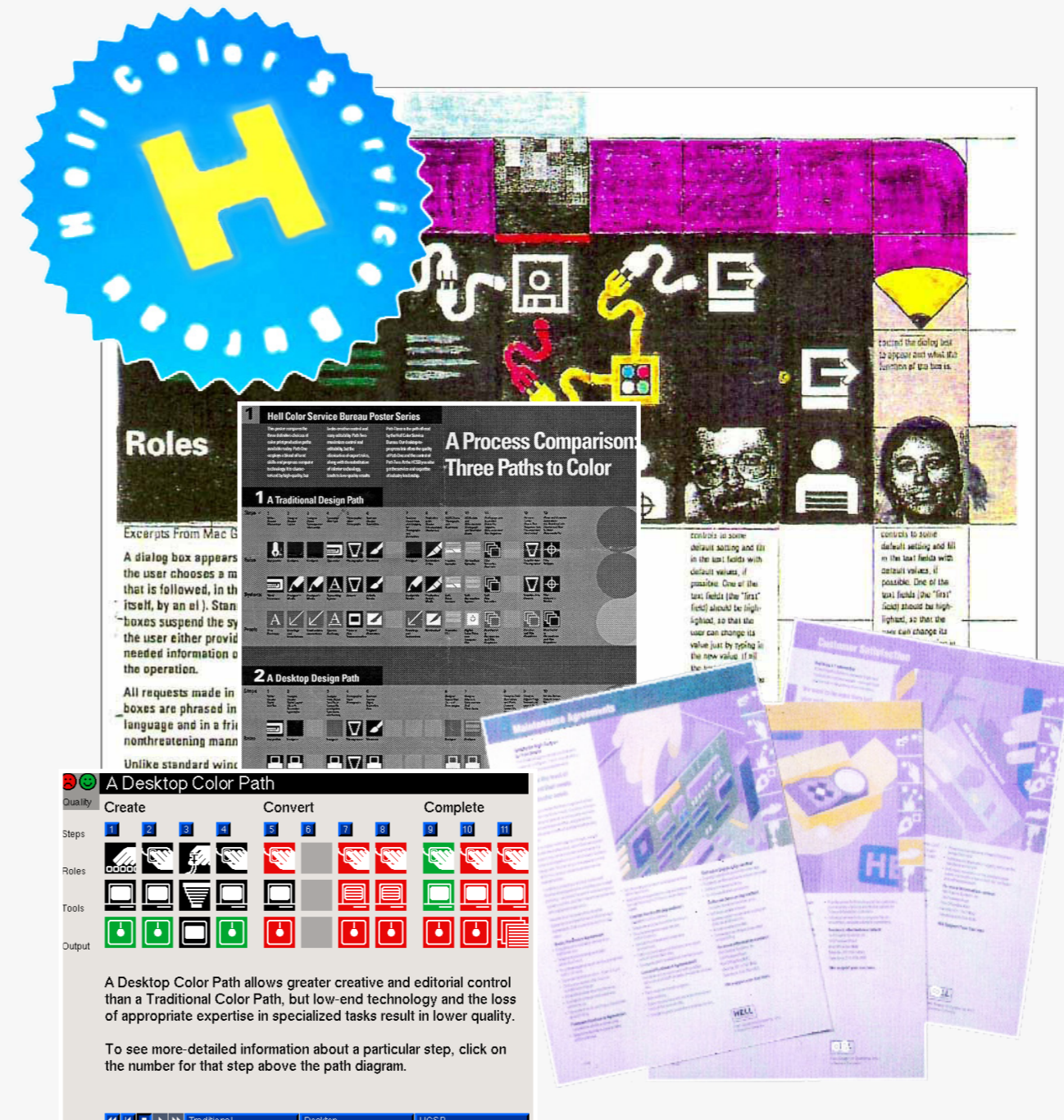


Hell Color Service Bureau

1989-91: I was the lead researcher, analyst, designer, writer and developer for Aaron Marcus and Associates (AM+A) on a project for Hell Graphic Systems, a German maker of high-end color prepress equipment. (The company was named after its founder, Rudolf Hell. Also, “hell” means “bright” in German.)

At the time, Hell’s expensive but high-quality color-separation and image-assembly systems were being encroached upon by relatively inexpensive desktop systems. Hell retained AM+A to research, conceptualize, design, and develop a strategic marketing initiative to differentiate Hell’s products from their upstart desktop competition.

After nearly two years of work this ambitious project was terminated due to a corporate takeover of the client by Linotype, one of the competitors who were the target of the initiative.



Hell Color Service Bureau

The concept of the project was the Hell Color Service Bureau (HCSB), a certification and branding program for prepress shops who partnered with Hell to offer an exclusive service integrating creative work from designers' desktop systems with high-end Hell prepress systems and operators.

We created the HCSB Information Kit to identify the brand and communicate its benefits. The kit was to include a poster examining the tradeoffs in quality, price, and creative control among three color production paths, a floppy disk, and other collateral materials.

The disk was an interactive version of the poster that guided designers in customizing the production path for their project.

