











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













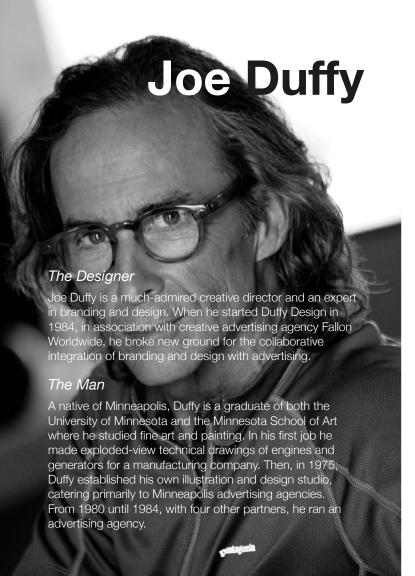
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# Work

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.

# 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.





Above are well-known logos created by Duffy's company, Duffy & Partners. To the left is a portrait of Joe Duffy.





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

In the fall of 2004 Duffy released his first book, Brand Apar which discussed more than a dozen of the most recognized and effective integrated marketing communications programs was exhibited at the College of Visual Arts Galle

founded Duffy & Partners as an independer a new kind of branding and creativi partnering with clients and other agencies

