

■ R/GA

Research, Paginations, Sketches

Research

**“We design
businesses &
brands for a more
human future.”**

Founded in 1977

1977–1985: computer-assisted film making

1986–1994: digital studio

1995–2004: interactive advertising agency

So on, they create advertising and marketing
products based in technology and design

Services

Business Transformation

Help companies develop new strategies for new digital products

Experience Transformation

Digital products and services that elevate brands and turn people into long-term fans and members.

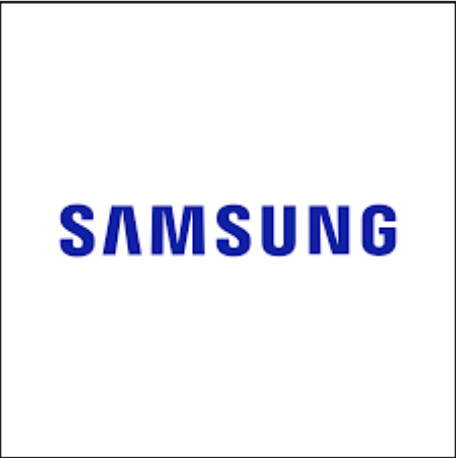
Marketing Transformation

Help with brand storytelling to inform customers by the right data, to deliver the right messages through the right channels and technologies.

Ventures

R/GA offers a place where industry leaders can tap emerging technologies and trends to disrupt business as usual and jumpstart innovation.

Clients



**Help businesses
and brands create
a more human
future through
product/service
innovation &
breakthrough
communications**

Locations

North America

Austin

Chicago

Los Angeles

New York

Portland

San Francisco

Latin America

Buenos Aires

Santiago

São Paulo

Europe

Berlin

London

Asia Pacific

Melbourne

Shanghai

Singapore

Sydney

Tokyo

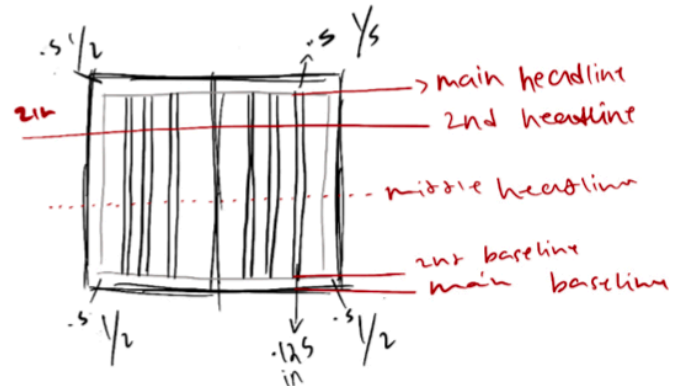
Pagination

R/GA BOOK pagination (ideas).

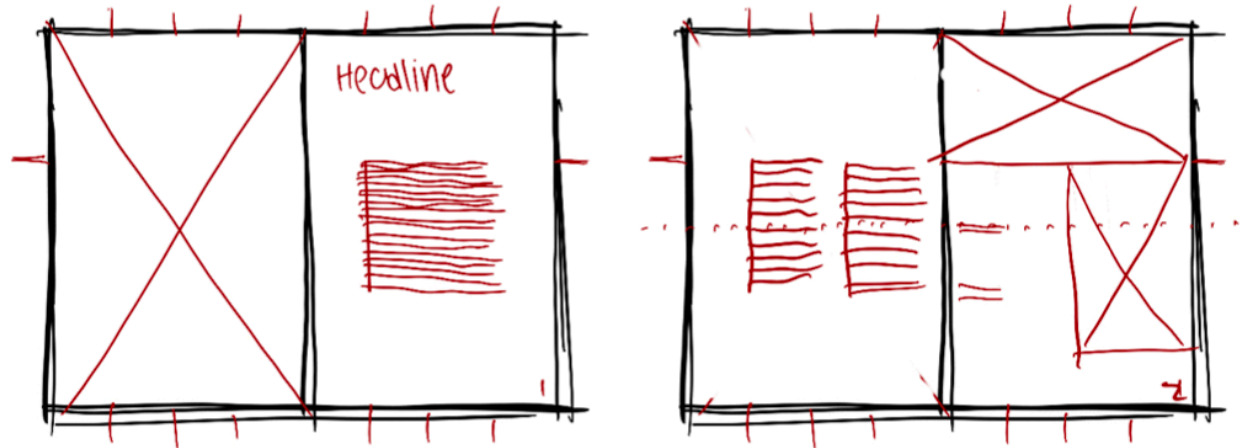
- A5 paper size (5.8 x 8.2)



Size: A5
- (5.8 x 8.2)
- vertical book
- double sided
- 4 col grid
Binding:
perfect

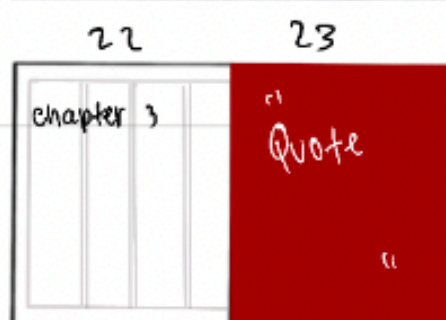
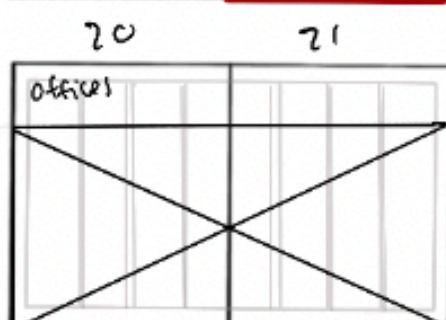
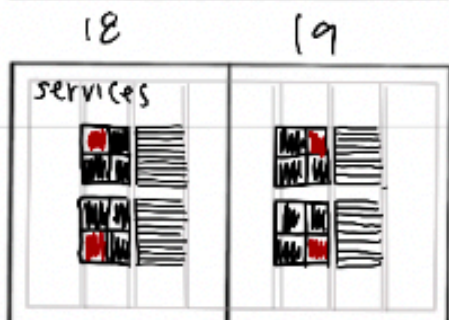
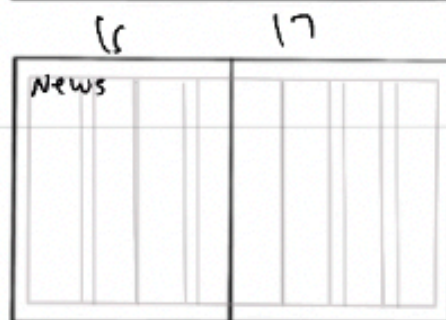
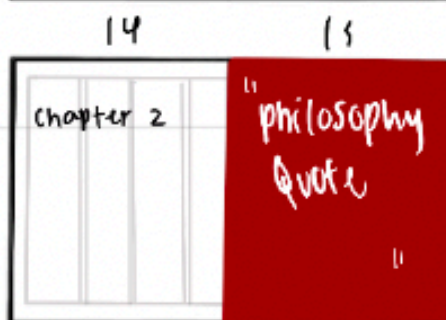
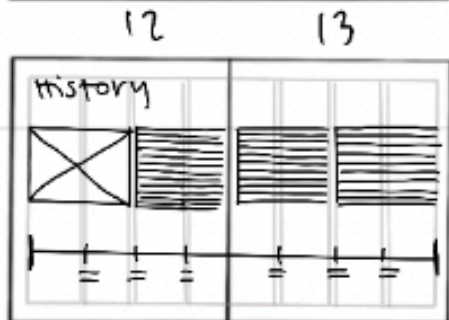
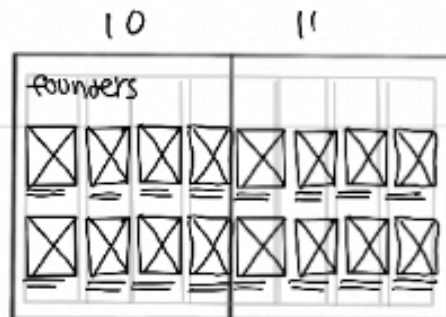
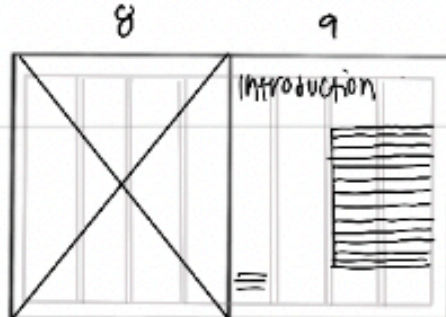
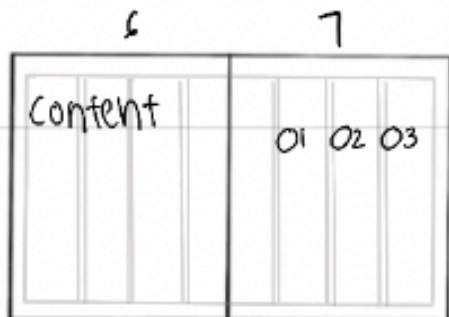
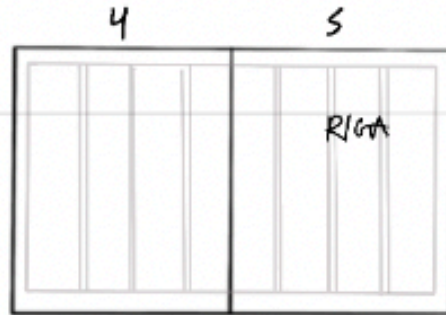
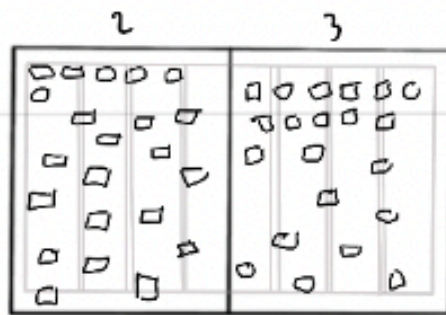


Example

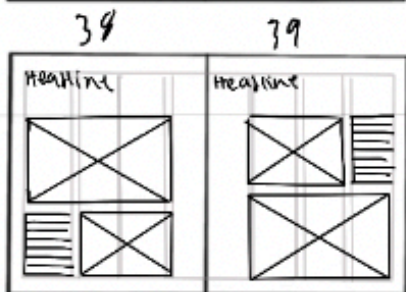
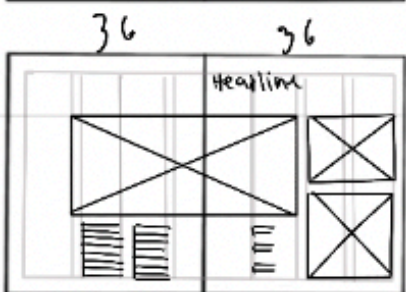
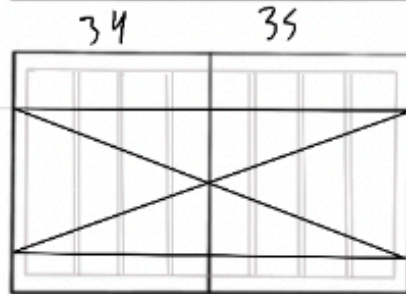
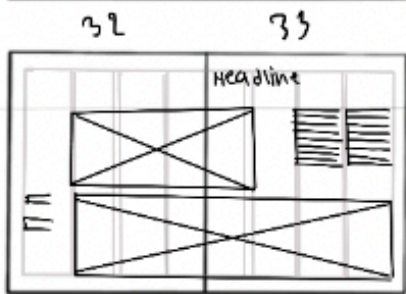
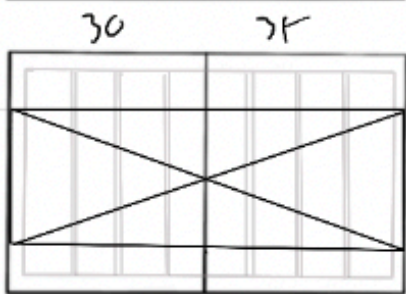
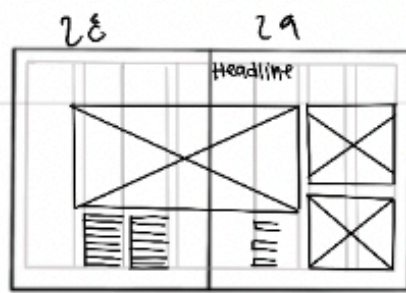
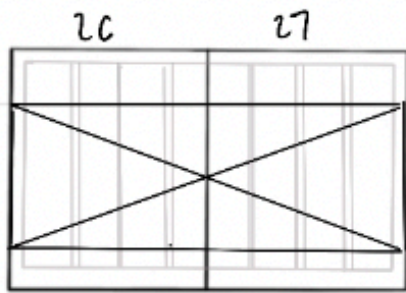
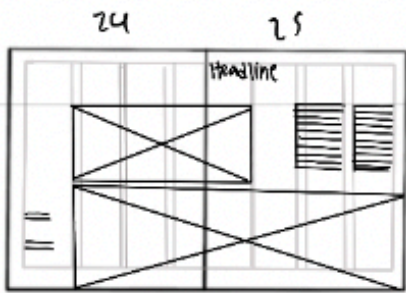


- 4 col grid
- 2 inch hangline
- perfect bound
- vertical 5.8 x 8.2

Sketches



think of a design



Design pattern,
possibly same as
end pages

