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# Louise Fili

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Goeun Yoon

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**Louise Fili is a New York-based graphic designer. She is a formal senior designer for Herb Lubalin and also was an art director of Pantheon Books where she designed about 2,000 books jackets from 1978 to 1989. She has awarded the medal for lifetime Achievement from Art Directors Hall of Fame and the Type Directors Club. Fili has taught and given lectures on typography and graphic designs. With her immense love of food and type, in 1989, she opened her own studio, Louise Fili Ltd, specializing in the design of those such as food packing, restaurant signages and etc.**

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Monogram for Tiffany & Co (2005)

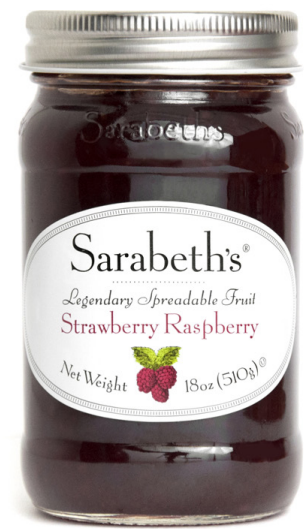
One of my favorite work of Louise Fili's is this elegant hand-drawn monogram for the ubiquitous jeweler Tiffany & Co. These three letters, a T, a C and a O and an ampersand with a classic font were gracefully combined together and become a sleek modern logo. This custom-ized font looks similar to Baskerville and Engravers MT. The stem of T seems a bit longer than the usual ones as the T is in the center like a column, wrapped by other connected letters. By using sans-serif for the ampersand, all the letters are harmonized beautifully without looking tilted to the right side, where there are more strokes of letters. I think this timeless mark is the ideal example of a successful monogram.

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I confess I did not know the packaging designer for Sarabeth's was Louise Fili. I am a huge fan of Sarabeth's, their restaurant, jams, cookies and chocolates are not only beautiful to look at but also tasty! This jar of their jam, one of their best sellers have two different packaging on it, one, that the brand had for 25 years and the current one, Louise Fili newly designed. It doesn't seem like it changed drastically but the new design definitely grasps your attention more and really tells you their new concept, simple, soft and elegance look. Changes occurred from the font size, shape, color, the image of raspberry and etc. First of all, Fili shrank the five lines to three lines by taking out the three words 'Spread the Word' and moved the other three words, 'Legendary Spreadable Fruit' in cursive and one line to



BEFORE



AFTER

use the space of width better and make the whole look a lot simpler and smoother. She placed the brand name, 'Sarabeth's' in the center with round terminal for a, r and s and by making the S and the ascenders of b,t and h longer, it stands out more than the old design without making the font too big. Also the added dotted line between the brand name and the additional words of an item helps the design looks more organized. 'Strawberry Raspberry' is the only colored words and is placed it in the middle above the new image of raspberry, which looks utterly more realistic and delicious. Lastly, the added pattern along the border instead of the one thick simple line seems like it completes the smoothness of the new design delightfully.

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