

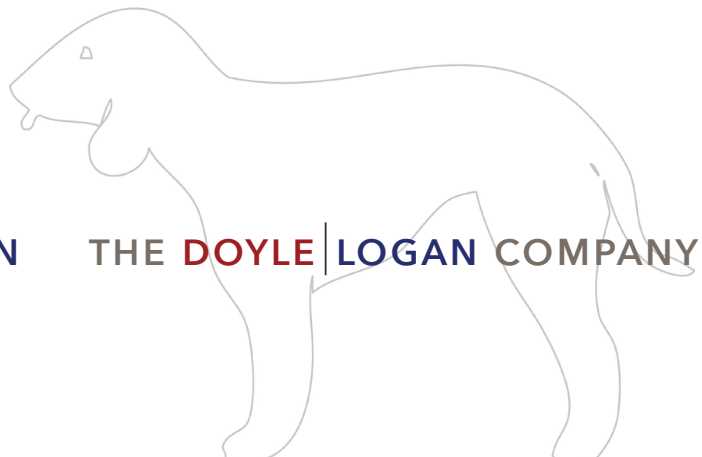
graphic design

FOR PRINT AND PUBLICATIONS 1984-2024

At The Doyle/Logan Company,
we believe design is more than making things
beautiful—it's about helping clients discover new
ways of telling a story. Thoughtful design can
bring accessibility and understanding to complex
information. Whether it's a magazine, an annual
report, a web project, a book, or a logo—
good design communicates ideas.

CLAY DOYLE | MICHAEL LOGAN

THE DOYLE | LOGAN COMPANY

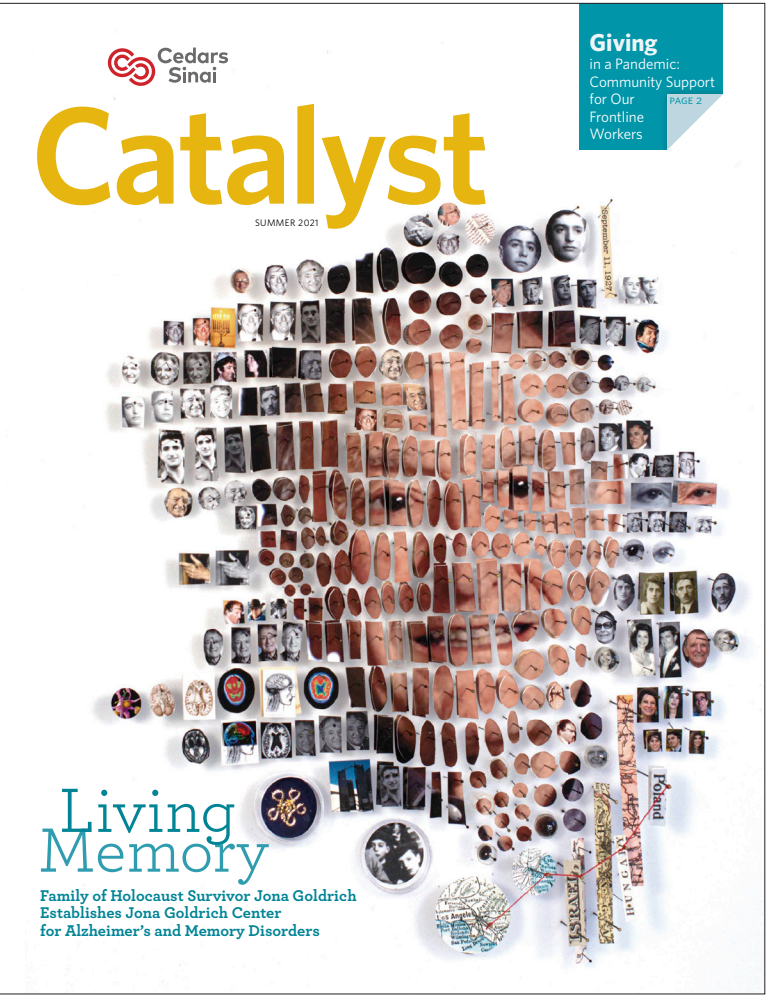


Cedars-Sinai Catalyst

The Doyle|Logan Company has designed *Catalyst*, a publication that focuses on Cedars-Sinai’s donor community, since 2007. We reimagined what had essentially been an events newsletter into an engaging magazine with a new emphasis on *why* donors, support groups and volunteers give, and *how* their contributions make a difference. We have worked with many photographers and illustrators over the years to tell these stories as impactfully as possible.



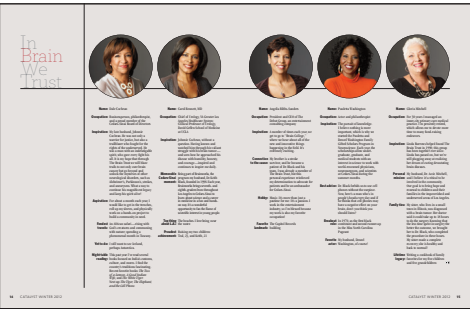
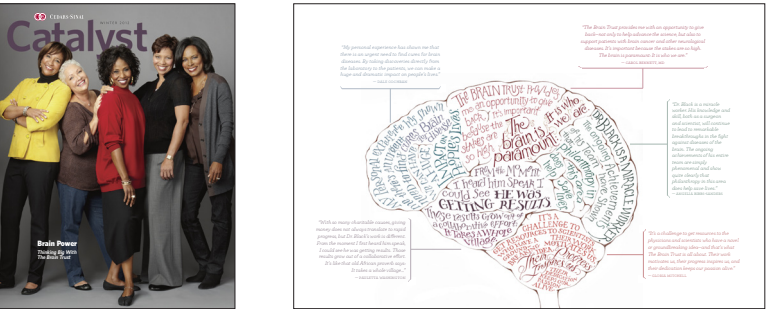
The cover subjects are major donors who have been featured in many Cedars-Sinai publications, so we had met them several times before we started to plan this issue. He’s very tall; she’s petite. They share a keen interest in art and architecture. Those two facts inspired the cover image, with high and low Eames chairs allowing us to split their height difference.



LEFT: The Michael Mapes collage on this cover allowed us to tell the story of the donor family’s late father, a survivor of the Holocaust, using archival images and objects.

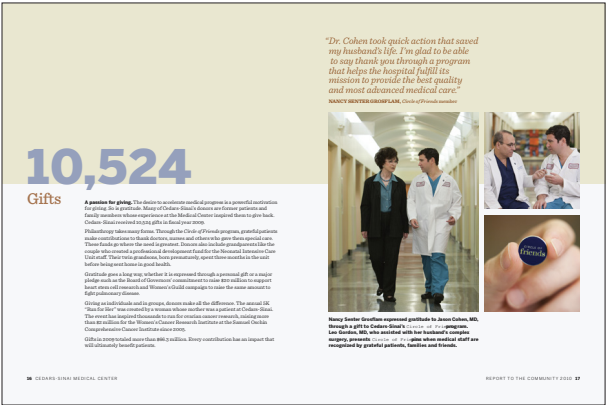
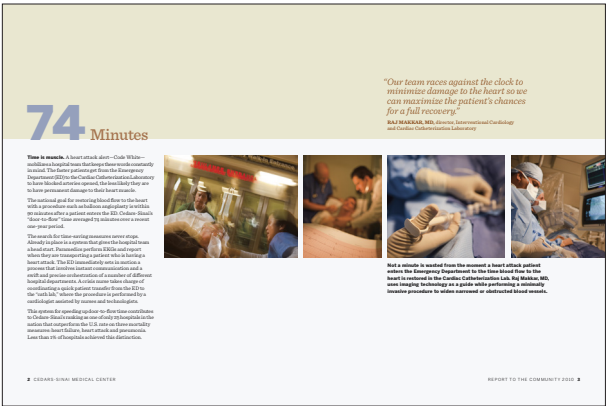
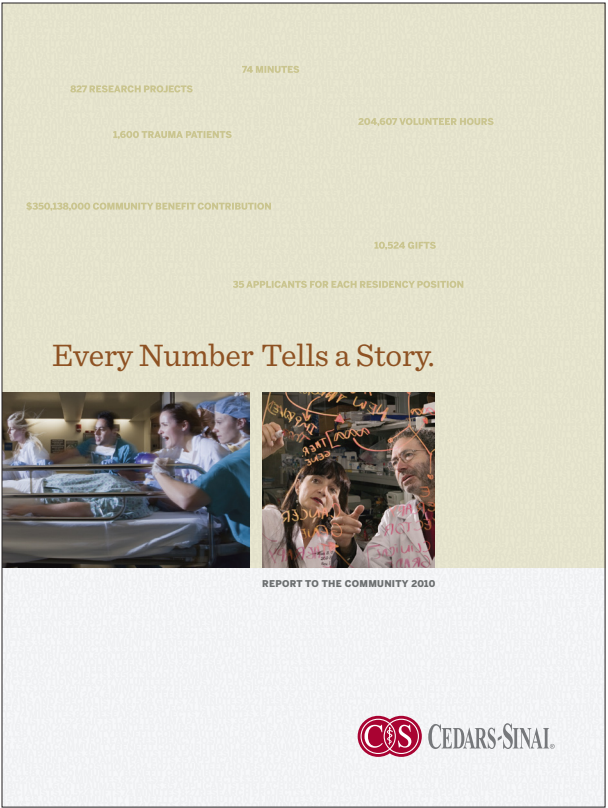
BELOW: These dynamic, high-profile women support the work of a prominent Cedars-Sinai brain surgeon. The cover and story highlight their friendship as well as their philanthropy.

BOTTOM: Sports Spectacular is a donor group that brings together world-class athletes and philanthropic fans to raise money for, among other things, diabetes research.



Cedars-Sinai Report to the Community

The Doyle|Logan Company designed Cedars-Sinai's institutional annual report as a print project from 2005 to 2020, and created interactive web-based reports in the following years as the project transitioned to digital-only.



The 2010 annual report tells the Cedars-Sinai story through striking numbers—for example, 74 minutes, the average time from ER arrival to treatment for heart attack patients; 1,600 trauma patients cared for that year; and 10,524 philanthropic gifts received.

To add visual and tactile interest to the printed piece, we collaborated with ColorNet Press to create an overall texture with the numbers printed in transparent coatings.



ABOVE: Our first report, *The Hands of Cedars-Sinai*, gave us the opportunity to highlight the many individuals who contribute to hospital care—not just doctors and nurses, but also people in less visible roles, like a volunteer harpist and a member of the environmental services team.

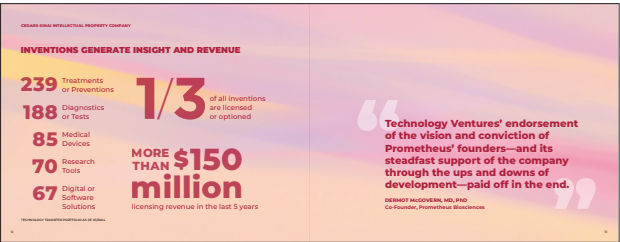
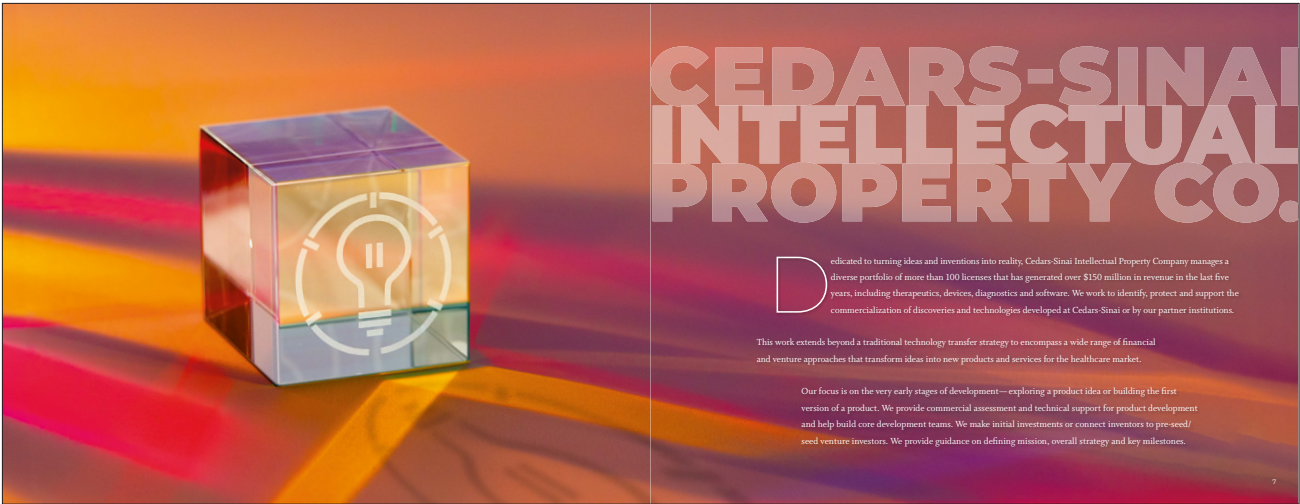
125 Moments and Milestones allowed us to organize a grab-bag of small stories into a coherent whole.

LEFT: With *What Does It Take to Heal?*, our theme was collaboration. The red partial cover opened to reveal a large ampersand, a symbol that carried through the piece.

The Spectrum of Innovation

The Doyle|Logan Company has been creating publications for Cedars-Sinai Technology Ventures since 1999. Over that time, the organization has evolved into a world leader. 2024's *The Spectrum of Innovation* explores the vital role Technology Ventures plays at this non-profit academic medical institution.

In addition to design, The Doyle|Logan Company took the lead in conceiving and writing the report—services that go beyond the typical scope of a design firm. We designed icons that were etched on crystal objects to create light and color effects. A combination of gloss and dull varnish effects brings a 3-D feel to the printed piece.





ILLUSTRATION

Technology Reports

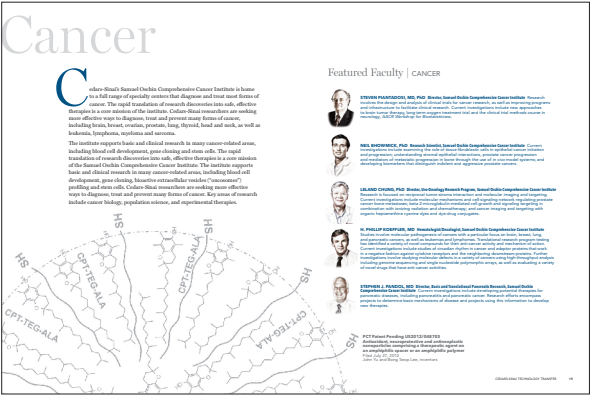
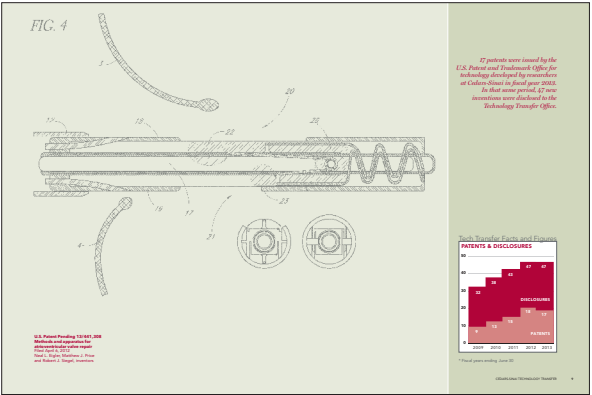
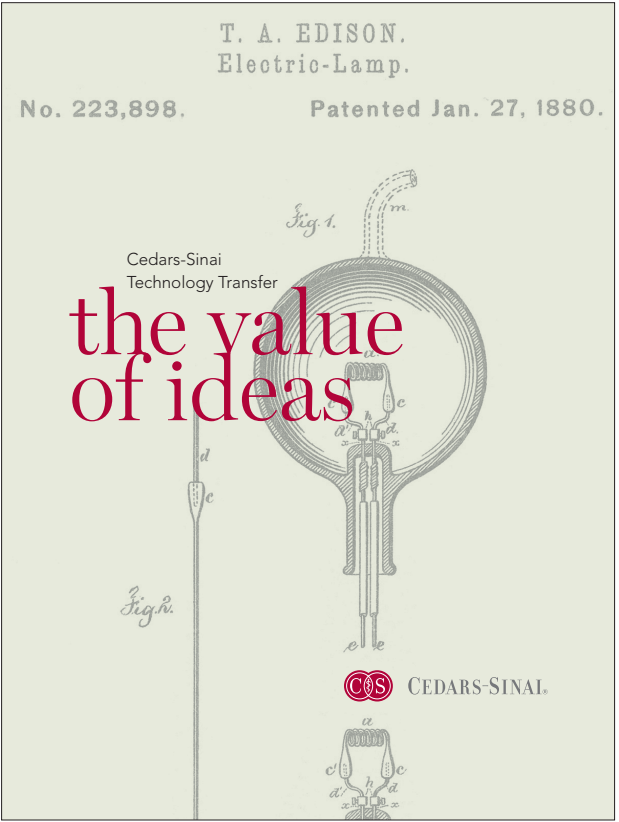
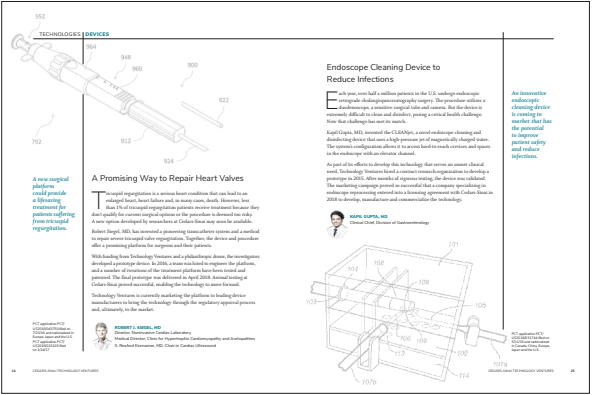
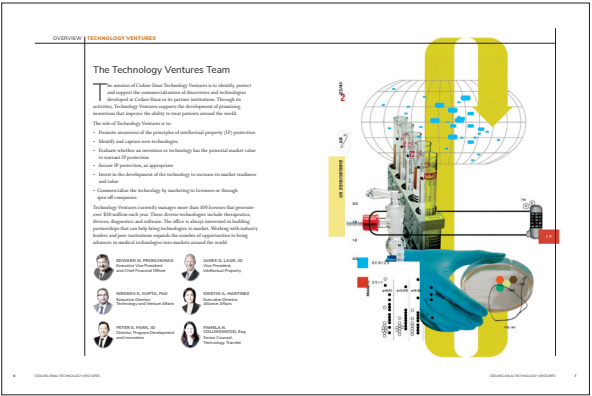
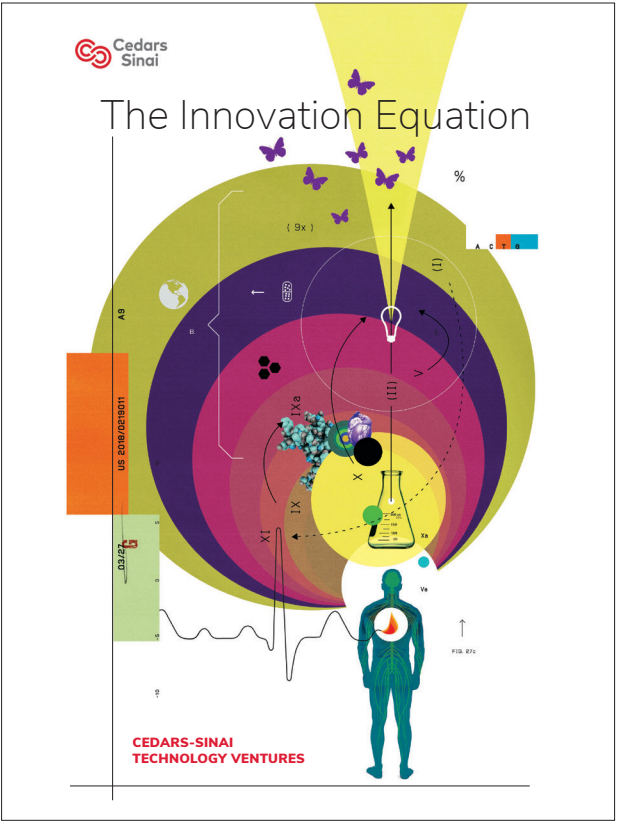
As Cedars-Sinai's technology transfer office evolved into Technology Ventures, we helped them shape and share their story. To demystify how patents and licensing support the mission of a nonprofit medical center, we created a series of visually striking reports—each anchored by illustrations that, true to the adage, were “worth a thousand words.” Early editions featured imagery pulled directly from real patents. Later, we enlisted a global roster of illustrators to bring the narrative to life.



ABOVE: A dozen top illustrators from the US and Europe, including cover artist Gary Baseman, contributed to 2016's *From Imagination to Innovation*.

OPPOSITE TOP: 2019's *The Innovation Equation* featured the work of Stuart Bradford.

OPPOSITE BOTTOM: *The Value of Ideas*, from 2013, was built around figures from actual patent applications. While the interior illustrations all came from inventions that originated at Cedars-Sinai, the cover leveraged the longstanding metaphor of the “lightbulb moment.”



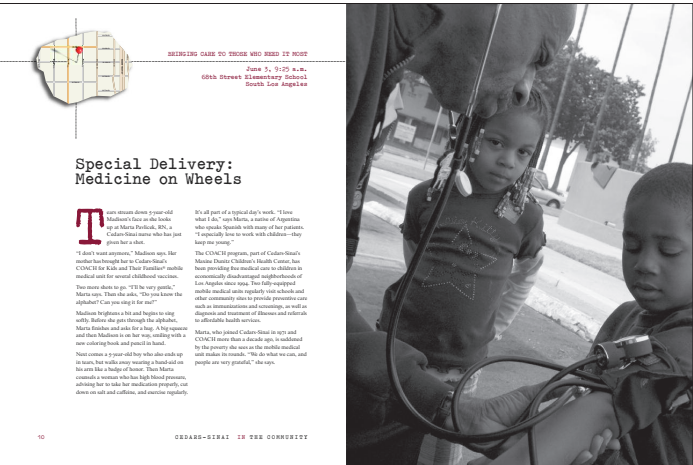
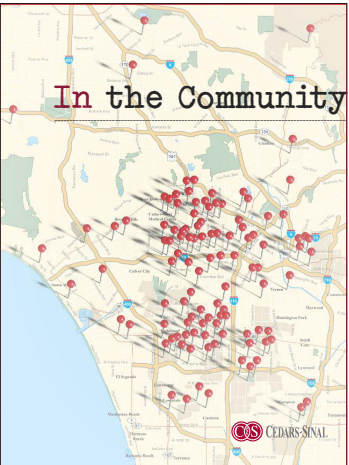
Cedars-Sinai Special Reports

We've developed in-depth special reports for a range of Cedars-Sinai departments and institutes—complex projects that required close collaboration with medical leaders. These pieces have tackled wide-ranging and nuanced topics, from major disciplines like heart disease and cancer to quality improvement initiatives, community benefit programs, and beyond.



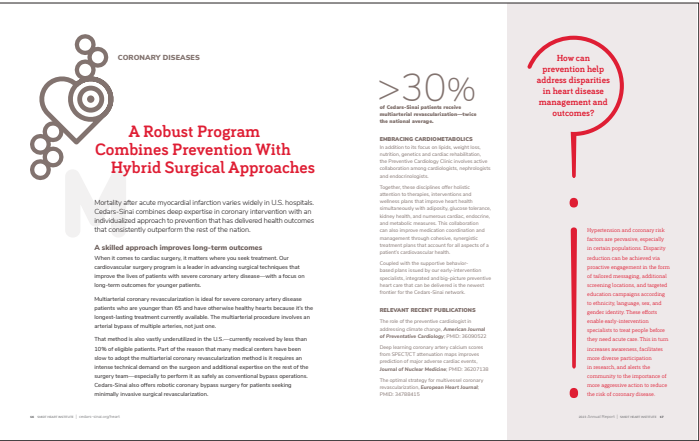
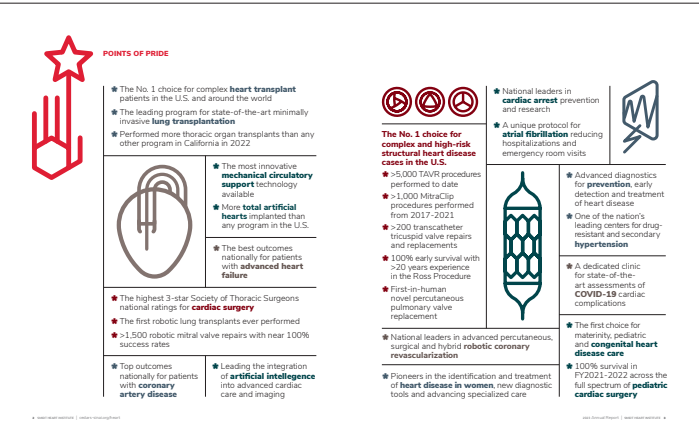
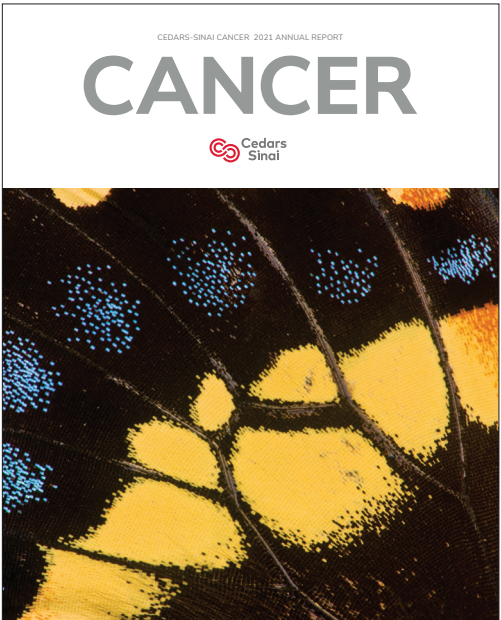
TOP: *From Big Ideas to Bold Action* focused on quality and process improvement efforts at Cedars-Sinai. The full-width pages function as infographics, while interleaved half-width pages on textured paper present the text.

BOTTOM: *In the Community* used pins on maps and journalistic photography to emphasize the wide geographic reach of Cedars-Sinai's involvement



TOP: We designed the Heart Institute's 2023 annual report around a collection of icons we commissioned from artist Mark Fox. The goal was to create a report with a unique look and feel, to stand out in a crowd of similar pieces.

BOTTOM: For a Cancer annual report in 2021, we were given a theme of “transforming cancer.” We used beautiful natural transformations—caterpillar to butterfly, seed to flower, egg to bird—to develop that theme.



Irvine at 35: The Ultimate Playground

We were commissioned by The Irvine Company to design a brochure, to be bundled with the *Orange County Register*, celebrating the beauty and fun to be found in the city of Irvine, California. We thought “How can we create something that will hold people’s attention, that won’t go immediately into the trash? Why not make a book of postcards?”

The client loved the idea, and ran with it. We used a mix of existing images and new photography to showcase the many wild spaces, parks and recreational opportunities available in Irvine. Vellum sheets mixed in with the postcards tell the story with text and quotes.

The postcard book generated a flood of requests to both the newspaper and our client for additional copies. A digital version was launched, too, allowing visitors to our client’s website to send customized e-postcards.



From the beginning, preserving the natural beauty of the area that would become the City of Irvine was a major part of the vision that shaped the Master Plan for The Irvine Ranch®. The quality of life that is being celebrated as the city marks its 35th anniversary this year includes many opportunities for residents to experience and enjoy nature. Long-range planning has ensured that more than one third of the entire city, a total area greater than 16,500 acres, ultimately will be forever preserved as parks, trails, and open space—more than you will find protected in any other Orange County city.



IRVINE AT 35: THE ULTIMATE PLAYGROUND



It's Big Wheel heaven—a place where kids can drive over bridges and through tunnels and even stop at make-believe gas stations. Echo Run Park in the village of Woodbridge is also a popular place for radio-controlled car races.

PLACE
39¢
POSTAGE
HERE



The Irvine Company

The Irvine Company developed the planned community of Irvine, California. Our work with them reflects their wide-ranging interest in the community: projects promoting wild spaces, educational excellence, milestone anniversaries, and more.

RIGHT AND BELOW: For the Irvine Public Schools Foundation, we produced a fundraising mailer with a fold-out half-cover

BOTTOM: We created *Forever Wild*, a newsletter for the Irvine Ranch Land Reserve. For the first issue, the 10" square format folded open to reveal a 20 x 30" poster. The format varied in subsequent issues, to suit the content.



The Irvine Public Schools Foundation

Running the race every day, in every school.

The Irvine Public Schools Foundation (IPSF) works together with the Irvine Unified School District (IUSD) and members of our community to ensure a world-class education for all our students. Irvine schools are comparable to the finest private schools in the country. Unfortunately, state funding for our schools remains inadequate, posing real challenges to sustain our outstanding education programs. At IPSF, we believe that to preserve a quality public education our entire community must work together to support our schools. Please join us in our race to sustain excellence by supporting our children and their future.

Irvine Students Set a Standard For Excellence and Deserve Our Commitment to Their Future Success

The Irvine Unified School District (IUSD) is a high-performance district. With outstanding academic achievements, stellar arts and music programs, and 23 Olympic athletes among our alumni, it is no wonder why parents come to Irvine for their children's education. Educational excellence is driven by the Irvine community through to maintain this quality lifestyle that Irvine offers.

The race for a quality education has no finish line.

IRVINE RANCH LAND RESERVE NEWSLETTER

Volume 1, Issue 1

Summer 2006

Forever Wild

Everywhere you look these days on the Irvine Ranch Land Reserve®, something exciting is happening, whether it's a prestigious national designation for the Mountains to Sea Trail, a series of major recreation improvements for the Back Bay, or Fremont Canyon's inspiring recovery from a devastating wildfire. You'll read about those topics and more in this issue of *Forever Wild*, and pictures informative forward to updating you future issues. Until then, the URL below for more for one or more of the rides, equestrian outings throughout the Reserve.

We hope you find the articles and enjoyable, and we look on other important topics in be sure to visit our Web site at information. Sign up today more is in store. A new nature center opens soon in Laguna Coast Wilderness

www.irvineranchlandreserve.org

IRVINE RANCH LAND RESERVE

IRVINE RANCH LAND RESERVE NEWSLETTER

Volume 1, Issue 1

Spring 2007

Forever Wild

Oh, give us pleasure in the flowers today;
And give us not to think so far away
As the uncertain harvest; keep us here,
All simply in the springing of the year.

— ROBERT FROST

Ah, spring. Nature's extravagant annual rebirth. Or, as Robin Williams quipped, "Spring is nature's way of saying, 'Let's party!'" Every season on the Irvine Ranch Land Reserve® is beautiful in its own right, and spring is no exception. In time for its arrival, many exciting things have occurred recently on the Reserve, and much more is in store. A new nature center opens soon in Laguna Coast Wilderness

Park. Renowned Plein Air artists are at work capturing the Reserve's grandeur on their canvases. The Nature Reserve of Orange County celebrated 10 years of success, and is looking forward to the next to. Wide-eyed seventh-graders got up close and personal with nature in Limestone Canyon. New trails continue to open to take you from here to there. You'll read about all those activities, and more, in this issue. Happy spring.

There's no better time than spring to discover the wonders of the Reserve. Visit www.irvineranchlandreserve.org and sign up for one or more of the many hikes, mountain bike rides, equestrian outings and other activities.

IRVINE RANCH LAND RESERVE



From a century review of Fashion Island's stores through the decades is a fascinating reminder of the ever-fresh nature of style, and shoppers' changing tastes and interests. When the corner opened, its first industry leading lineup of anchors included Bulfinch, J.C. Penney, Bloomingdale's and The Broadway. Fashion Island today remains at the forefront of national retailers, with Bloomingdale's, Macy's and Orange County's only Neiman Marcus. Over the years, consumers' evolving style preferences have inspired through Fashion Island's smaller stores as well.

Who would have imagined 40 years ago that the corner today would serve shoppes of shoppers by offering such cutting-edge stores as Apple, NikeiWomens, Saks Fifth Avenue and J.C. Penney's Fashion Island has always anticipated and embraced change in its unique and interesting blend of stores, believing that being responsive to consumers' evolving interests and desires never goes out of style.

40 years of style

From the moment it opened, Fashion Island was known for its very grand name, in the heart of the city. With more restaurants such as Bob's Burgers—renowned for its Southern theme and famous New Year's Eve parties—and the classy Viceroy Theatre, the corner has always been a hotspot for a great meal... or a nice snack that fits the spot. That tradition is very much alive today in some 30 eateries throughout the center, ranging from fast-food outlets such as Fuddruger, Red Rock Chili and Wildcraft, to casual dining establishments such as Café BOLD and California Pizza Kitchen. In August, regional restaurants like Ray's Hawaiian Fusion Cuisine, Tuscany's Prime Steakhouses, the Wine Bar and Blue Coast Seafood & Spirits. There's virtually something for everyone's taste, whether you're in the mood for a fast and portable or a sophisticated meal. It is a distinction that adds rich flavor to the unique experience that is Fashion Island.

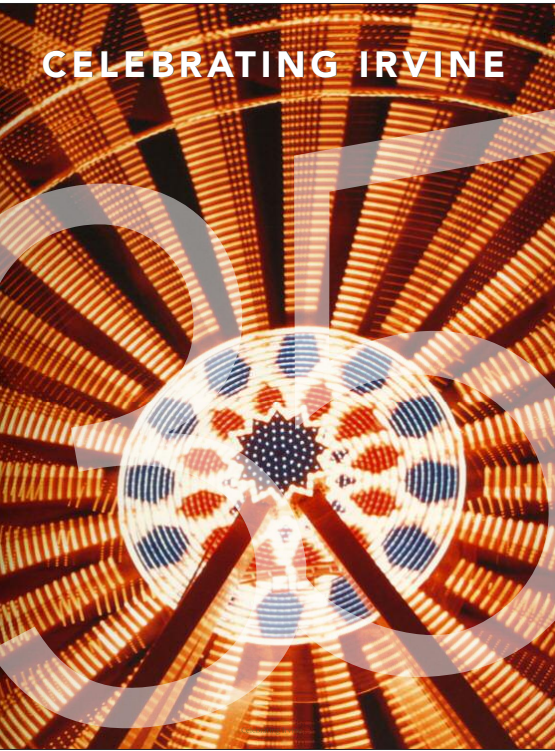
40 years of flavors

There's one rule that says you have to walk around in the heart of Fashion Island's pop-it-to-the-top, located near the city and children, it seems, missing the temptation to do more than to respond. And indeed, it's just plain fun. Since Fashion Island opened its doors, it has been a key ingredient of its success and admiration. Inspired by its beautiful, coastal setting, the center's inviting outdoor landscape has always been a changing picture of things to do and see. From imaginative fountain and fountain-splashed areas, to a Victorian-themed restaurant and a busy park offering panoramic ocean views, Fashion Island is so in good luck you never want to leave a little fun.

40 years of fun

LEFT: Another piece with a double fold-out format celebrated the 40th anniversary of the iconic Fashion Island shopping mall. This one featured Phoebe, one of the Doyle|Logan Company's Bedlington Terriers, as a model.

BELOW: *Celebrating Irvine* was released to highlight the 35th anniversary of the city, and features interesting facts, events and places in Irvine, past and present.



16 **Preserving Irvine's rich history**

The City of Irvine was founded in 1971. The story has evolved to present history, and the history of the city of Irvine. The story has evolved to present history, and the history of the city of Irvine. The story has evolved to present history, and the history of the city of Irvine.

17 **A historic setting for downtown Irvine**

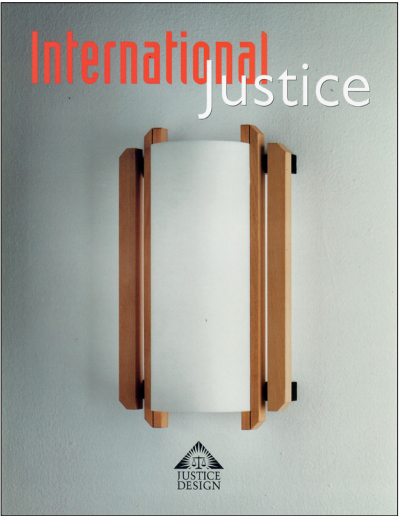
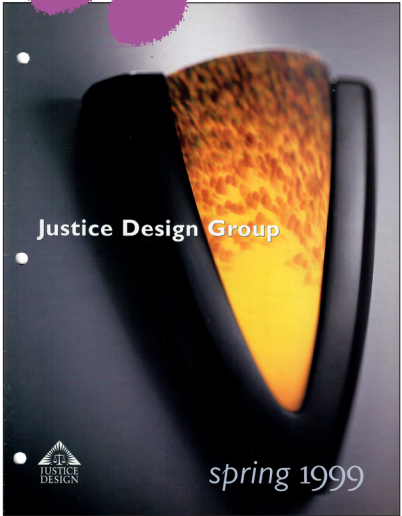
The historic setting for downtown Irvine is a key part of the city's identity. The historic setting for downtown Irvine is a key part of the city's identity. The historic setting for downtown Irvine is a key part of the city's identity.

18 **Conserving a precious resource**

The Irvine Ranch Land Reserve is a key part of the city's identity. The Irvine Ranch Land Reserve is a key part of the city's identity. The Irvine Ranch Land Reserve is a key part of the city's identity.

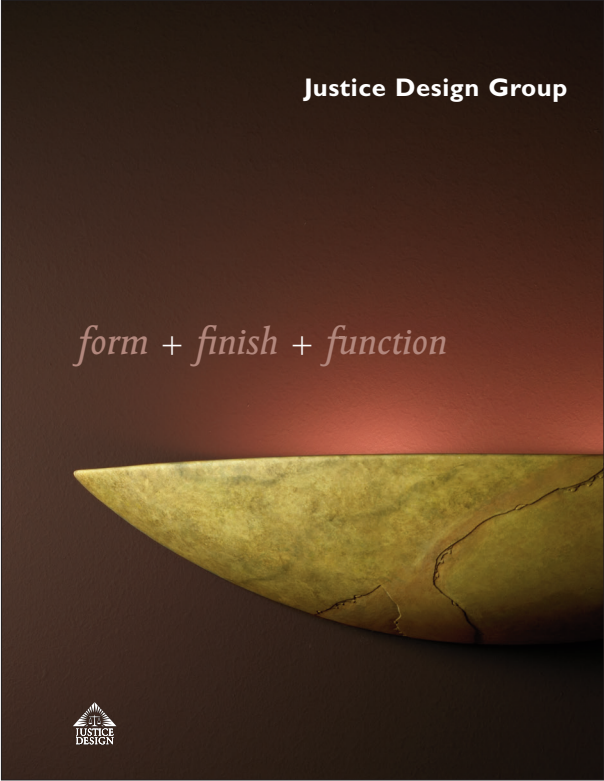
Justice Design Group

We designed catalogs, brochures, specification sheets, packaging, in-store display fixtures and three website iterations for Justice Design Group, a Los Angeles lighting fixture manufacturer and importer.



TOP LEFT: We used the silhouette of one of their light fixtures to brand bogo, a French import range of painted wood wall and table lights for children's spaces. The symbol was used on promotional materials, product tags and cardboard shipping boxes.

OTHERS: A collection of covers from brochures introducing new product lines and line extensions. Justice began with a line of ceramic wall and ceiling fixtures they designed and manufactured in Los Angeles, and expanded their offerings with imports from Germany, France and China.



The 68-page catalog *form + finish + function* alternates full-color, full-width glossy photo pages with slightly narrower, often information-dense text pages on pale grey uncoated paper. The catalog features over 250 individual products, plus an extensive array of finish choices and lamping options.

In addition to supervising the studio product photography, the Doyle|Logan Company styled and propped the full-page installation images for this catalog—and all our Justice Design projects—often using our own furniture, tableware and accessories.



UCLA School of Medicine

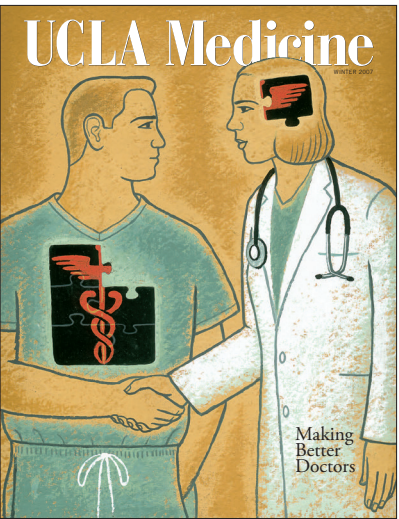
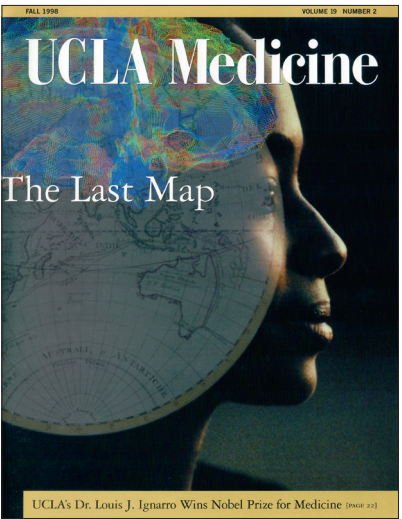
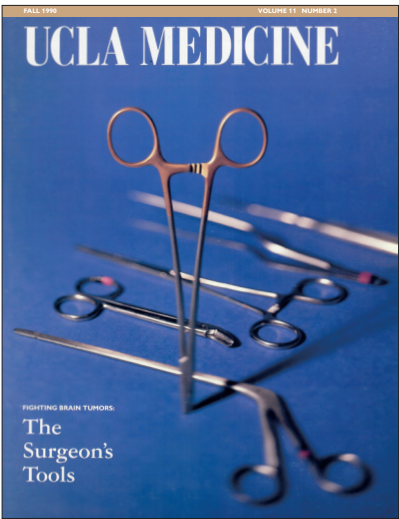
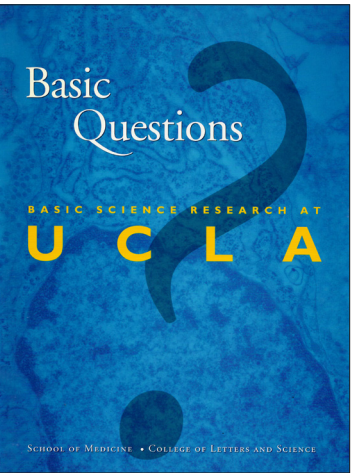
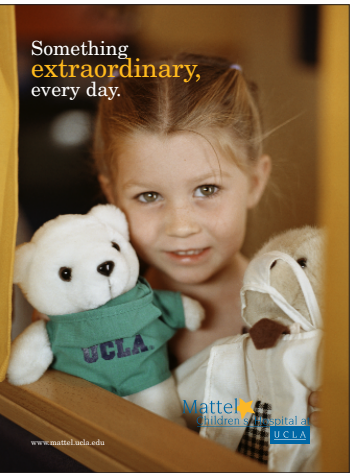
We designed *UCLA Medicine* magazine for 17 years. During that time we also designed magazines for the schools of Dentistry and Public Health and the UCLA Cancer Center, as well as the annual Dean’s Report, newsletters, brochures, reports and event graphics.



LEFT: Dr. Richard Ehrlick, a UCLA urologist and gifted photographer, documented the construction of UCLA Ronald Reagan Medical Center from beginning to end. For the new building’s dedication, we created a coffee-table book of his photographs in a linen-bound presentation case embossed with a pattern inspired by the pattern of the new building’s façade.

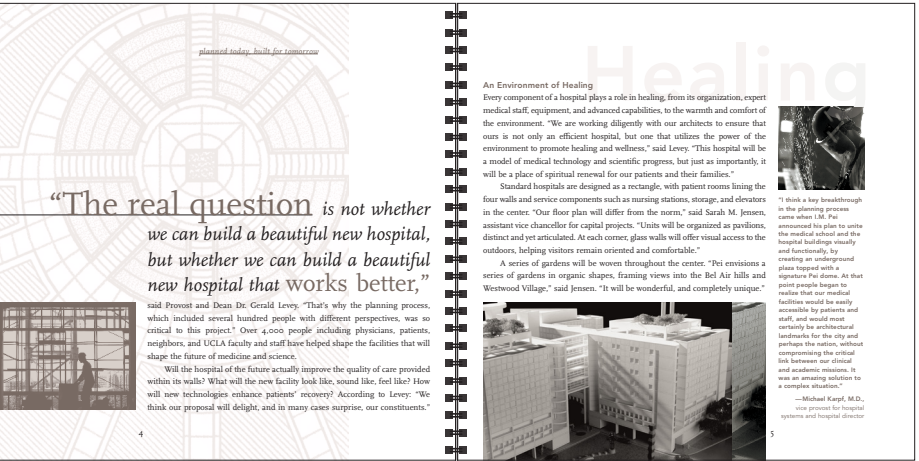
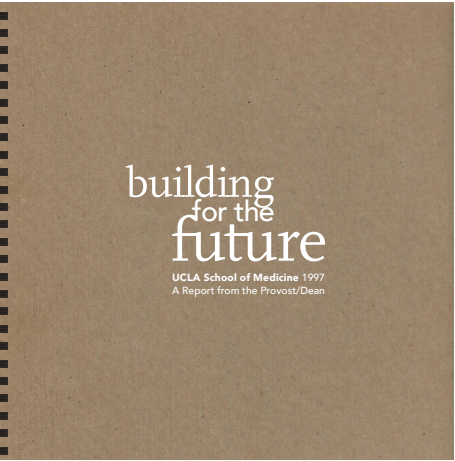
RIGHT: We created many case statement pieces for UCLA, including these, for Mattel Children’s Hospital and for basic science research.

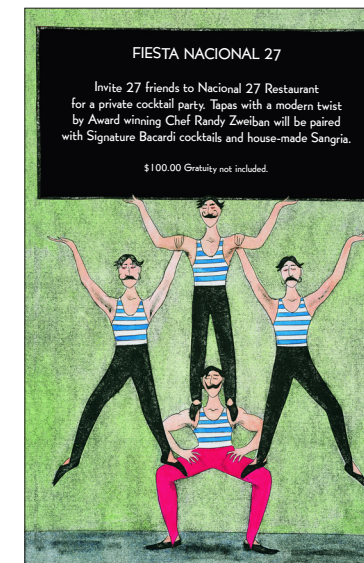
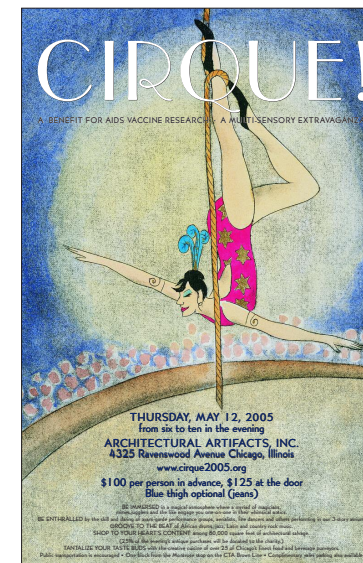
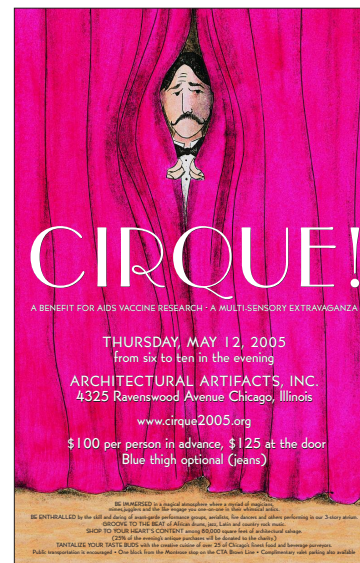
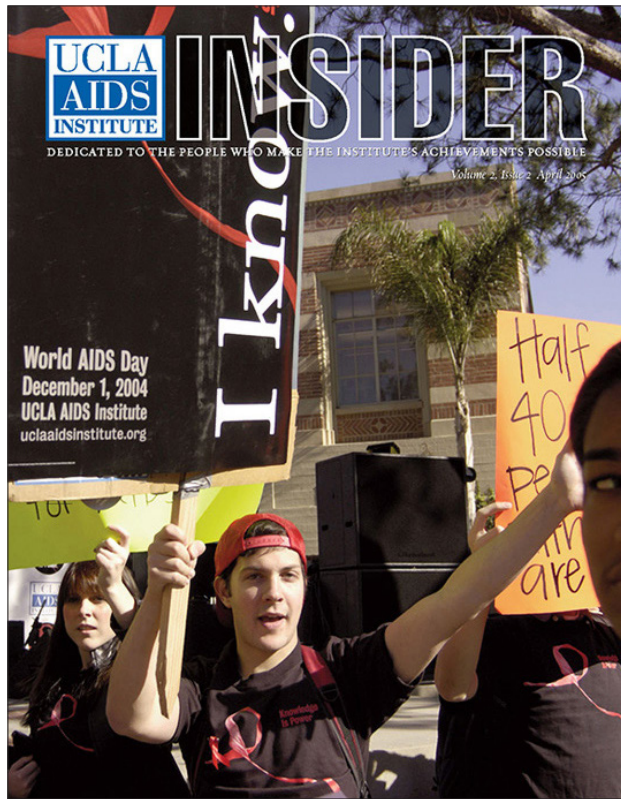
BELOW: The Dean’s Report *Building for the Future* previewed the new hospital building. To reinforce the “under construction” theme, we contrasted a raw cardboard cover and wire-o binding with a more polished interior featuring dull and gloss varnishes and duotone images.



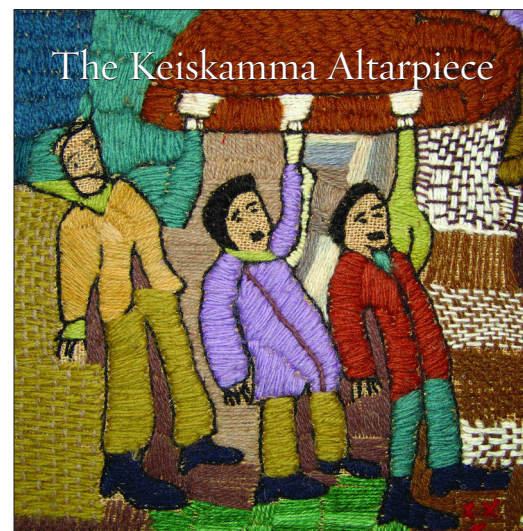
We worked with dozens of talented photographers and illustrators to bring stories to life in over two dozen issues of *UCLA Medicine* magazine.

BELOW: We named as well as designed the *re:building* newsletter, which kept neighbors informed about the construction of the new hospital building.





BELOW: When the Keiskamma Altarpiece, a stunning work of embroidery from South Africa, toured North America, we created an 8-page brochure as well as event invitations and a set of greeting cards.

[illegible]

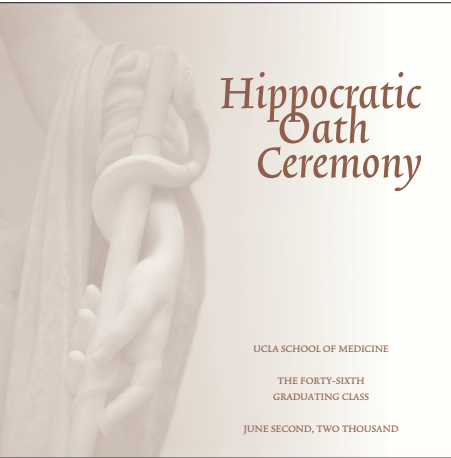
Invitations, Cards and Programs

Event graphics were the original specialty of Design by Clay Doyle, which eventually became The Doyle|Logan Company. We have continued to create clever and beautiful invitations, programs and holiday cards ever since.



LEFT: A die-cut leaf graced an invitation to an event inaugurating the Irvine Ranch National Natural Landmark.

BELOW: For the annual White Coat Ceremony welcoming new medical students at UCLA, we played with die-cuts and folds to create invitations with a sense of fun. For the Hippocratic Oath Ceremony (graduation) we used images of the staff of Aesclepius—sometimes illustrations, sometimes photos like this, featuring a sculpture in the Louvre.



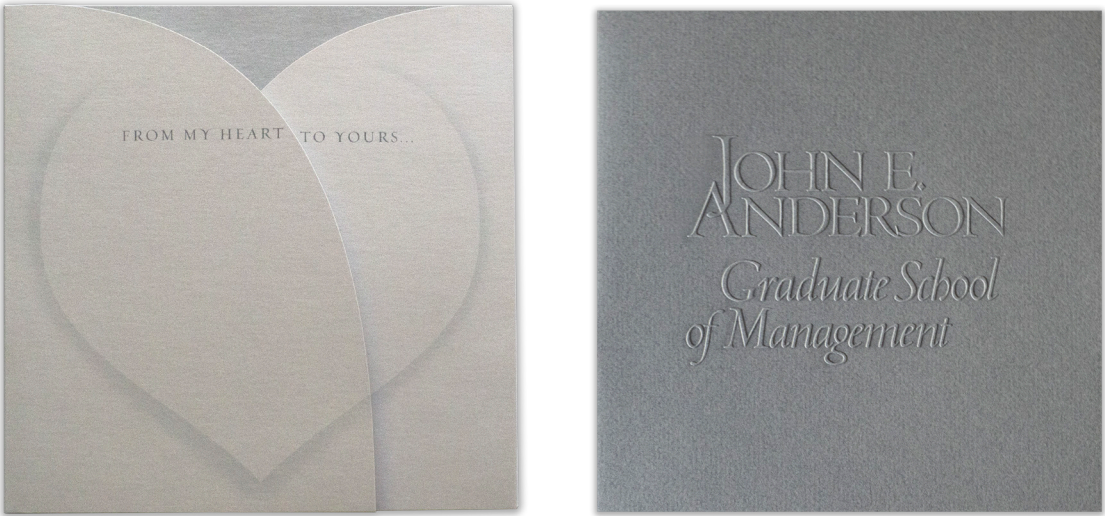
TOP: For an elegant wedding invitation set, we used letterpress printing and a handmade French paper embedded with flowers.

ABOVE: For the Los Angeles Conservancy's Preservation Week, we photographed letters from a collection of iconic LA signage.



TOP: We used black and white glossy cast-coated papers and die-cut a silhouette from a photograph of Fred Astaire and Ginger Rogers dancing for an invitation to a formal dinner dance.

ABOVE: We designed holiday cards for UCLA Chancellor Charles Young for several years—always with a UCLA theme. For *The 12 Days of Christmas*, we collected images from campus libraries, architectural details, and a few imaginative choices: The lords a-leaping featured UCLA basketball legend Karim Abdul-Jabar; the drummers drumming were from the marching band.



Thank you

for your interest in our work.

We hope you saw something
that sparks your imagination
and inspires you to create
something with us.

