



All text was taken from the Joe Duffy Medalist section of the AIGA website. The images used in this brochure were taken from the AIGA website as well as duffy.com, the Duffy & Partners website, and headshot courtesy of the I.D. 2011 Annual Design Review website.

Meghan Berry  
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# Joe Duffy

EXPERT IN BRANDING AND DESIGN

# Joe Duffy

## The Designer

Joe Duffy is a much-admired creative director and an expert in branding and design. When he started Duffy Design in 1984, in association with creative advertising agency Fallon Worldwide, he broke new ground for the collaborative integration of branding and design with advertising.

## The Man

A native of Minneapolis, Duffy is a graduate of both the University of Minnesota and the Minnesota School of Art where he studied fine art and painting. In his first job he made exploded-view technical drawings of engines and generators for a manufacturing company. Then, in 1975, Duffy established his own illustration and design studio, catering primarily to Minneapolis advertising agencies. From 1980 until 1984, with four other partners, he ran an advertising agency.

## Work

Duffy's work includes brand and corporate identity and design development for leading global companies such as BMW, Coca-Cola, McDonald's, Starbucks and Sony. His understanding of how design affects consumer attitudes has led to many big ideas executed in advertising as well as design. He has guided the design component of significant integrated programs for EDS, The Islands of the Bahamas, Qualcomm, Whirlpool, Jim Beam Brands, Nuveen Investments, International Trucks, and Nikon.



Above are well-known logos created by Duffy's company, Duffy & Partners.

To the left is a portrait of Joe Duffy.

## His Mission

Duffy, who holds a firm commitment to environmentally responsible design, has served as chairperson of an AIGA Environmental Committee. He has also served on the boards of AIGA, the College of Visual Arts in St. Paul, MN, and the Minnesota State Arts Council. He was recently nominated to the Board of Directors of The One Club, the first designer ever to serve in that capacity.



The second and third pages picture the multitude of images produced by Joe Duffy alone and his company, Duffy & Partners, throughout his lifetime.

## Book

In the fall of 2004 Duffy released his first book, Brand Apart, which discussed more than a dozen of the most recognized and effective integrated marketing communications programs from the previous decade. A collection of his original oil portraits was exhibited at the College of Visual Arts Galley in July 2004.

## Company

In 2004 Duffy founded Duffy & Partners as an independent company to be a new kind of branding and creativity company partnering with clients and other agencies in all communications disciplines.

