

20 years, 2 cities, 1 focus: strategic brand and communication design

Liska + Associates has developed effective communications for our clients since 1980. During that time, we've also built a national reputation as one of the country's leading design firms. Using our thoughtful and logical process, we have created brands and communication materials for thousands of companies, products, services and organizations in a variety of industries. Our knowledge of how design affects perceptions, our deep understanding of cultural cues, and an acute awareness of audience motivation make us experts at analyzing and communicating brand strengths.

We are proud to present this selection of some of our work from the past 20 years. From the start, we have had the advantage of working with designers, photographers, illustrators, writers, printers and other professionals who strive for an uncommon level of excellence. We have been particularly fortunate to work with so many visionary clients who understand the impact that smart design has on business—and have trusted us to communicate their vital messages.



bloomingdales

House Blend Espresso Roast Coffee

ESPRESSO

C O F F E E

Ground for all types Espresso makers
and Filter Drip coffee makers.

NET WT. 12 OZ. (340 g.)

Playboy Enterprises, Inc.

1981 Annual Report



COMMUNICATION FOR
MOTIVATION



The Wyatt Approach

The Midwest Stock Exchange, Incorporated 1981 Annual Report



Hand Surgery



Cleft Lip and Palate Surgery

Cheiloplasty and Palatoplasty

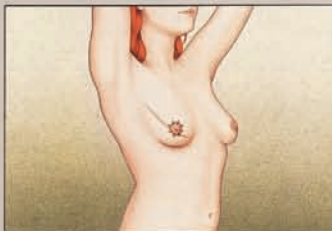


Body Fat Reduction

Suction-Assisted Lipectomy



Post-Mastectomy Reconstruction



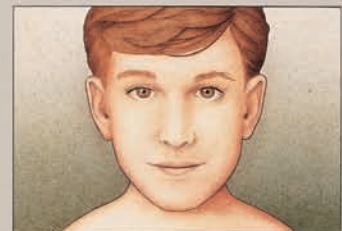
Facelift

Rhytidectomy



Ear Surgery

Otoplasty





Jacob van Ruisdael, *View of Haarlem*, c. 1670-75. Oil on canvas, 64.3 x 82 cm. Royal Picture Gallery, The Hague.

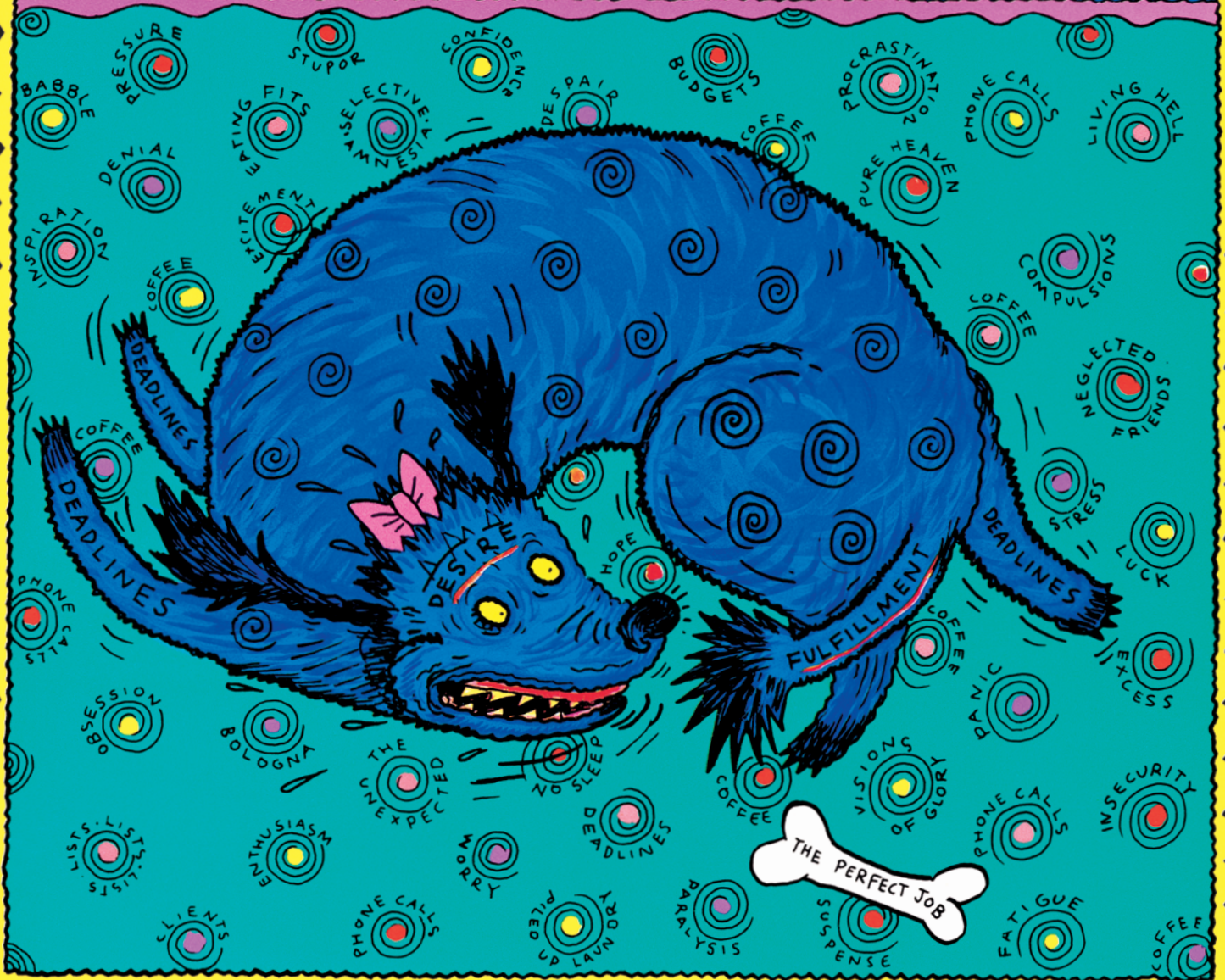
Mauritshuis: 17th-Century Dutch Painting

from the Royal Picture Gallery

The Art Institute of Chicago
February 26 – May 22, 1983

The Chicago presentation is made possible by a generous grant from
Consolidated Foods Corporation.

THE CREATIVE CYCLE



In this dog eat dog world,
creativity is the bone with the most meat.

But creativity can also be a vicious cycle.

So if you feel like you're always one bite away from
catching your own tail, understand you're not alone.

The lunacy is universal.

And remember, we're always here to help.

BRADLEY.
THE BRADLEY PRINTING COMPANY



A World Marketplace

世界に誇る取引市場



CHICAGO MERCANTILE EXCHANGE®

シカゴ・マーカンタイル・エクスチェンジ

THE
MERC
AT
WORK

A GUIDE TO THE CHICAGO MERCANTILE EXCHANGE



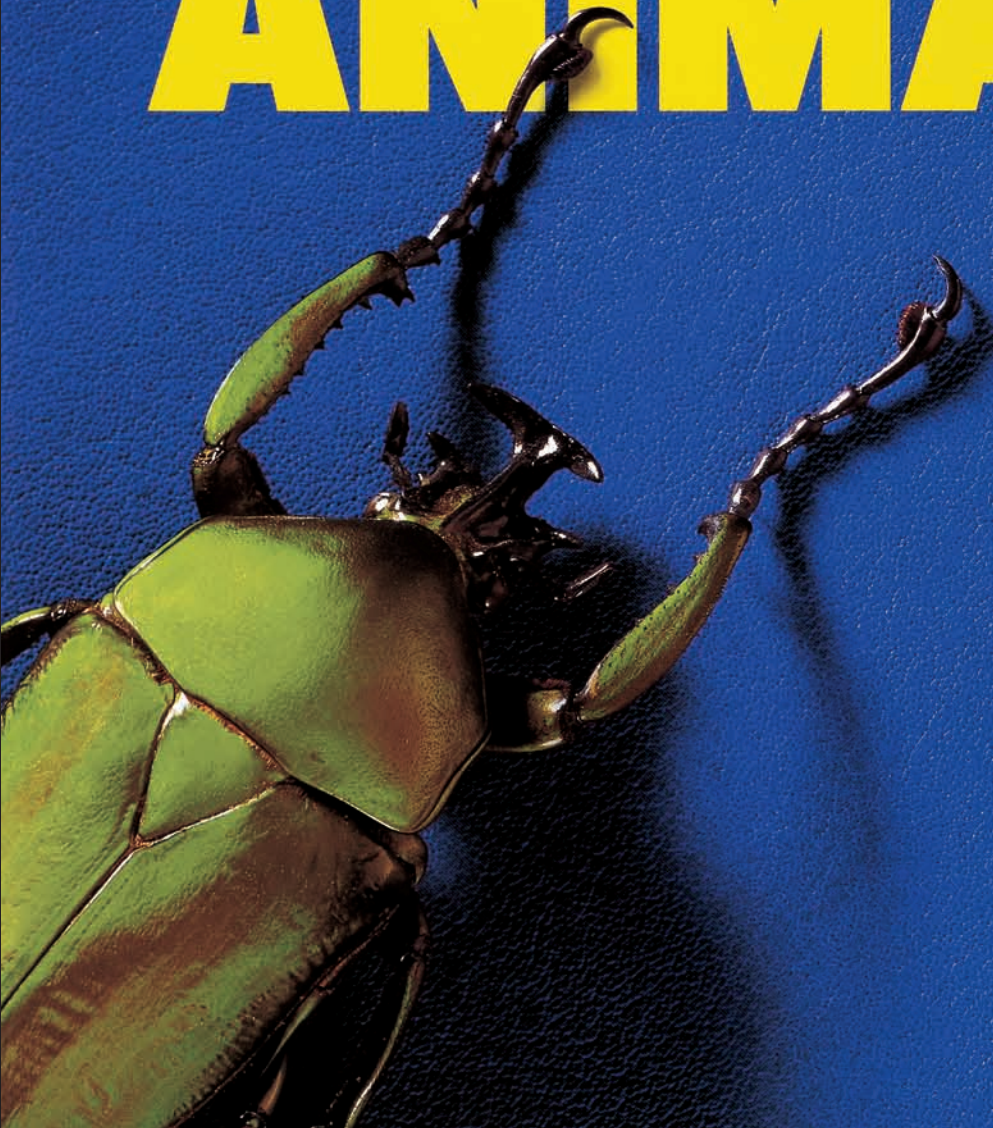
LOVE, MONEY AND POWER IN CHICAGO



The 4th AIGA National Conference
October 3-6, 1991



GRUBMAN. ANIMALS.



6:00 PM
And now I see

6:10 PM

with eye serene

6:20 PM

the very pulse

6:30 PM

of the machine.

6:40 PM

— WILLIAM WADSWORTH

6:50 PM

O'Hare

7:00 PM

The world's busiest airport

7:10 PM

7:20 PM





Mohawk 50/10

Vision



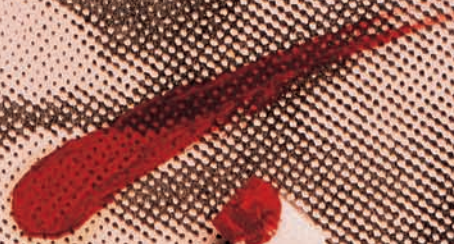
Chicago Mercantile Exchange/Globex
Health Link
Learning Curve
Inochi Restaurant

Institute of Real Estate Management
Heltzer Furniture
Optimistic Camera Company
Brain Research Foundation

The Black Book
Frank Lloyd Wright Preservation Trust
Terra International
Torchia Architects

Mira

70# MIRAGLOSS



Expressions in Red





AMERICAN
CREW

Quality Grooming
Products for Men

**DAILY
SHAMPOO**
For Hair & Scalp

16 FL OZ / 1 Pint / 473 mL



02

THE AMERICAN CREW COLLECTION
V O L U M E 0 2



**THE
BLACK
BOOK**

97



**THE
BLACK
BOOK**

97



**THE
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BOOK**

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**THE
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**THE
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**THE
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MultiSync® HiVid® HLO Projectors



DLP
A TEXAS INSTRUMENTS TECHNOLOGY

Completely **digital** projection systems **Cinema-quality**, large-venue drama

Outstanding **image** brightness **Powerful** exclusive image control features

Unsurpassed NEC Technologies **quality** and **reliability**



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PRICEWATERHOUSECOOPERS 

“The Future of Options Trading is **Open Outcry.**”



“The Future of Options Trading is **Screen-Based.**”

