



kame design

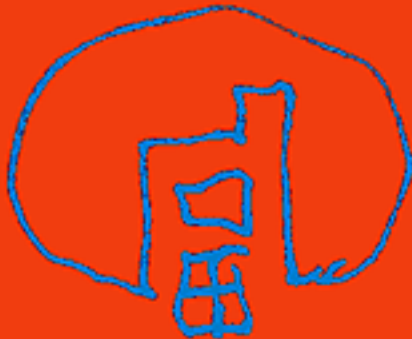
ピクトグラム・デザイン

絵文字

象徴

記号

符号



pictograms

icons

symbols

i con, you con,
we all con for icons.

Joachim Müller-Lancé

is an award-winning international designer, principal and owner of Kame Design in San Francisco since 1997.

His work is characterized by an expressive, direct visual language that always comes to the point. Diverse background and interest in Asia and Europe make him quintessentially cross-cultural, between modernist and experimental. His approach is integrative, not additive: Shape and meaning turn into a coherent One, getting to the essence with consistency and simplicity. Powerful fresh impact and surprise are delivered through energetic, percussive visual language and novel, unusual musical color.

Joachim has taught and lectured on design in the US, Canada, Japan, Hong Kong, Macau, France, Spain, Italy and Switzerland. He has written for and was written up in leading design publications in the US, Japan, Hong Kong, France, Germany and Belgium. His work has been reproduced in over 20 professional books worldwide. He is a member of Association Typographique Internationale and of the Type Directors Club of New York, and a U.S. Alien of Extraordinary Ability.

Joachim graduated with honors from the Basel School of Design in Switzerland, having studied with Armin Hofmann and Wolfgang Weingart. At the Cooper Union School of Art, New York, he added studies in Video, Film and Painting.

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Form makes us ask for meaning

We are intrigued by new shapes and we yearn to figure out everything we encounter. All life carries this desire in its genes, to be in control of our surroundings. This is my paradigm for being an information designer, type designer, and cartoonist at the same time. If I focus on form and meaning, I can see how all design fields are connected.

Images were the first carriers of meaning: from cave painting, it was a quick step to the first standardized symbols, and then to written language. The hieroglyphs of Egypt, the Chinese Kanji system, and Mediterranean culture all provide well-documented trails from content-filled glyphs to phonetic marks. This transition seems largely a global phenomenon.

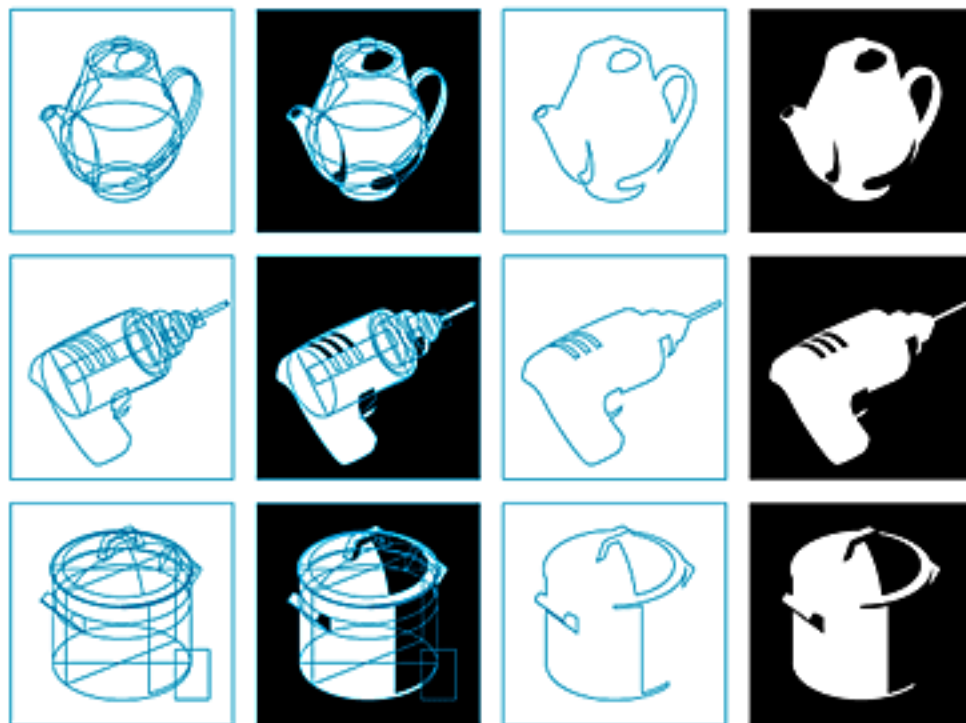
Meanwhile, the pictorial approach transformed into our international pictograms – since writing is confined to language. Pictograms take an interesting position between typographic characters and cartoons. As for form, icons are closer to letters: like a typeface, a system of icons needs to be all in the same style, in order to be identified as a coherent system. As for meaning, icons may be closer to cartoons: Both are simplified depictions bearing messages for quick recognition.

Abstraction, essence, meaning: Between my disciplines of information, type, and image-creation, I see what this diversity has in common. Cross-pollination not only creates interesting hybrid work, but also helps define a deeper sense of consistency. “A picture is worth a thousand words” – but a single word can evoke as many images. There is no separation between image, word and letter – nor between spiritual and pragmatic, or fun and serious. All elements are companions for meaning.

pacific bell

smart yellow pages

1987-1990
approximately 300 black & white pictograms
in adobe illustrator 1.1
for "subject search" (index by category),
"community access" pages
and various other applications



pets

just for kids



Fish



Dogs & Cats



Animal Rescue



Sports



Infants



Places to Visit



Birds



Buying



Feed



Clubs & Associations



Music



Activities



Horses



Related Services & Supplies



Health Care



Education



Health Care



Hobbies

automotive



Accidents & Emergencies

Supplies

Accessories

Towing



Repair & Maintenance

Equipment

Fuel

Interior Cleaning



Tools

Motorcycles & Scooters

Car Wash

Radio Equipment



Body & Paint

Machining Services

Parts

Related Services

boating



Transport

Carry-On Gear

Cleaning & Painting



Tools & Equipment

Accessories

Parts



Maintenance & Repair

Buy, Lease & Rent

Storage

parks & recreation



Soccer Fishing Ice Skating Horseshoe Pits Child Care Water Skiing



Ice Hockey Hanggliding Shuffleboard Bocce Ball Scuba Diving Boat Rafter



Badminton Ballfield Zoo Playground Camping Gymnastics



Swimming Beach Skiing Hiking Basketball Handball



Table Tennis Skateboarding Archery Golf Windsurfing Toboggan



Boating Horse Riding Bicycling Bobsleigh Tennis Rollerskating

home & interior



Home electronics Bathroom Customer Service Accessories



Buying & Selling Housewares Floors, Walls & Ceilings Equipment



Repairing & Refurbishing Windows & Doors Furniture Storage



Decorating Services Appliances Kitchen

24-hour services

food services industry



Health Care

Flowers & Gifts

Phone & Fax



Supplies

Dessert

Consultants & Brokers



Business Services

Personal Services

Entertainment



Food

Sanitation

Repair



Food Services

Travel

Accommodation



Equipment & Furnishings

Condiments

Beverages

business services



Administration

Shipping & Freight

Manufacturing



Health Care

Financial Services

Construction



Transportation

Retail

Agriculture & Forestry

financial services



Graphics & Design

Legal Assistance

Writing Assistance



Financial & Insurance Services Advertising

Displays & Presentations



Investment Services

Consultants

Personnel & Employment



Accounting & Tax Services

Associations

Research

Home Interior & Decorating

A81

Accessories & Decorative

Lighting

Painting

Wallpapering

Home Accessories

Home Textiles

Home Electronics

Home Appliances

Home Furniture

Home Fixtures

Home Hardware

Home Maintenance

Home Renovation

Home Safety

Home Security

Home Storage

Home Tools

Home Transportation

Home Utilities

Home Vending

Home Waste Management

Home Water Management

Home Weather Management

Home Window Management

Home Wood Management

Home Yardscape Management

Home Zoning Management

Home Architecture

Home Design

Home Engineering

Home Environmental Management

Home Financial Management

Home Health Management

Home Insurance Management

Home Legal Management

Home Marketing Management

Home Operations Management

Home Planning Management

A82

Home Electronics

Home Appliances

Home Furniture

Home Fixtures

Home Hardware

Home Maintenance

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Home Planning Management

Food Service Industry

A77

Food Service Industry

Food Service Equipment

Food Service Furniture

Food Service Fixtures

Food Service Hardware

Food Service Maintenance

Food Service Renovation

Food Service Safety

Food Service Security

Food Service Storage

Food Service Tools

Food Service Transportation

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Food Service Waste Management

Food Service Weather Management

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Food Service Architecture

Food Service Design

Food Service Engineering

Food Service Environmental Management

Food Service Financial Management

Food Service Health Management

Food Service Insurance Management

Food Service Legal Management

Food Service Marketing Management

Food Service Operations Management

Food Service Planning Management

A78

Food Service Equipment

Food Service Furniture

Food Service Fixtures

Food Service Hardware

Food Service Maintenance

Food Service Renovation

Food Service Safety

Food Service Security

Food Service Storage

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Food Service Transportation

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Food Service Environmental Management

Food Service Financial Management

Food Service Health Management

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Food Service Marketing Management

Food Service Operations Management

Food Service Planning Management

Boating

A65

Boating

Boat Accessories

Boat Electronics

Boat Furniture

Boat Fixtures

Boat Hardware

Boat Maintenance

Boat Renovation

Boat Safety

Boat Security

Boat Storage

Boat Tools

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Boat Financial Management

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Boat Insurance Management

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Boat Marketing Management

Boat Operations Management

Boat Planning Management

A66

Boat Accessories

Boat Electronics

Boat Furniture

Boat Fixtures

Boat Hardware

Boat Maintenance

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Boat Window Management

Boat Wood Management

Boat Yardscape Management

Boat Zoning Management

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Boat Design

Boat Engineering

Boat Environmental Management

Boat Financial Management

Boat Health Management

Boat Insurance Management

Boat Legal Management

Boat Marketing Management

Boat Operations Management

Boat Planning Management

Business & Financial Services

A67

Business & Financial Services

Business Accessories

Business Electronics

Business Furniture

Business Fixtures

Business Hardware

Business Maintenance

Business Renovation

Business Safety

Business Security

Business Storage

Business Tools

Business Transportation

Business Utilities

Business Vending

Business Waste Management

Business Weather Management

Business Window Management

Business Wood Management

Business Yardscape Management

Business Zoning Management

Business Architecture

Business Design

Business Engineering

Business Environmental Management

Business Financial Management

Business Health Management

Business Insurance Management

Business Legal Management

Business Marketing Management

Business Operations Management

Business Planning Management

A68

Business Accessories

Business Electronics

Business Furniture

Business Fixtures

Business Hardware

Business Maintenance

Business Renovation

Business Safety

Business Security

Business Storage

Business Tools

Business Transportation

Business Utilities

Business Vending

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Business Zoning Management

Business Architecture

Business Design

Business Engineering

Business Environmental Management

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Business Health Management

Business Insurance Management

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Business Marketing Management

Business Operations Management

Business Planning Management

Map



Map icon:
Get an overview
of the shopping center
on the right side.

Quick service facilities at the
information center include maps,
pictograms, elevators, and gift
certificates.

The map shows the following
services:

- 0-11 Children
- 0-12 Men
- 0-13 Women
- 0-14 Gift Shop
- 0-15 The Apple Store
- 0-16 The Apple Store
- 0-17 The Apple Store
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- 0-98 The Apple Store
- 0-99 The Apple Store

Map icon:
Get an overview
of the shopping center
on the right side.

Map icon:
Get an overview
of the shopping center
on the right side.

Map icon:
Get an overview
of the shopping center
on the right side.

Map icon:
Get an overview
of the shopping center
on the right side.

Directory



Information Center

the taubman company

pictograms for wayfinding signage and
orientation floor plans of 20 shopping malls
throughout the u.s.



Escalator



Post Office / Mailbox



Telephone



Bank / Teller Machine



Bus Stop



Elevator



Parking



Coin Lockers

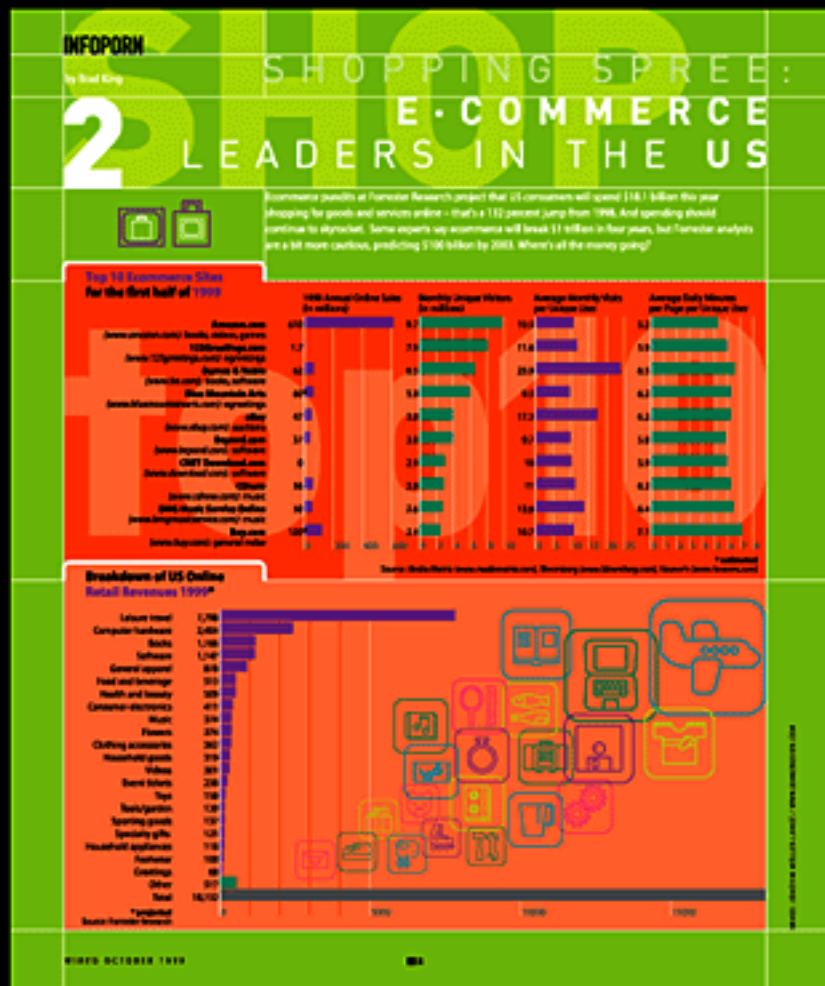


Restrooms

wired magazine "infoporn"

observing internet-related market
movements:
developed overall identity, layout concept,
implemented 5 subjects in first 2 issues





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dailymakeover.com

for fangohr, llc.

icon system for redesign of makeover-oriented free beauty consulting website

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refresh, reinvent, repeat.

BEAUTY & STYLE TIPS

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 Shampoo smarts	★★★★★ 84 ratings	6854 views	22 comments	Nov 8, 2006
 Skin help	★★★★★ 44 ratings	5693 views	18 comments	Oct 25, 2006
 Nail stains	★★★★★ 61 ratings	3691 views	6 comments	Oct 18, 2006
 Stretching	★★★★★ 71 ratings	6519 views	39 comments	Oct 11, 2006
 Cool moisturizer	★★★★★ 53 ratings	3519 views	2 comments	Oct 4, 2006
 Hair pampering	★★★★★ 67 ratings	5780 views	8 comments	Sep 20, 2006
 Salon disasters	★★★★★ 60 ratings	4157 views	10 comments	Sep 13, 2006
 Poison polish?	★★★★★ 53 ratings	3363 views	3 comments	Sep 6, 2006
 Easy summer glow	★★★★★ 43 ratings	4746 views	12 comments	Aug 30, 2006
 Accessorizing	★★★★★ 52 ratings	5026 views	8 comments	Aug 23, 2006
 Back breakouts	★★★★★ 51 ratings	5599 views	10 comments	Aug 16, 2006
 Dramatic lashes	★★★★★ 66 ratings	7233 views	17 comments	Jul 5, 2006
 Sunburn relief	★★★★★ 52 ratings	2986 views	3 comments	Jun 21, 2006
 Protection from the inside out	★★★★★ 41 ratings	2932 views	3 comments	Jun 14, 2006

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Beauty & Style Tips, a free weekly e-mail newsletter, is your insider's guide to the latest in beauty, fashion and style. It's as entertaining as it is useful!

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- seasonal colors
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Try on hairstyles, makeup, and accessories on your own photo!



Try it Now!

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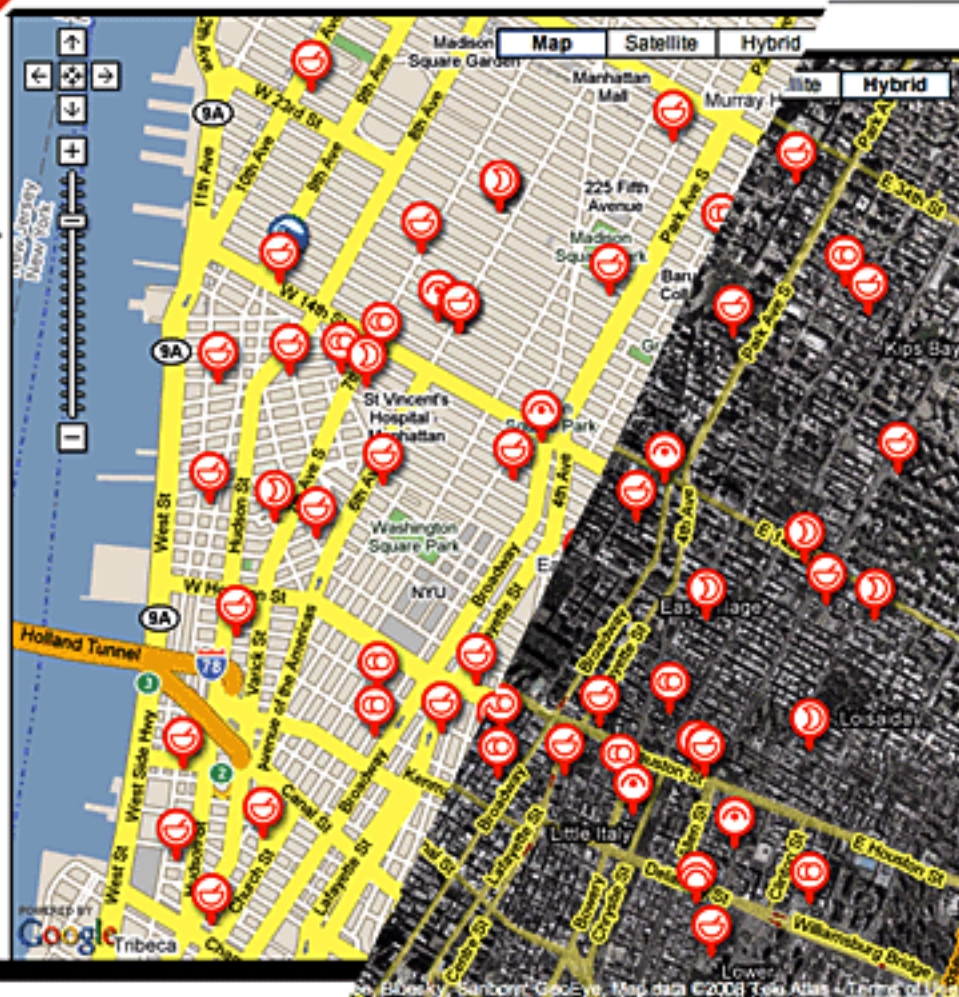
i saw NY

for fangohr, llc.

a new online guide to the best of n.y.c.,
compiled by the people

www.isawny.com



THE CUT THROUGH GUIDE
to NYCI
NY

Map Satellite Hybrid

Map Satellite Hybrid

RENEGADE GUIDE™

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FOOD

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PICK A CATEGORY

got great tips?

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superann.com

page header icons for pages on website
of singer/songwriter/musician ann oyama



news



music



profile



reports



shop



links



bbs



blog



contact



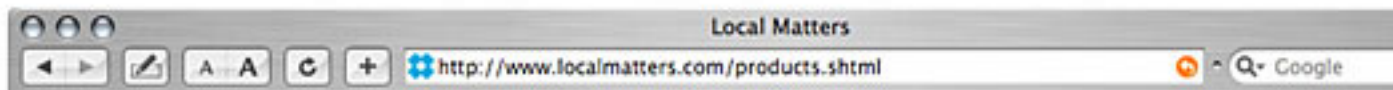
video



local matters

for fangohr, llc.

pictograms for corporate website of
telecommunication systems company



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local matters is poised to lead the ever increasing call for local content in more complex and user-centric ways than ever before.

Local Matters is uniquely positioned to provide solutions in the area of the high growth markets of Internet local search, Directory Assistance, Enhanced Directory Assistance and the burgeoning Mobile local search. Our proprietary technology and infrastructure software allows us to provide highly competitive and content rich offerings and we can help you deliver robust and consumer savvy next generation products and services.



mobile



Internet



voice

map

search

organize

share

...

compare

...





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mobile



Internet



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top news



intranet events



new press releases



new on intranet

lotus by i.b.m.

for m.a.d. studio, sausalito

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icons for 'lotus notes' software interface >>





newcomer



expert



tired of look



newcomer



expert



change look



newcomer



expert



change look

icons for 'lotus notes' software interface



mail



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agenda



address book



www.typebox.com

independent type foundry
online navigation



TYPEBOX: mind, heart and hand



TYPEBOX: unusual but useful



TYPEBOX: promoting type culture



Keep checking back with Typebox



viewpoint



history +
theory



tech tips +
FAQs



funbox



mari's catering

mari takahashi,
japanese-californian fusion chef
owner, sozai restaurant
catering service
supplier to rainbow, whole foods etc.

icons marking category of packaged food
sold in groceries





special



favorite



bargain



seafood



vegetarian



vegan



organic



sweets



sweets



sweets



 Vegetarian
Tempura
Norimaki



 Vegetarian
Tempura
Norimaki



 Seafood
Fole Gras
Tuna Roll



autumn-themed september wedding
icon frames indicate nature of each event



zeichenwelt
world of symbols

symbol font in development
to go with typeface "pesaro"

LEAVES

BLÄTTER



TREES

BÄUME



FLOWERS

BLUMEN



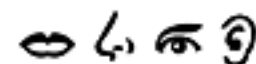
FRUIT

FRÜCHTE



SENSES

SINNE



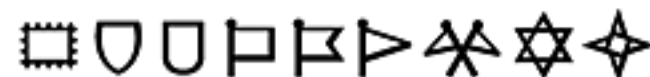
WORK+ART

ARBEIT+KUNST



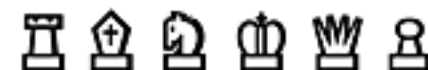
MARKS

MARKEN



CHESS

SCHACH



WEATHER

WETTER



MEDICINE

MEDIZIN



ANIMALS

TIERE



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CHARACTER ROAD TRIP

WATCH THE SHOW!



Vertical

WATCH THE SHOW!



usa network: character road trip

for fangohr, llc.

usa network asked us to create 2 titles (aka logos) for two interstitial shows that tie into their 'characters welcome' theme. we said 'let's go' and cranked out over 150.

our two-headed man, beer mug and fangonaut landed on national television. we were quite happy with the irreverent finalists that usa picked for the 'character roadtrip' show.

www.usanetwork.com/movies/characterroadtrip/

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CHARACTER ROAD TRIP

TAKE A RIDE WITH EVAN & JARON









CHARACTER ROAD TRIP

ALONG CAME POLLY
SATURDAY 9/8c



CHARACTER ROAD TRIP



CHARACTER ROAD TRIP

COLD MOUNTAIN
TUESDAY 9/8c



CHARACTER ROAD TRIP

BONE COLLECTOR
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Household goods



Computer hardware



Videos



Books



Event tickets



Software



Toys



General apparel



Tools/garden



Food and beverage



Sporting goods



Health and beauty



Specialty gifts



Consumer electronics



Household appliances



Music



Footwear



Flowers



Greetings



Clothing accessories



Other



thank you