

## Design that Works.

The prevailing attitude at Russell Leong / design is that design should reflect one's life. For Russell Leong this means taking a serious approach and introducing aspects of humanity and wit when appropriate. It isn't about following trends or being cutting edge, it's about creating design for clients that works. This attitude along with the tempering of personal style, function and sensitivity to client needs are essential factors in the continuing success of Russell Leong design.

Located in Cupertino, California, in the heart of Silicon Valley, Leong has kept his office small by design; yet maintains a large range of clients which varies in size from small retail to large Fortune 500 Silicon Valley firms.

Specializing in corporate brand graphics, Russell Leong design also produces collateral, event branding, packaging, signage, on-screen graphics, web design and most recently retail products.

RL/d's work has been published in design annuals produced by the San Francisco Art Directors Club, Western Art Directors Club, Art Directors Club of Los Angeles, New York Art Directors Club, Houston Art Directors Club and Print Magazine Regional Annual, and the American Institute of Graphic Arts (AIGA). His work has also appeared in periodicals such as: Communication Arts, STEP, Dynamic Graphics, HOW, Novum, and Idea Magazines. RL/d also has work represented in the United States Library of Congress permanent collection.



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Client: Gold Coast Products, San Francisco CA  
Project: Gold Coast bar mixers product labels



Client: Shanghai 1930 Restaurant, San Francisco CA  
Project: Shanghai 1930/Guanxi Lounge matchbox



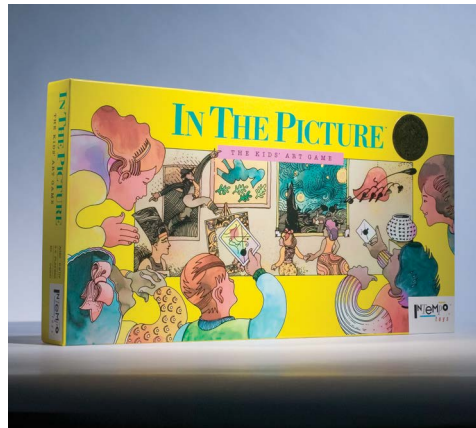
Client: L'uomo International, San Francisco CA  
Project: Blu/Cielo branded shopping bag



Client: Ajax Tavern, Aspen, Colorado  
Project: Ajax Tavern house wine label



Client: Intempo Toys, Palo Alto CA  
Project: In The Picture children's game



Client: Addison Westley Publishing, Menlo Park CA  
Project: Beyond Category media kit



Client: Betelnut Pejiu Wu Restaurant, San Francisco CA  
Project: Betelnut branded matchbox



Client: Johnson Turnbull Vineyards, Oakville CA  
Project: Johnson Turnbull Vineyards label



Client: Annieglass, Santa Cruz CA  
Project: Annieglass branded shopping bag



Client: Hewlett Packard, Santa Clara CA  
Project: HP9000 L-class channel marketing kit



Client: Brilyse South Seas Pearls, Papeete, Tahiti  
Project: Brilyse South Seas Pearls product catalog



Client: Symantec Corporation, Cupertino CA  
Project: Symantec Achievers' Trip event branding



Client: Intempo Toys, Palo Alto CA  
Project: Music Meadow Domino children's game



Client: Ming's Chinese Cuisine and Bar, Palo Alto CA  
Project: Ming's private label chili sauce label



Client: Annieglass, Santa Cruz CA  
Project: Annieglass Hankerchief Votive box

