

Who we are:

Murphy Design is a creative, client-focused graphic design studio in Center City Philadelphia. We design identity programs and core-marketing materials for clients in business, education and the non-profit sector. We are especially known for translating the personality and culture of a particular organization into compelling visuals.

Rosemary Murphy received a BFA in graphic design from the Philadelphia College of Art in 1981. After working for several design groups in Philadelphia, Rosemary established the studio at 1216 Arch Street in 1985. Under her leadership, the studio has developed numerous award-winning projects. Rosemary is a former president of the Philadelphia Chapter of the American Institute of Graphic Arts and a member of the adjunct faculty in graphic design at Drexel University. A participant in the University of Pennsylvania, Master of Liberal Arts program, Rosemary has also conducted workshops for Special Programs.

Rosemary, creative director of Murphy Design, designs and oversees all creative projects. We collaborate with photographers, writers, illustrators, production artists and other specialists for specific projects.

How we work:

We approach our work with complete respect for our client's point of view, time and budget. Each project is defined by our client's needs. Our ability to listen and thoughtfully respond, to envision and propose multiple approaches, culminates in design solutions that are fresh, direct and successful. We take the time to understand our clients' industry and specific needs—the who, what, when and where of their activities and stakeholders. We provide the creative resources, production estimates and timelines to meet those requirements.

Although we've designed thousands of brochures and printed pieces, we approach each project as a new opportunity.

How we think:

There's no greater satisfaction than working with great clients on projects that consistently meet their needs. Finding the perfect balance between image and language, using typography, color, photography, graphic forms, papers, inks and pixels, is a challenge that inspires us every day.

What we do:

Most often, we design core-marketing materials for businesses, nonprofit organizations and educational institutions. These materials are usually identity programs, publications, brochures, annual reports, HR training programs and special events materials. Please review some of our work in the portfolio section of our web site.

About Identity Projects:

Organizational "identity," in the visual sense, is important. It affects how people think and feel about a company. It is a combination of reputation, name, culture, perception and values. An identity program often consists of a logo, a specific look and feel, a selected color palette, selected type styles, and an overall design style. A well-designed identity is a clear and consistent method of communication and differentiation. Identity design provides a distinctive, recognizable brand; it represents the integrity of an organization. It builds confidence among clients, employees, suppliers and communities served.

Marks:

A mark or a logo is the cornerstone of an identity program. It is a signature and implies ownership of a service or message. Think of the Red Cross, the Nike swoosh or FedEx. Marks can be abstract symbols, letterform logotypes, picture symbols and expressive typography. The marks shown in our portfolio were thoughtfully developed to represent corporate identities, corporate training programs, identities for events, employee incentive programs, mastheads, and trade show signage.

Selected Awards:

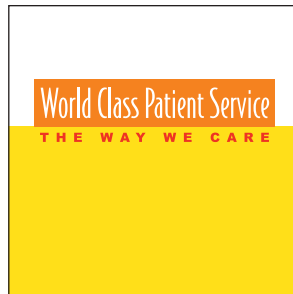
2002, American Corporate Identity/18, Award for identity design, FSS 500 Program for the ARAMARK Corporation.

2001, Achievement Award from Domtar "for selecting Domtar Kaos as a paper of choice for corporate identity."

2001, All Star Award from ARAMARK Healthcare support services for teamwork on the World Class Patient Service Identity program.

murphy design 

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