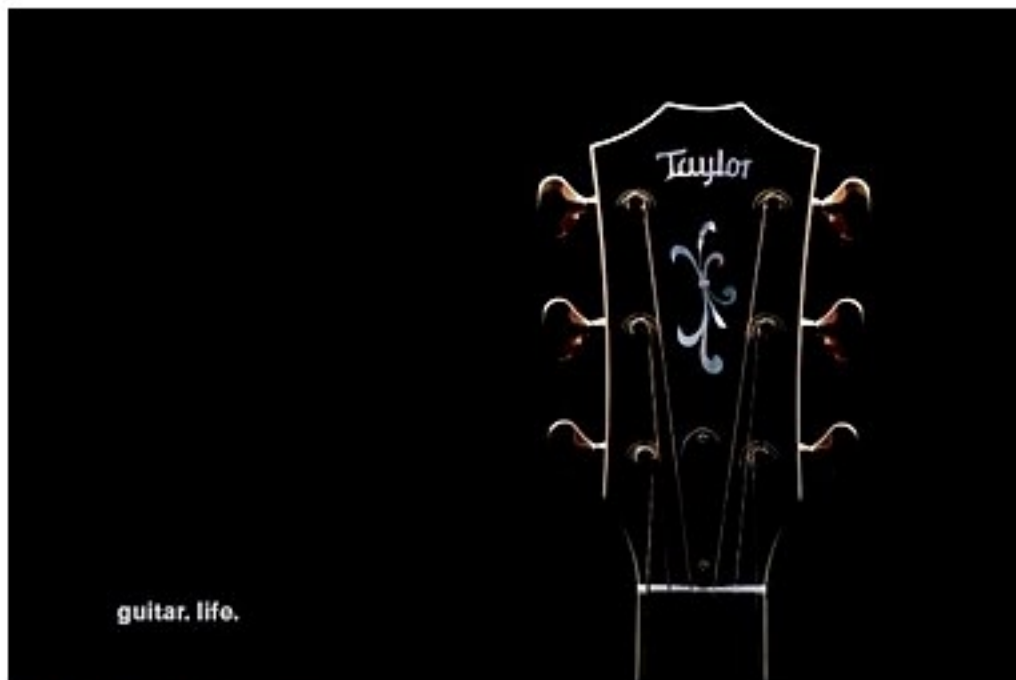
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Our daily showcase of outstanding examples of graphic design and advertising including packaging, print ads, television commercials, direct mail, catalogs, CD covers, books and posters.

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guitar. lfo.



"We have guitars on the wall in every department. Every time we have a break there's guys playing guitars. We'll sit together and sing. I sing the island tunes and I get my coworkers to jump in and sing with me. It's easy. I tell them, 'the song's either got manna or coconuts in the lyrics.'"



600

10.01.07

## Taylor Guitars catalog

Collateral, Consumer

For more than fifteen years, San Diego-based MiresBall has helped capture the innovation and craftsmanship at the heart of Taylor Guitars, a big part of which centers on the company's product catalog (a must-have for Taylor fans). After six months of close collaboration and several carefully orchestrated photo shoots, Taylor and MiresBall unveiled the fifth version. From its content and tone, to the cadence of the writing and the beautiful, lyrical photography, it brings the passion, people and products behind the brand, to life.

Gale Spitzley, senior designer; Scott Mires, creative director; Jonathan Forstot, director of marketing, Taylor Guitars/Eric LaBrecque, writers; Eric LaBrecque, brand strategist; Bil Zelman/Marc Tule/Lou Mora, photographers; Mark Ruzich, digital imaging artist; Holly Houk, account supervisor; Steve Woods Printing, printer.

[www.miresball.com](http://www.miresball.com)  
[www.taylorguitars.com](http://www.taylorguitars.com)