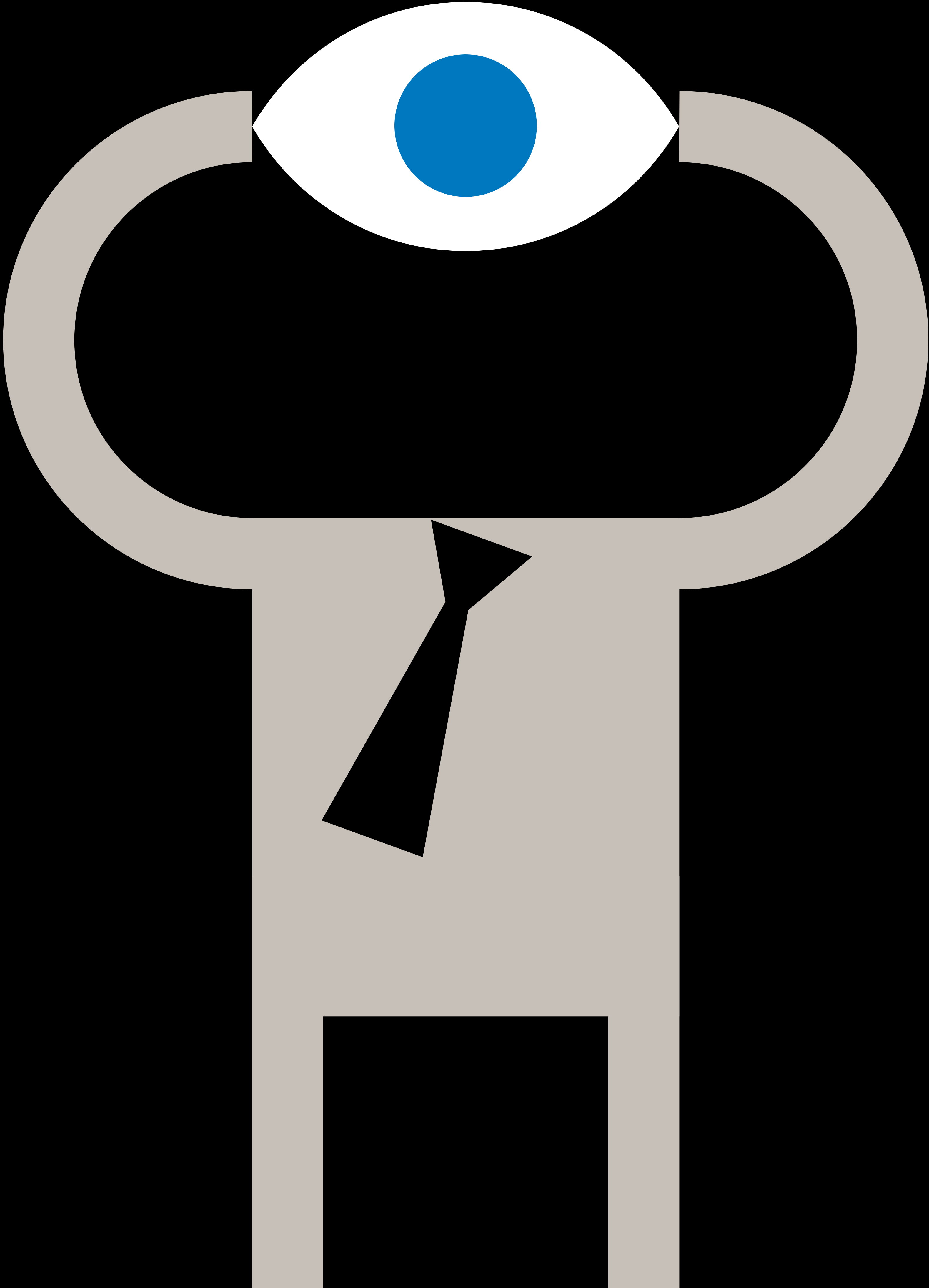




Over four decades Peter Grundy has created a symbolic shorthand that is the essence of effective iconography. His challenge is to make icons that are not simply signs (or exclamations) but which actually tell a complete story in a minute amount of space, and attempt to explain life imaginatively and individually.

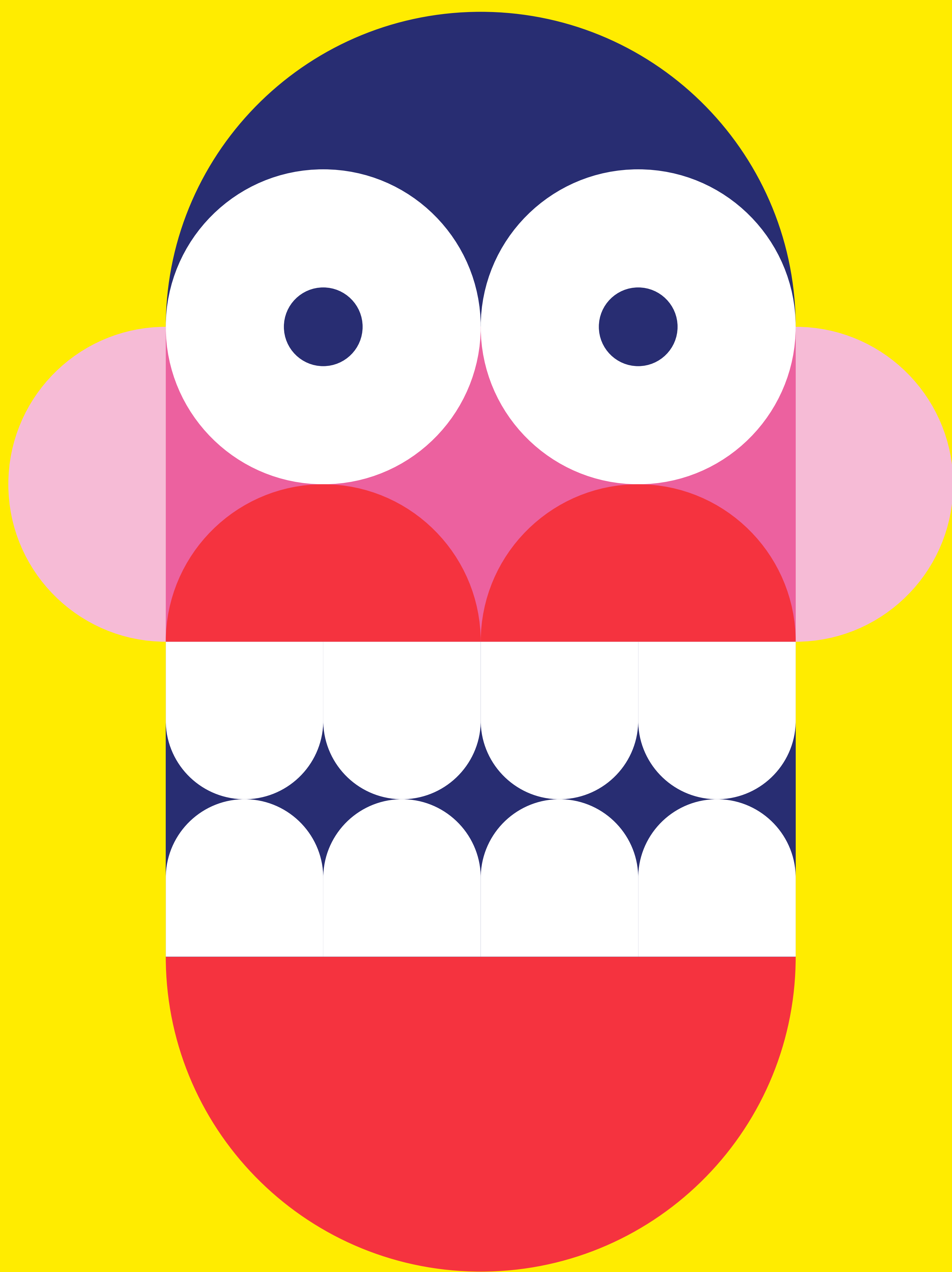
Stephen Heller & Gail Anderson
Extract from
The illustration idea book

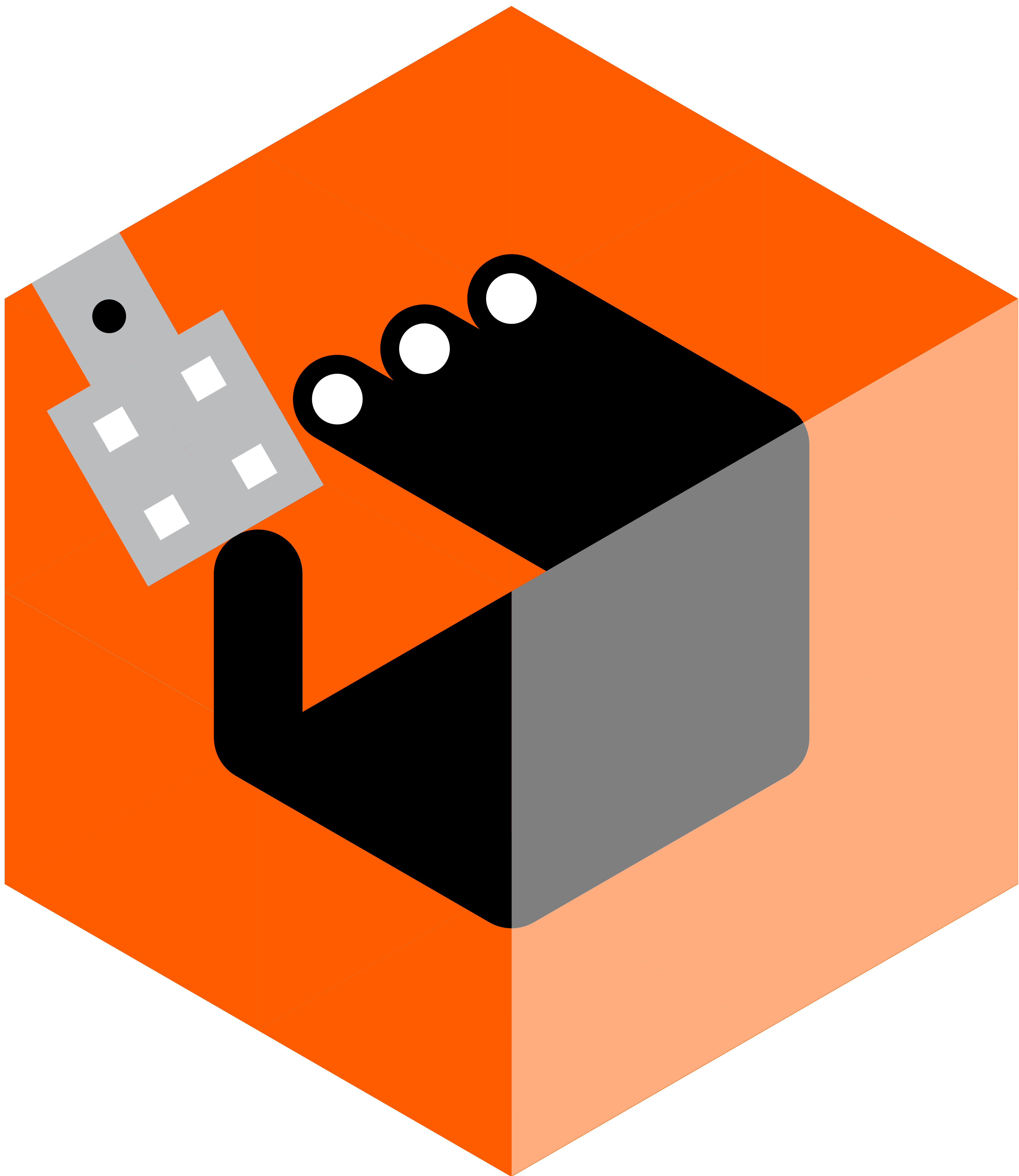
Thank you

Benno Zehnder,
Who taught me Swiss style.
Bath Academy of Art,
1973-76
Lou Klien,
Who introduced me to
the American spirit.
Royal College of Art,
1976-79

Peter Grundy
07525 864428
peter@grundini.com
www.grundini.com
ig/grundiniexplains









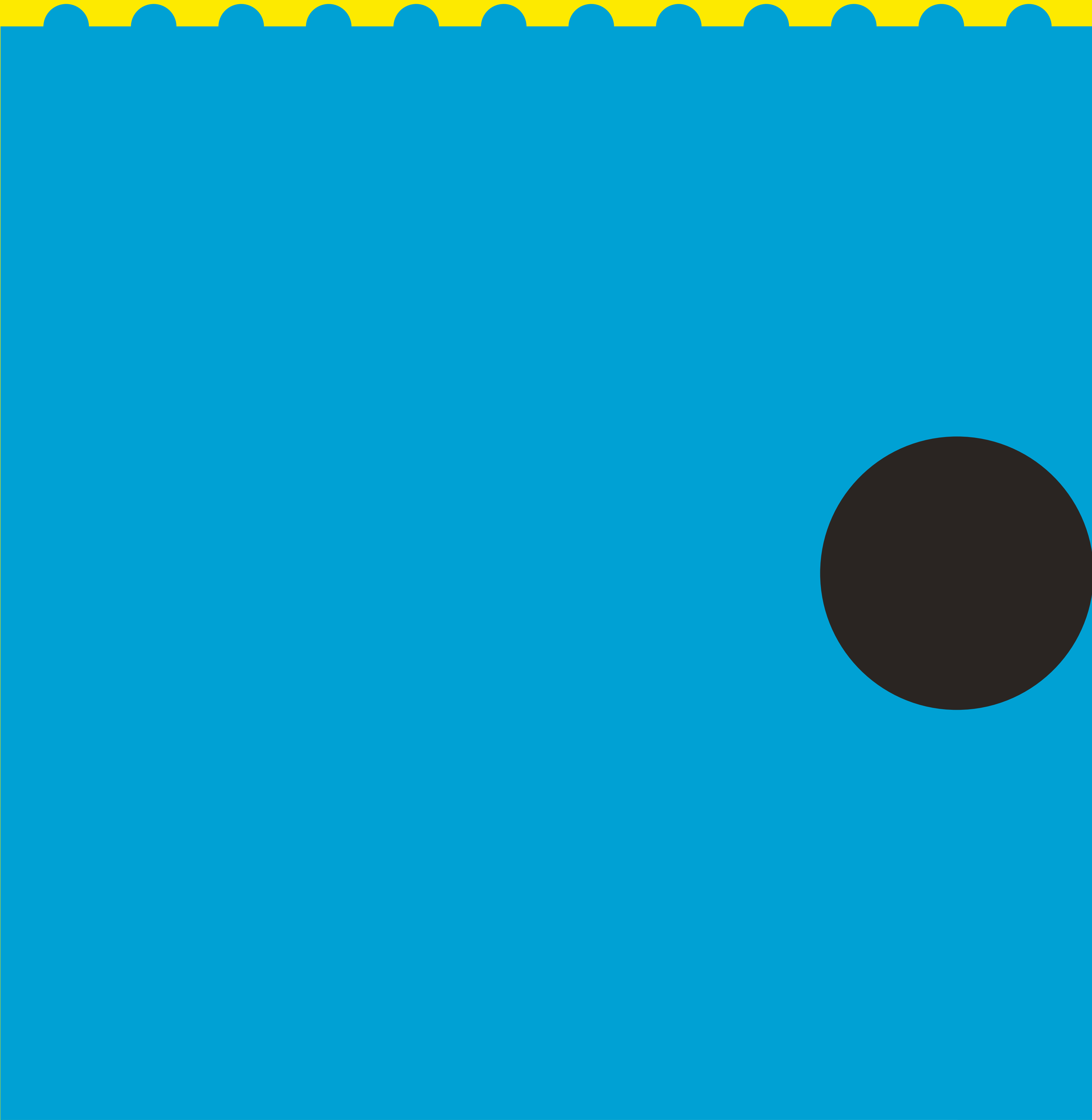


Crossborder
Solutions

The creation of a
character depicting all
the services and
products offered by an
American Fintech

Commissioning Agency;
Curious



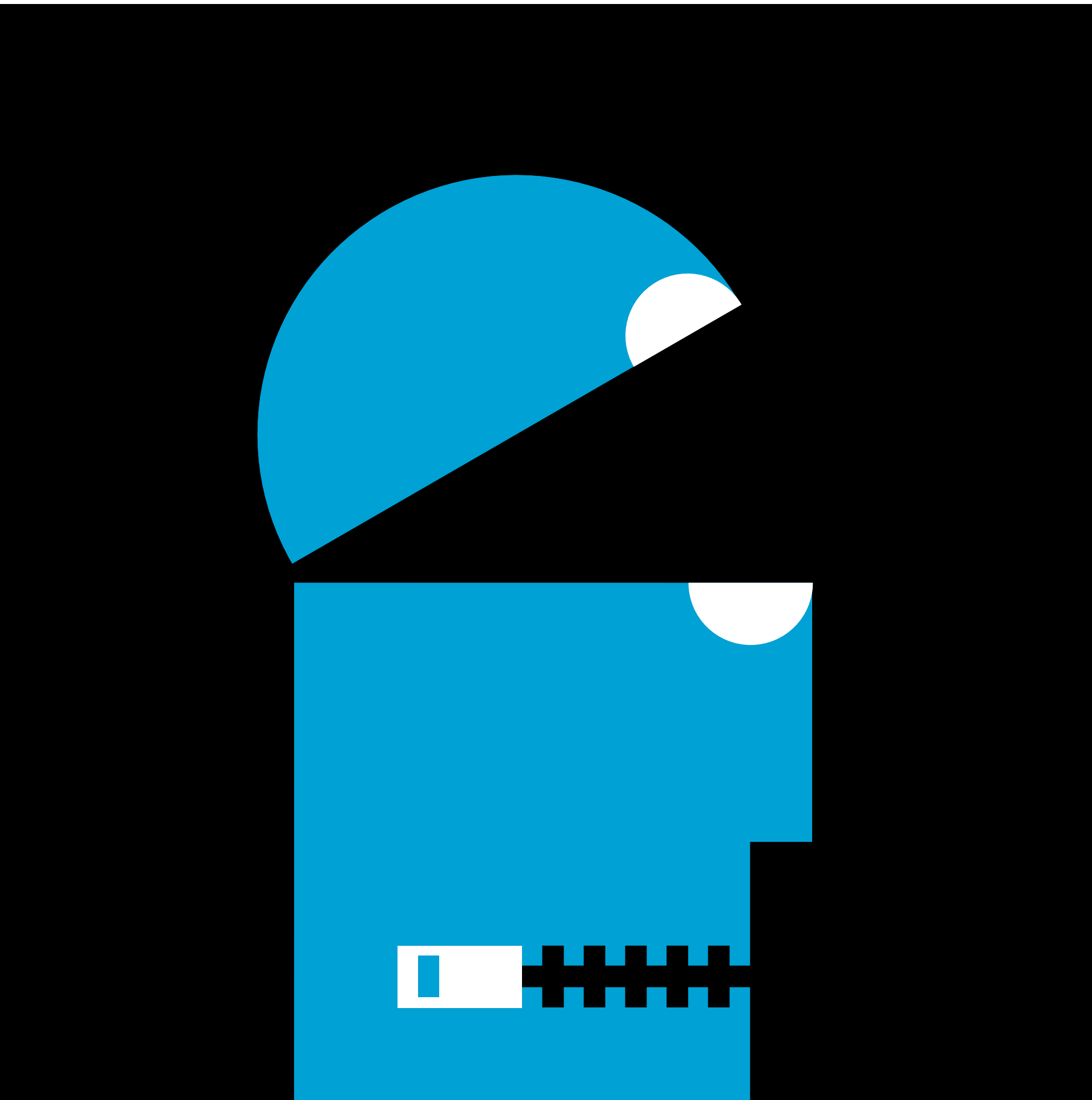
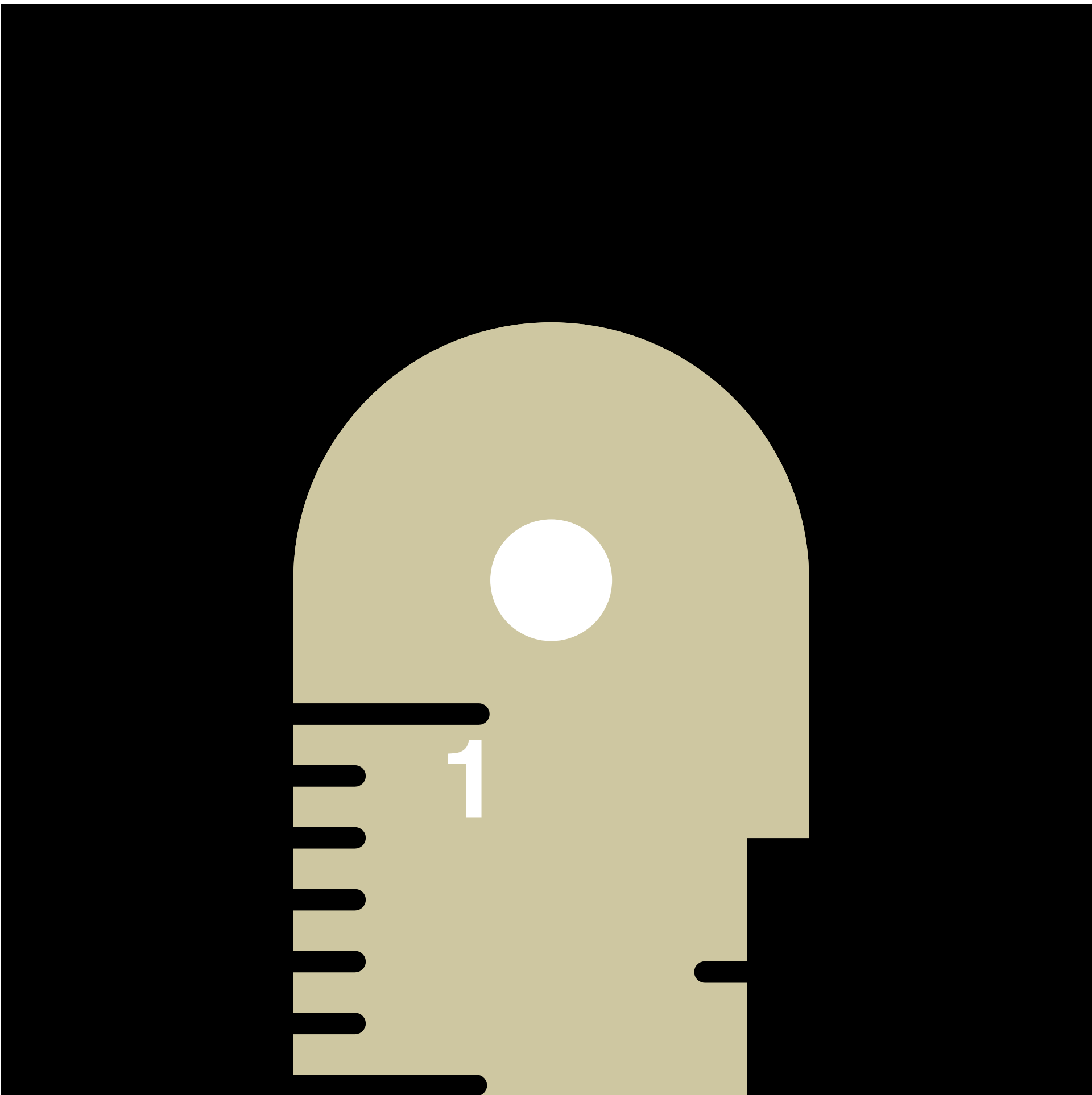
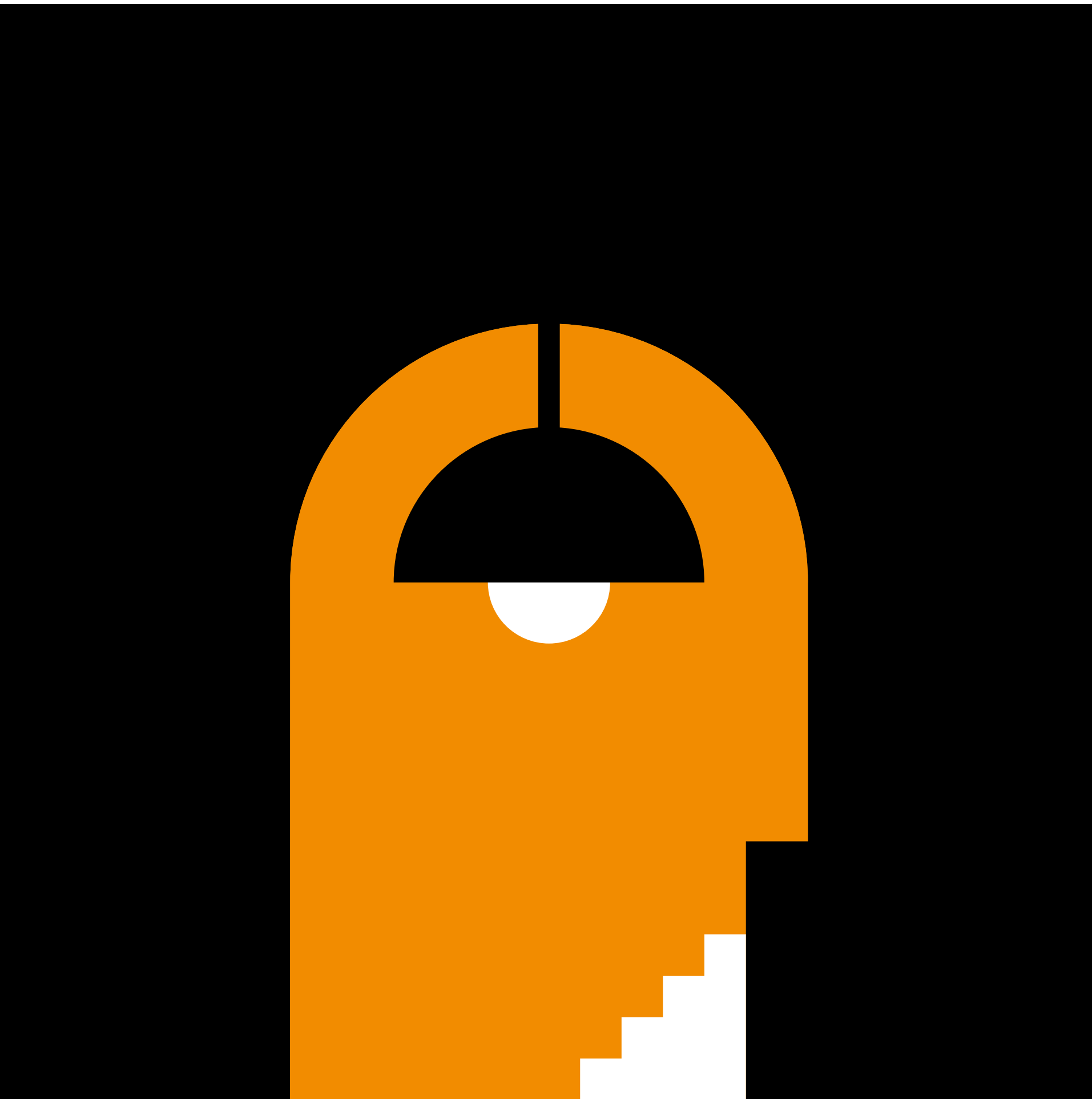
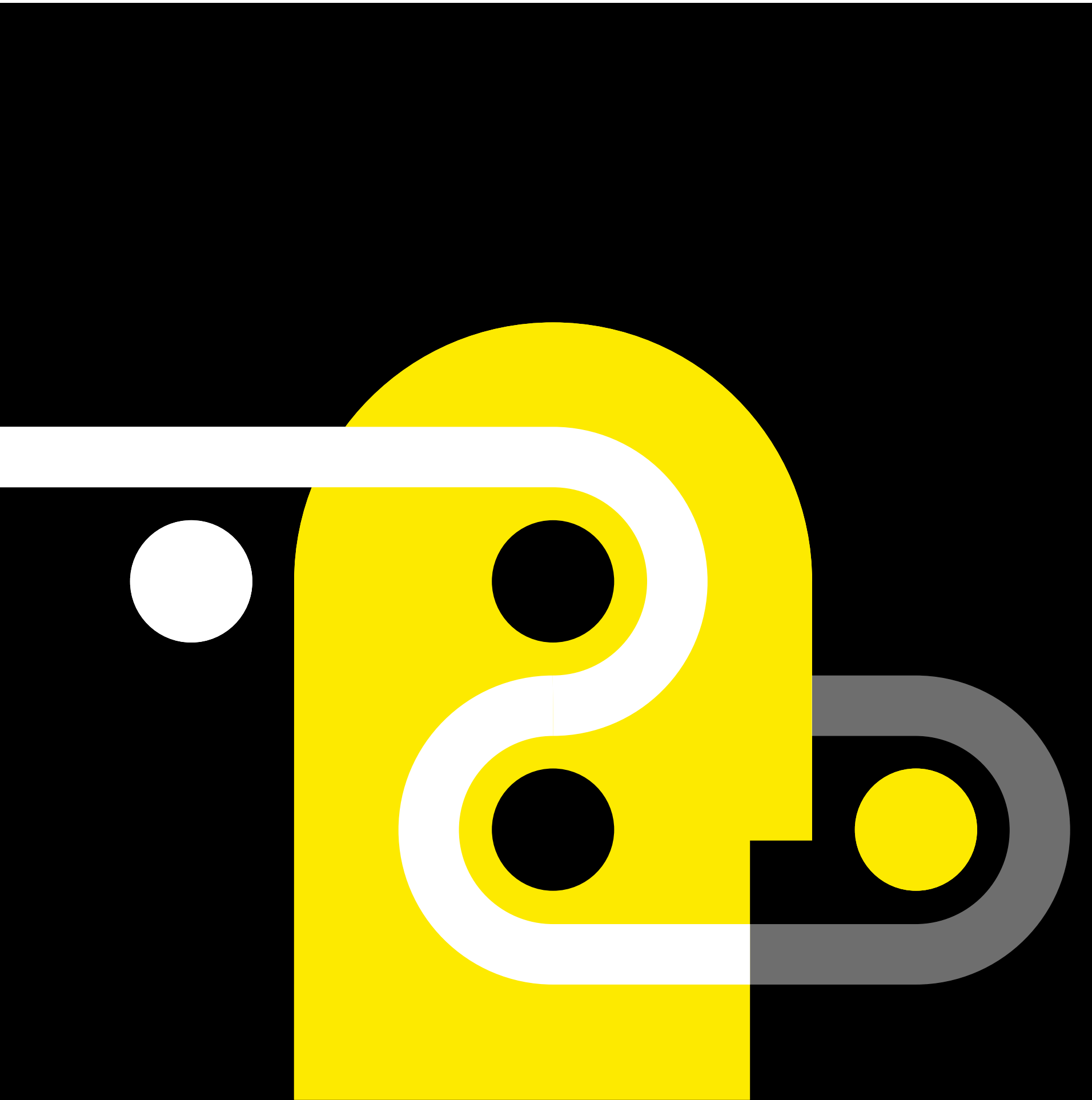
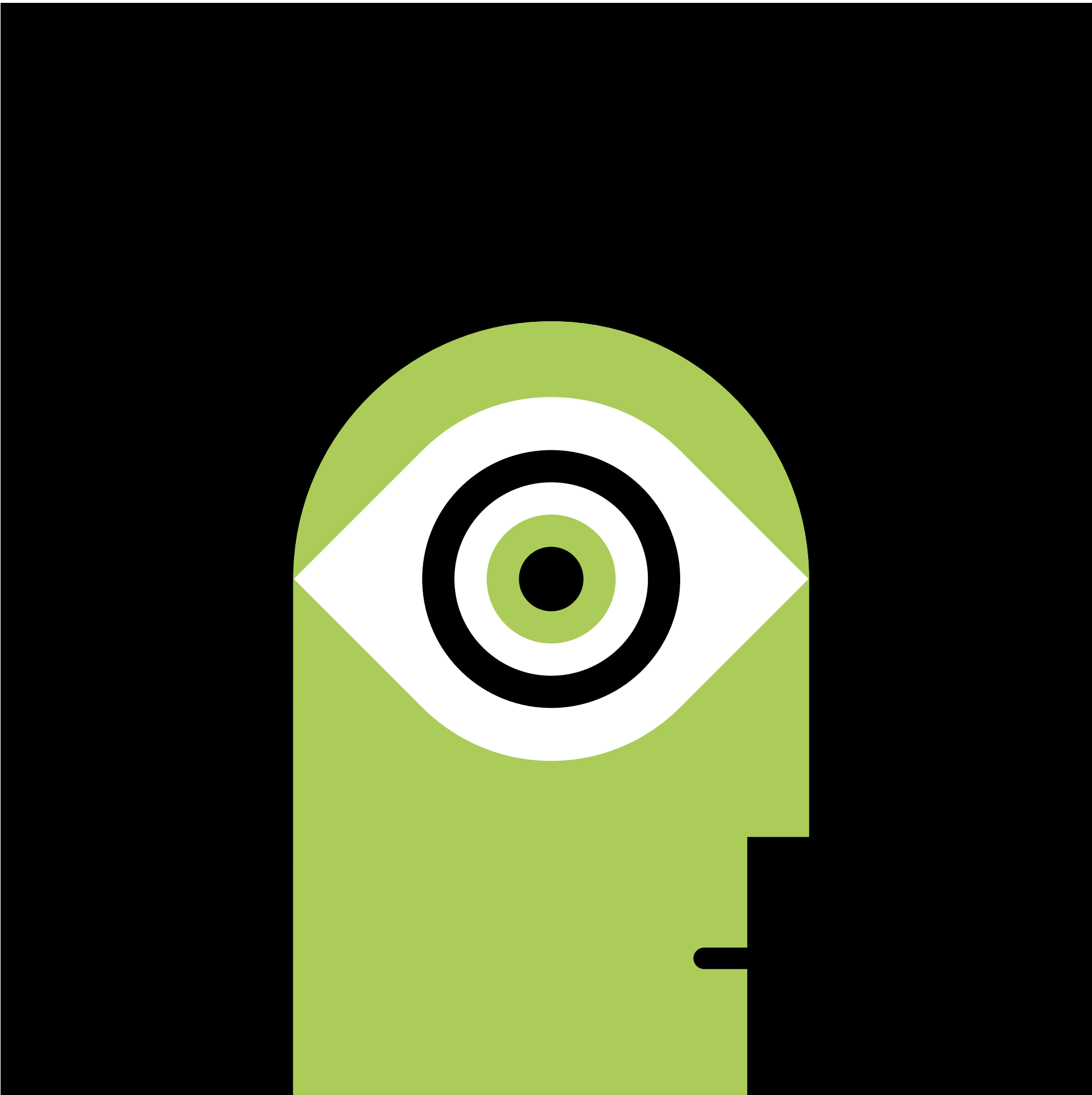
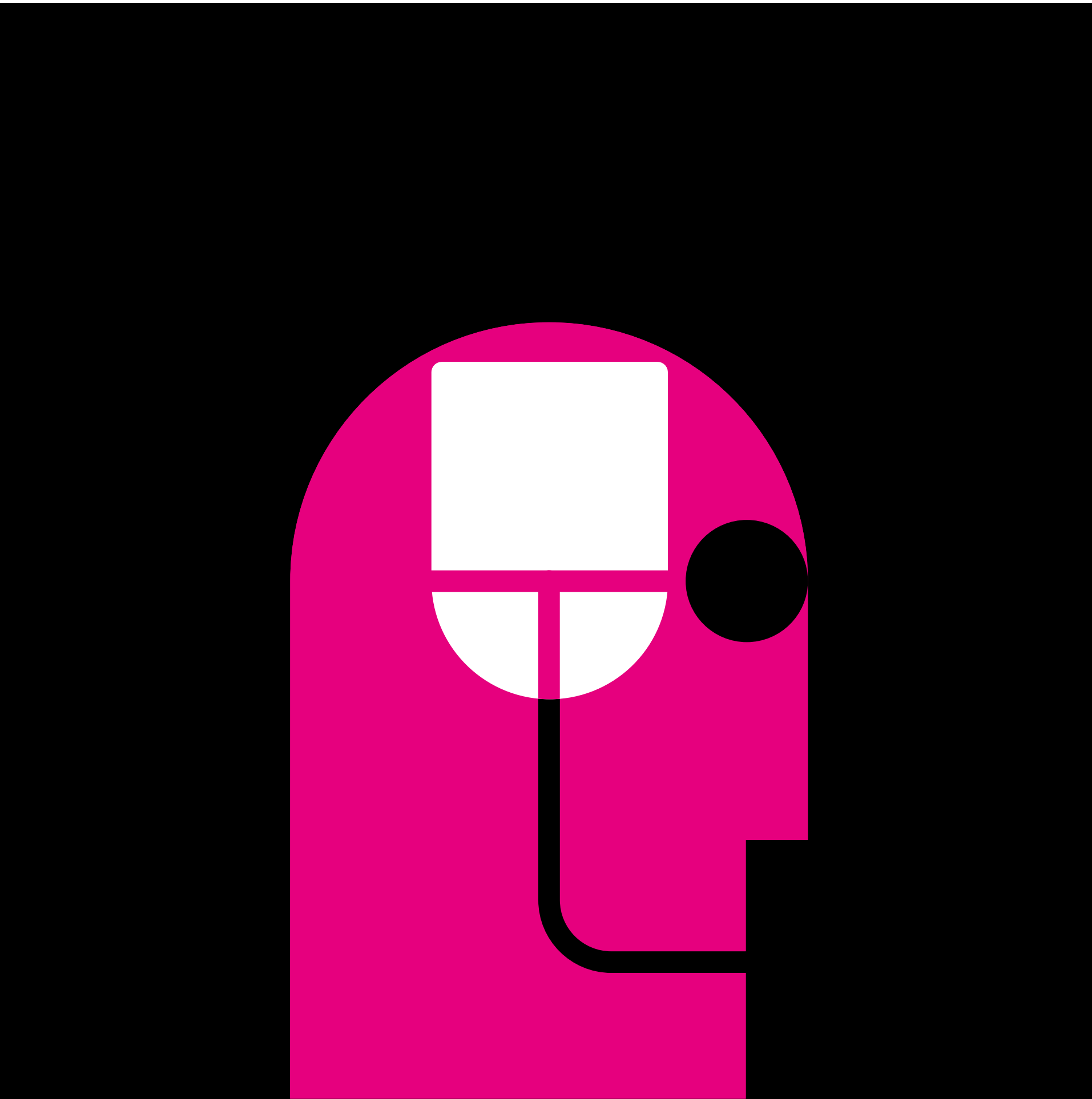


312



Top to bottom, left to right:
Interactive
Branding
Print
Interiors
Exhibitions
Packaging

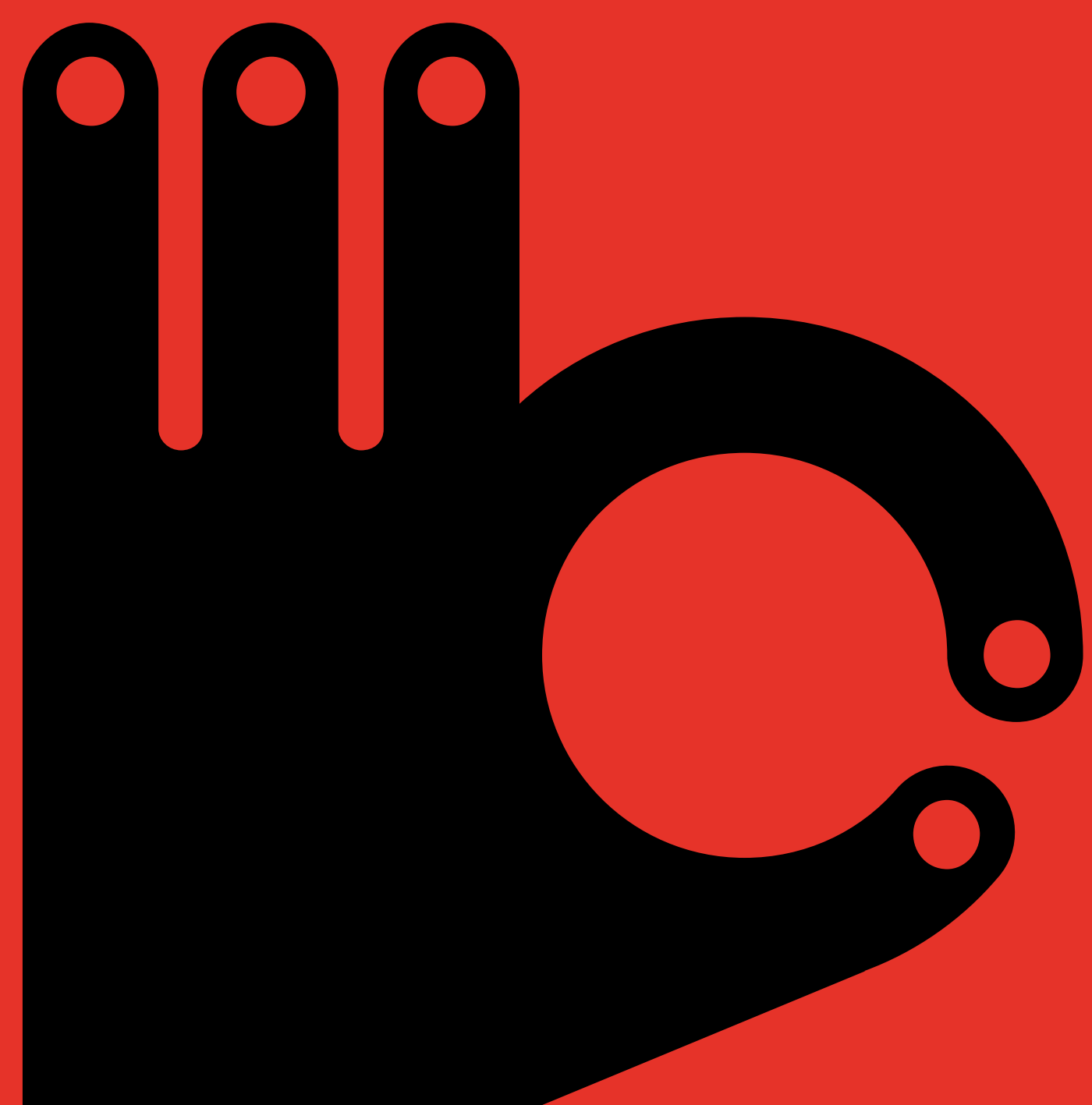
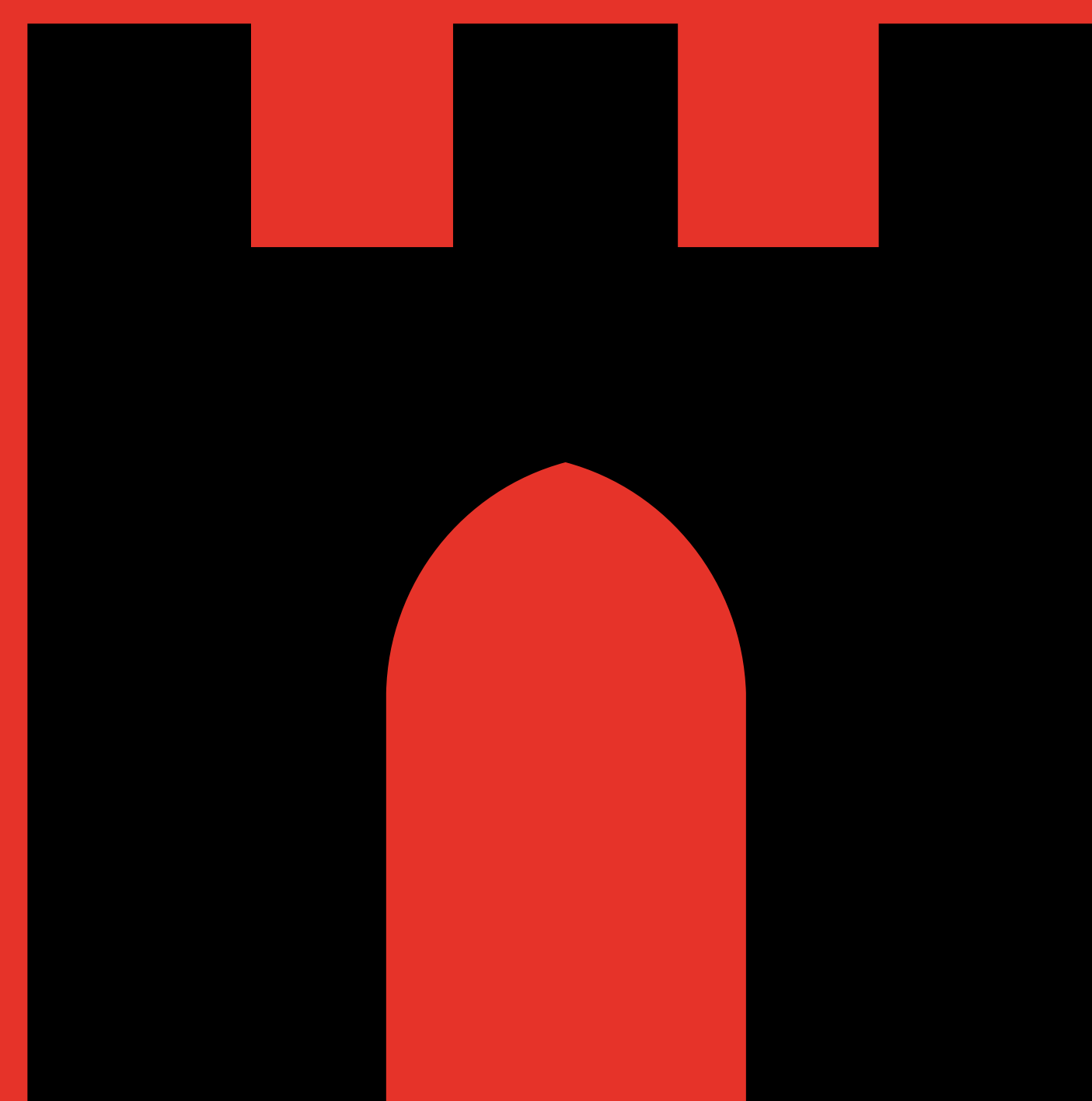
Above
Graphics



L O N D



N

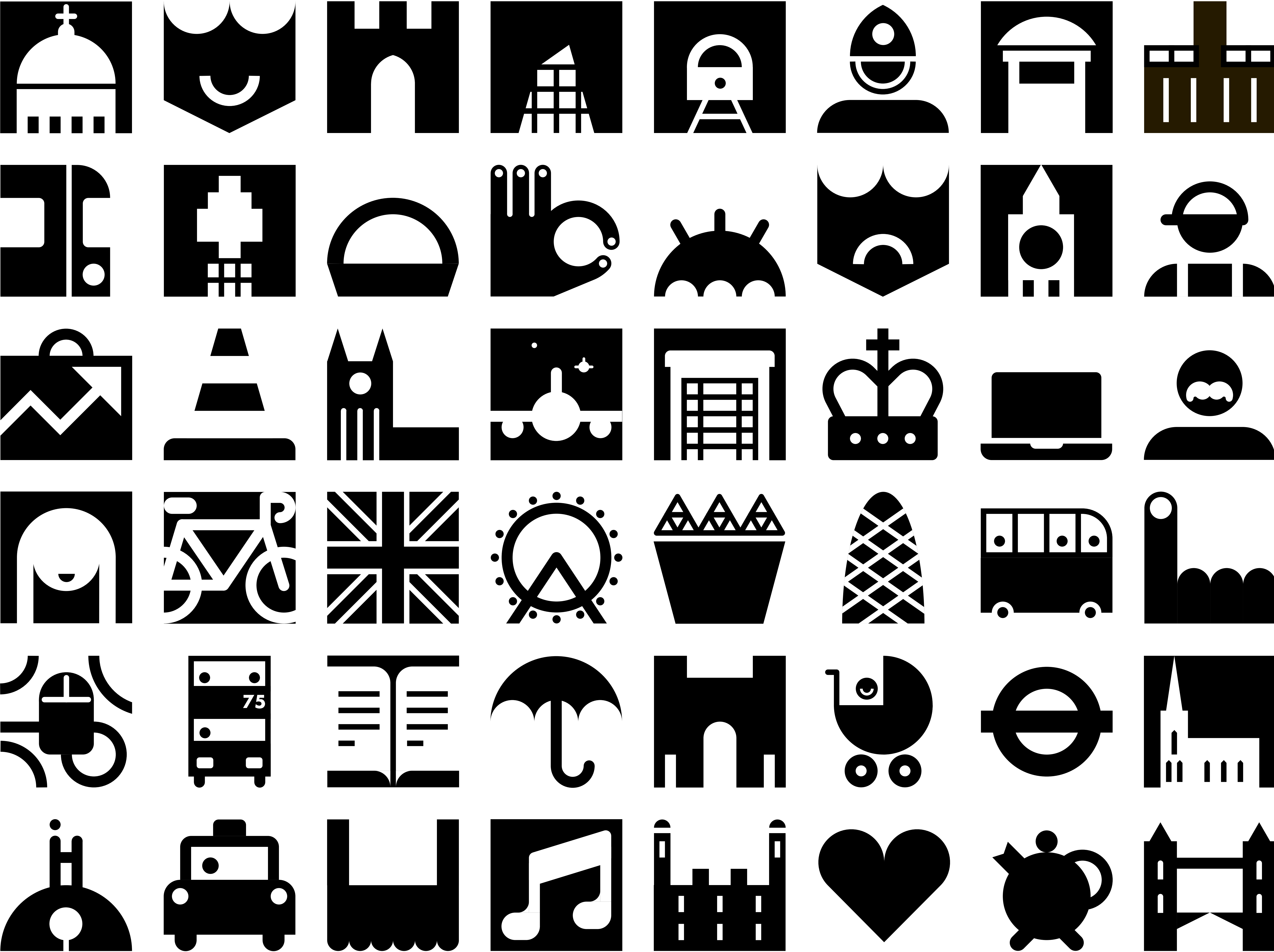


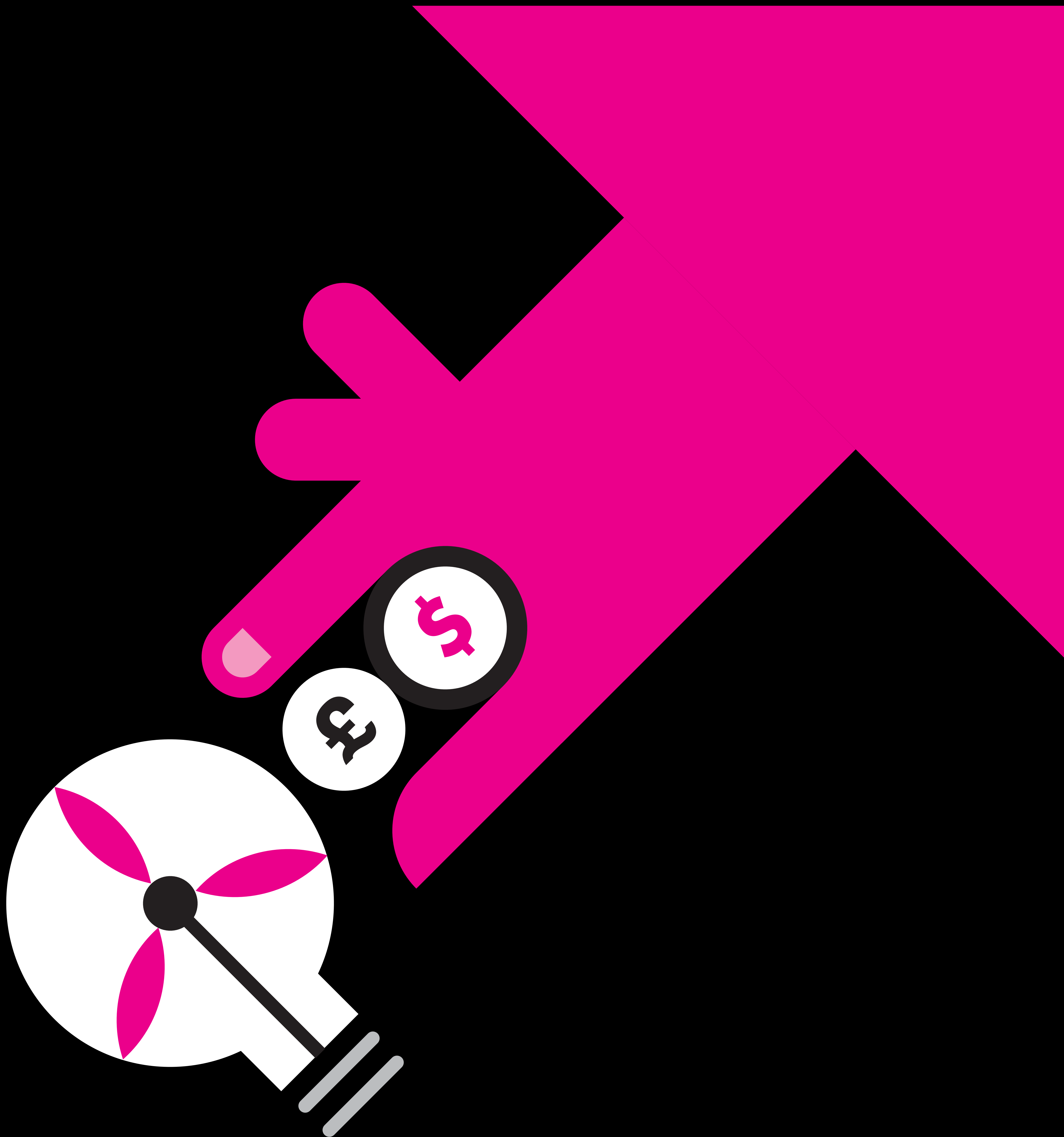
London
Dingbats

‘We asked the
undoubted king of
information graphics
and master of
geometrical symbolic
graphic art — the
world renowned
graphic designer Peter
Grundy to be our first
guest font designer.

The result was *London
Dingbats*, available
to purchase from
our website;
londontype.co.uk’

*Paul Harpin
London Type Co*





The AEGIS Model

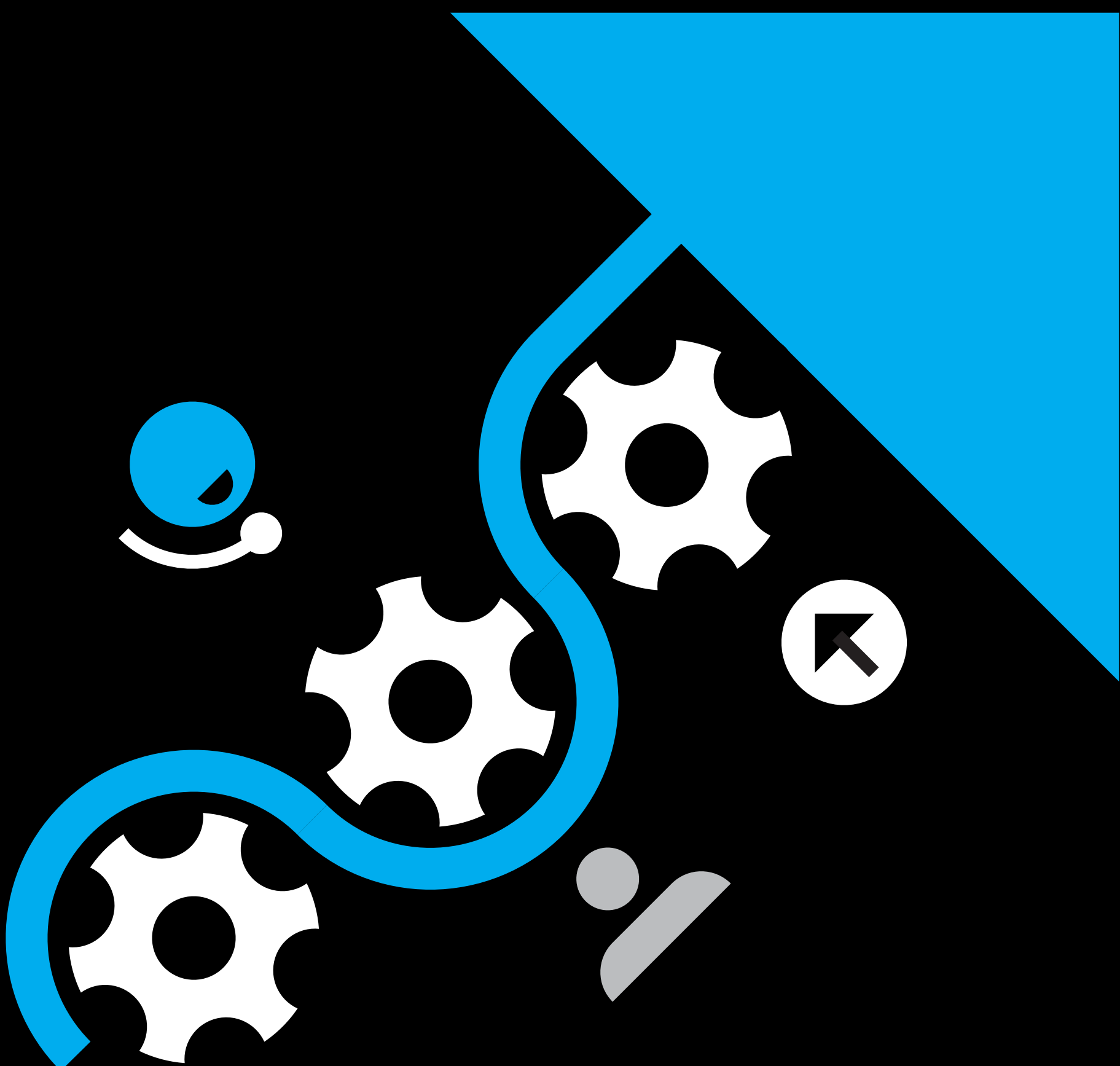
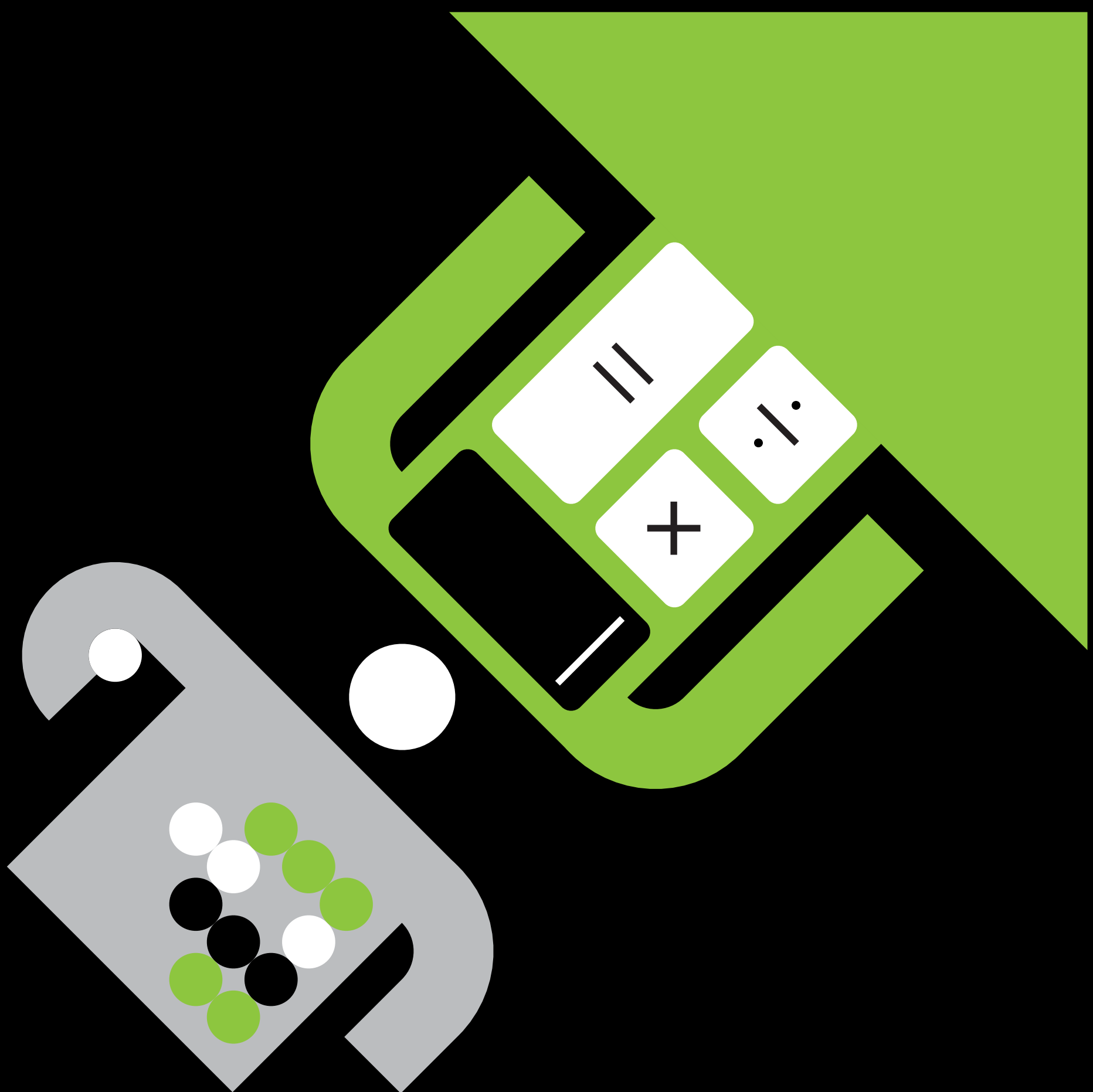
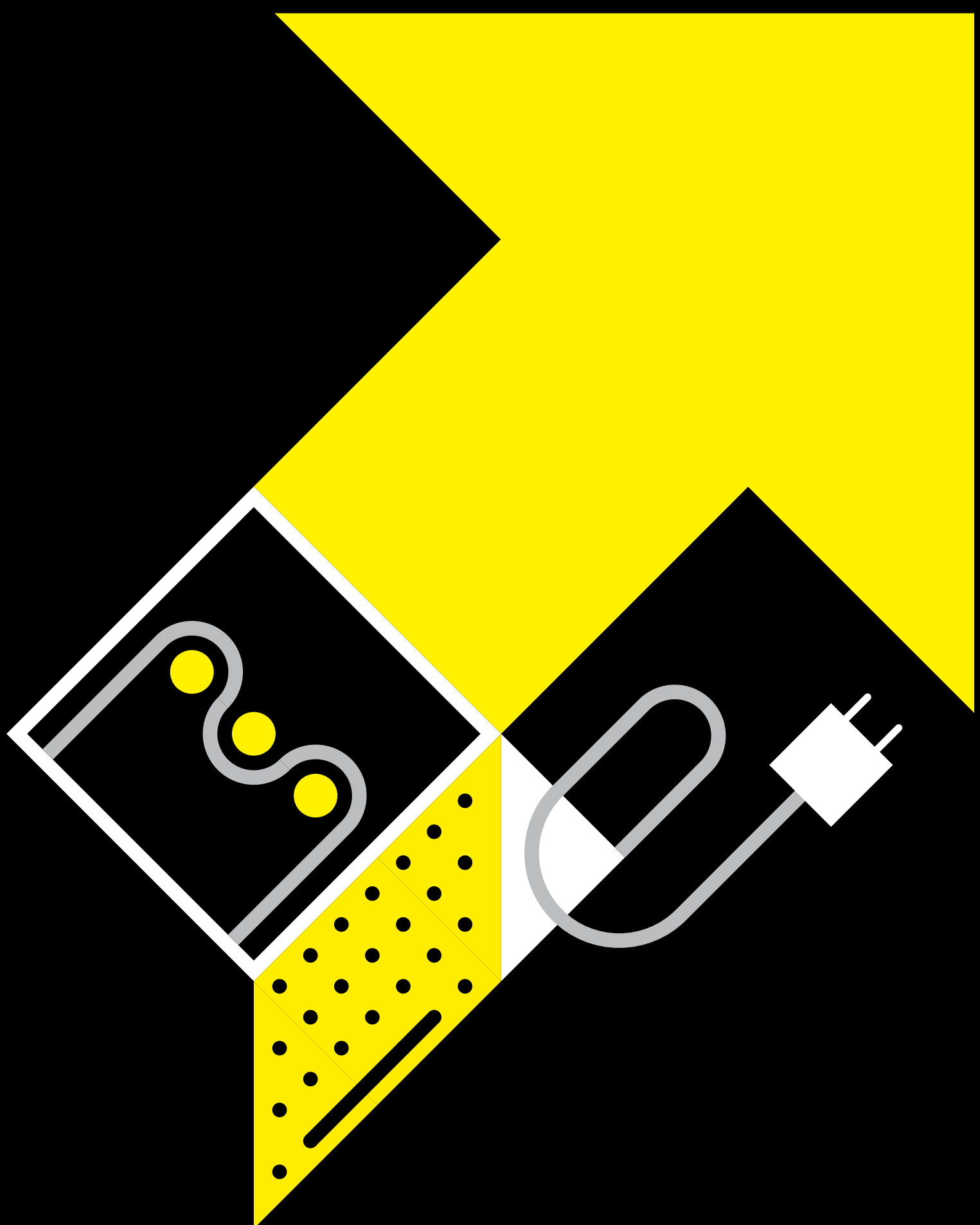
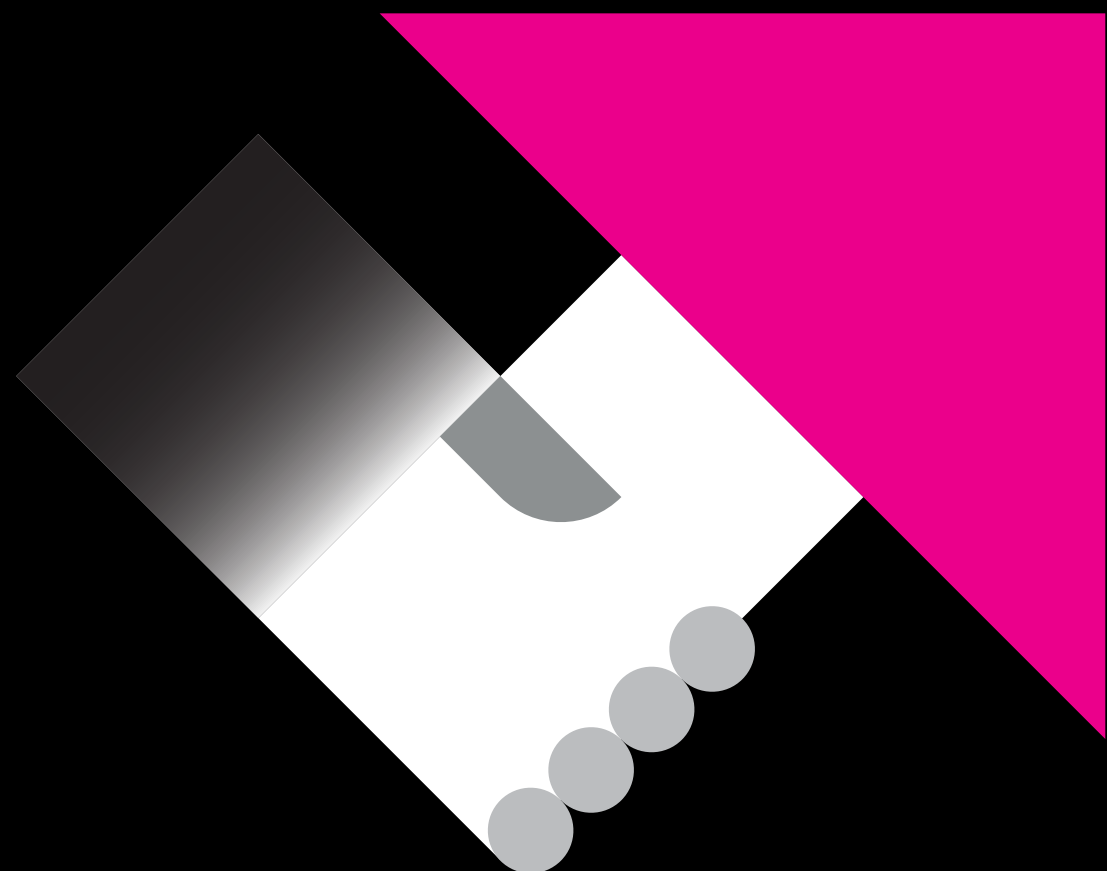
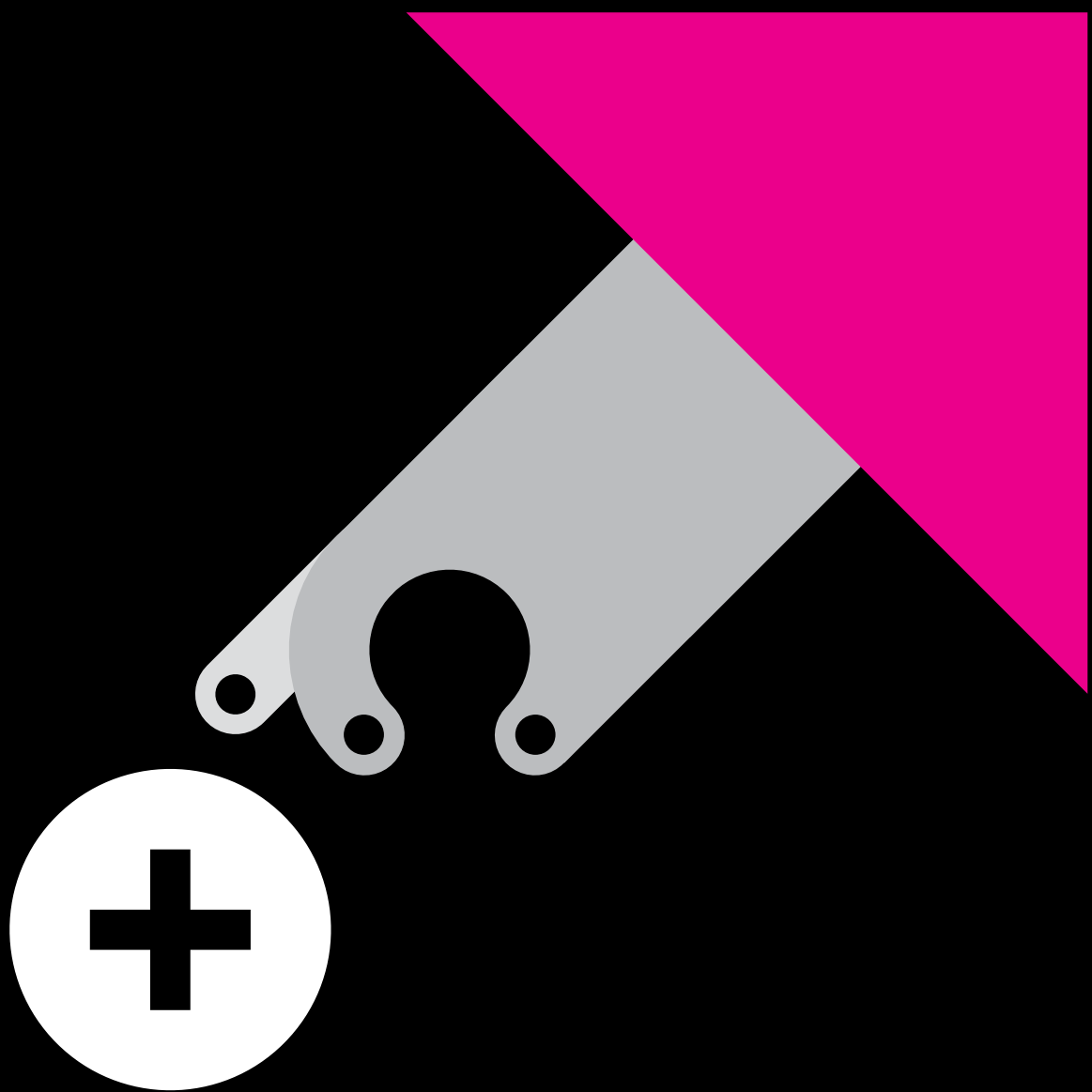
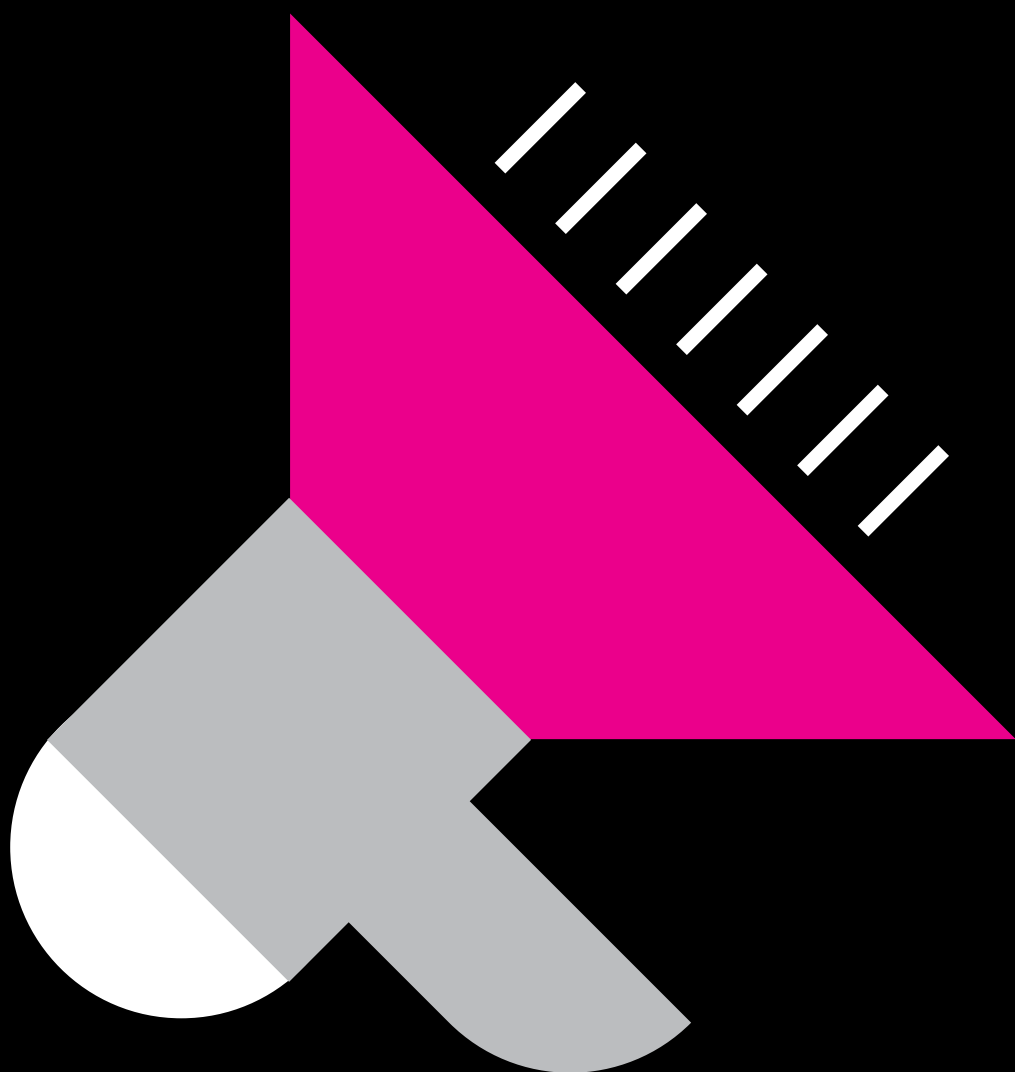
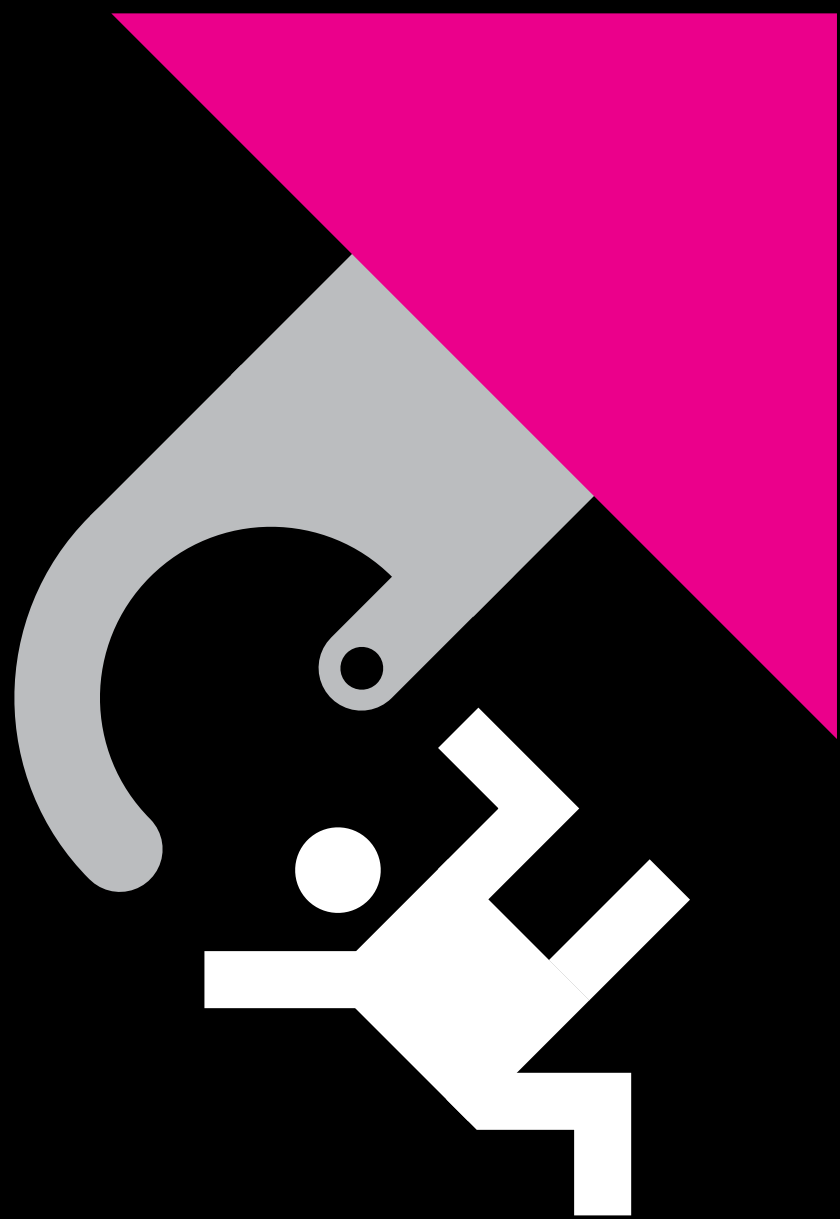
Icon library for the mutual insurance companies *Annual Report 2023* depicting services and processes

Top to bottom, left to right:
Help
News
Security
New Customers

Capital Management
Derived Value
Expertise and Service

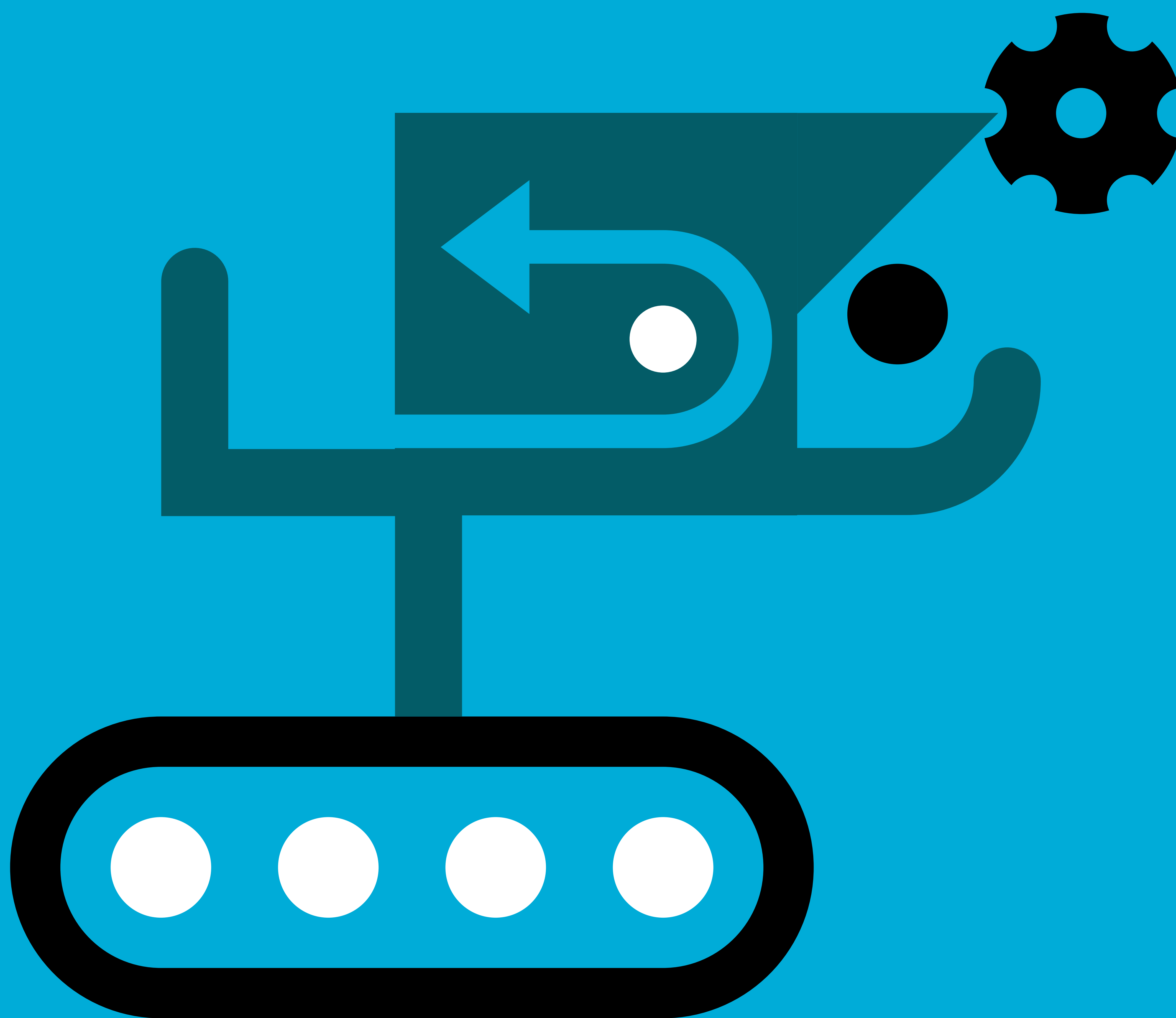
Above
Fueling the Model

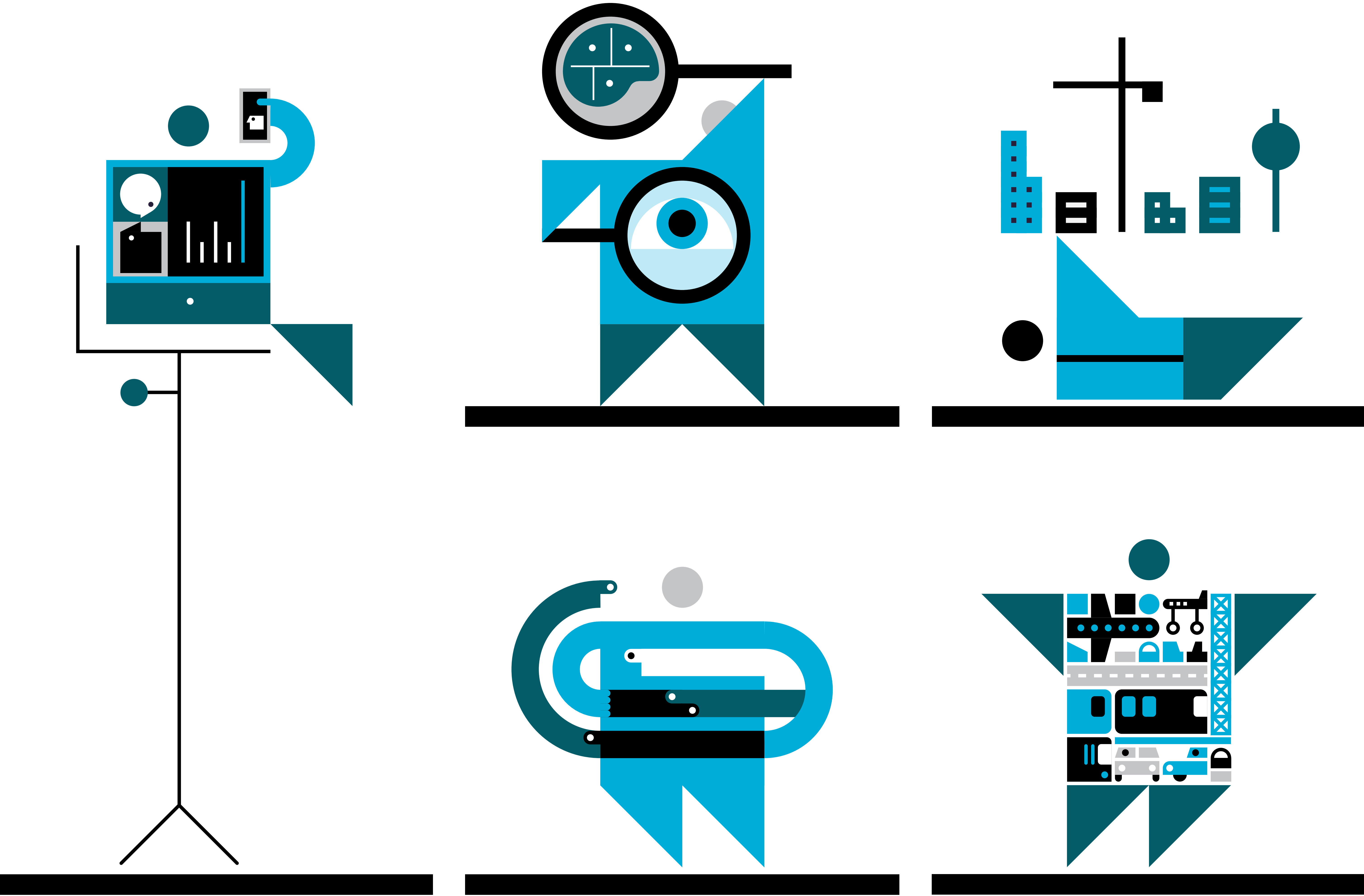
Commisioned by SVP Partners





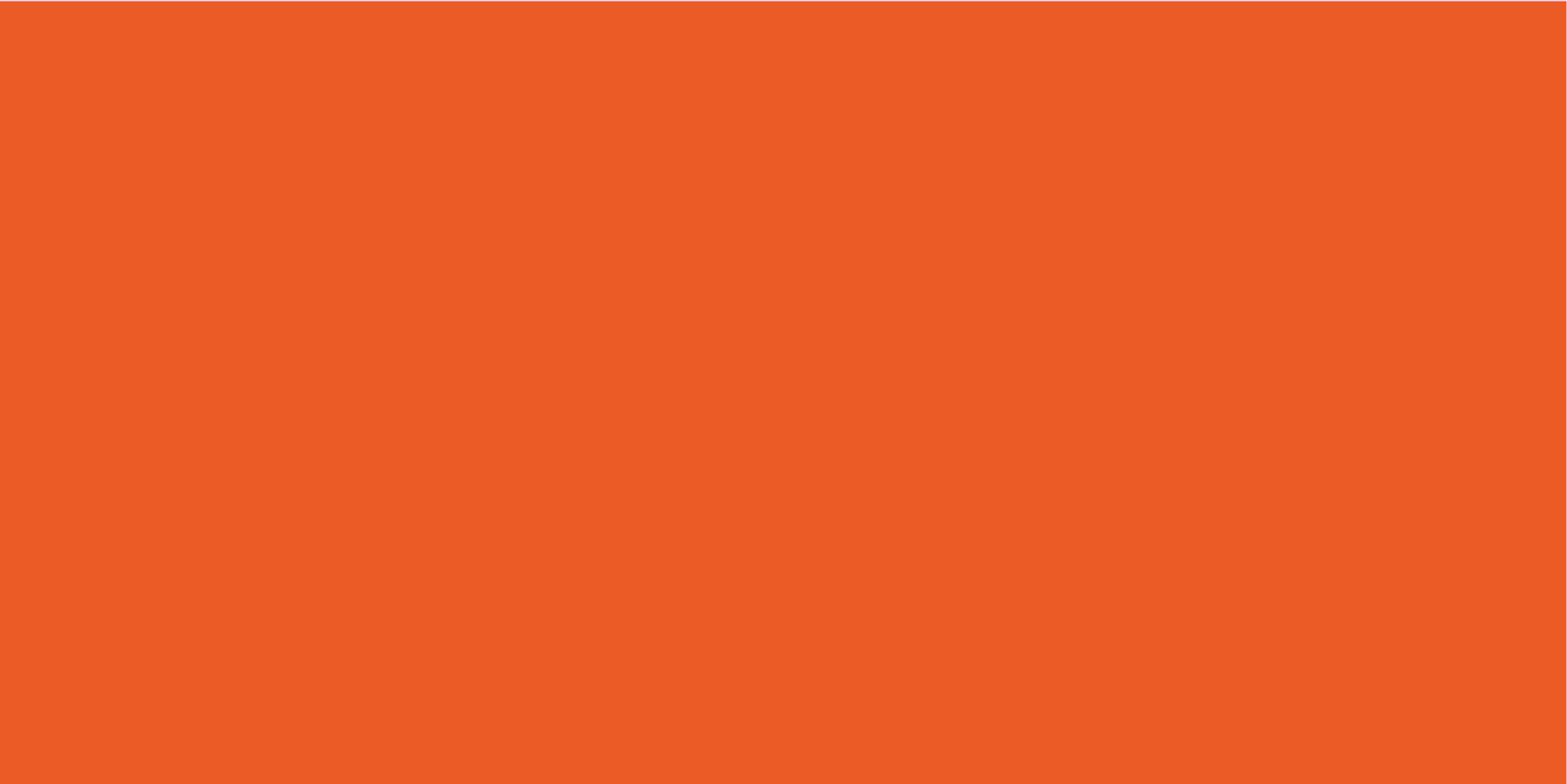
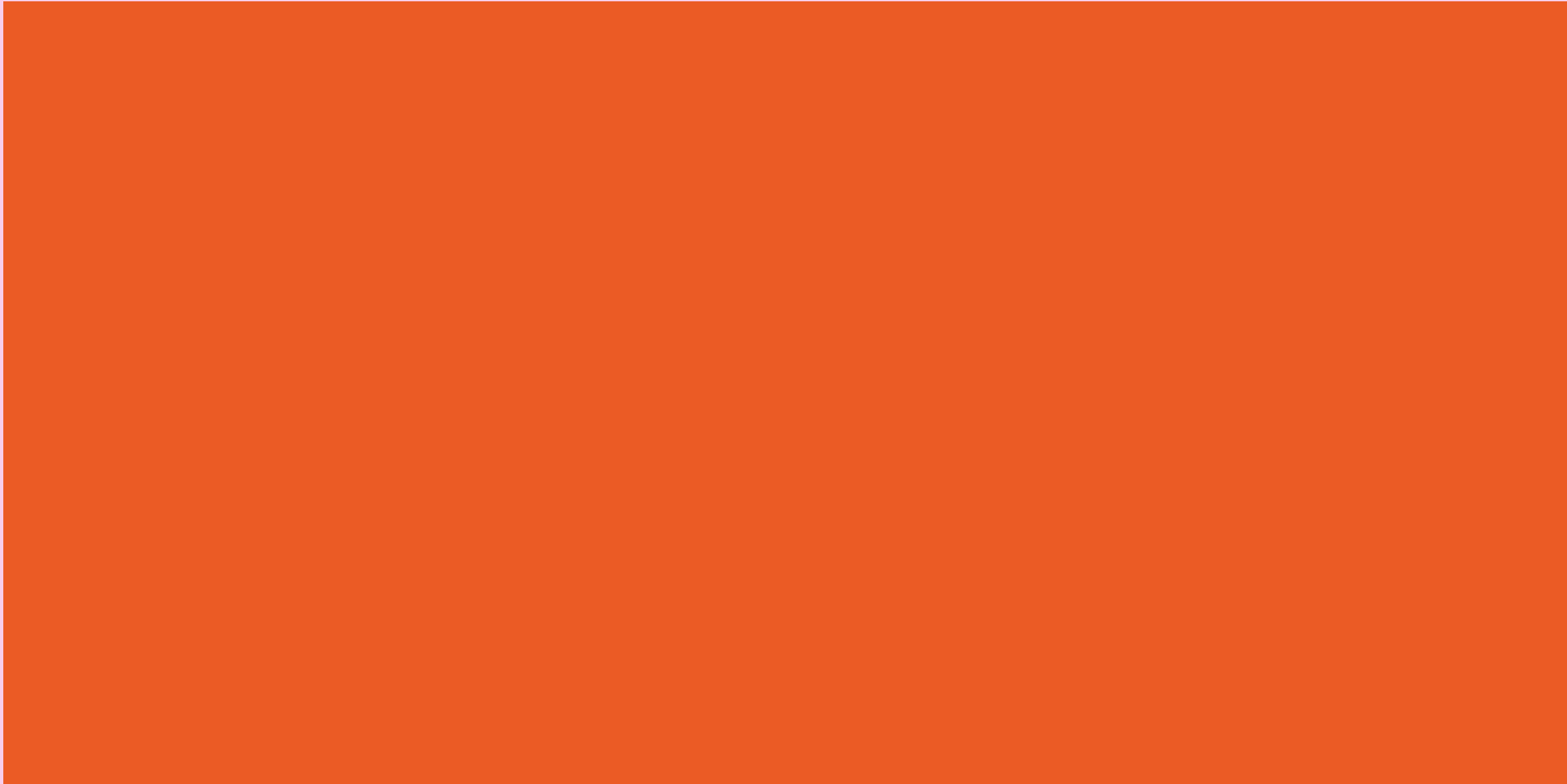
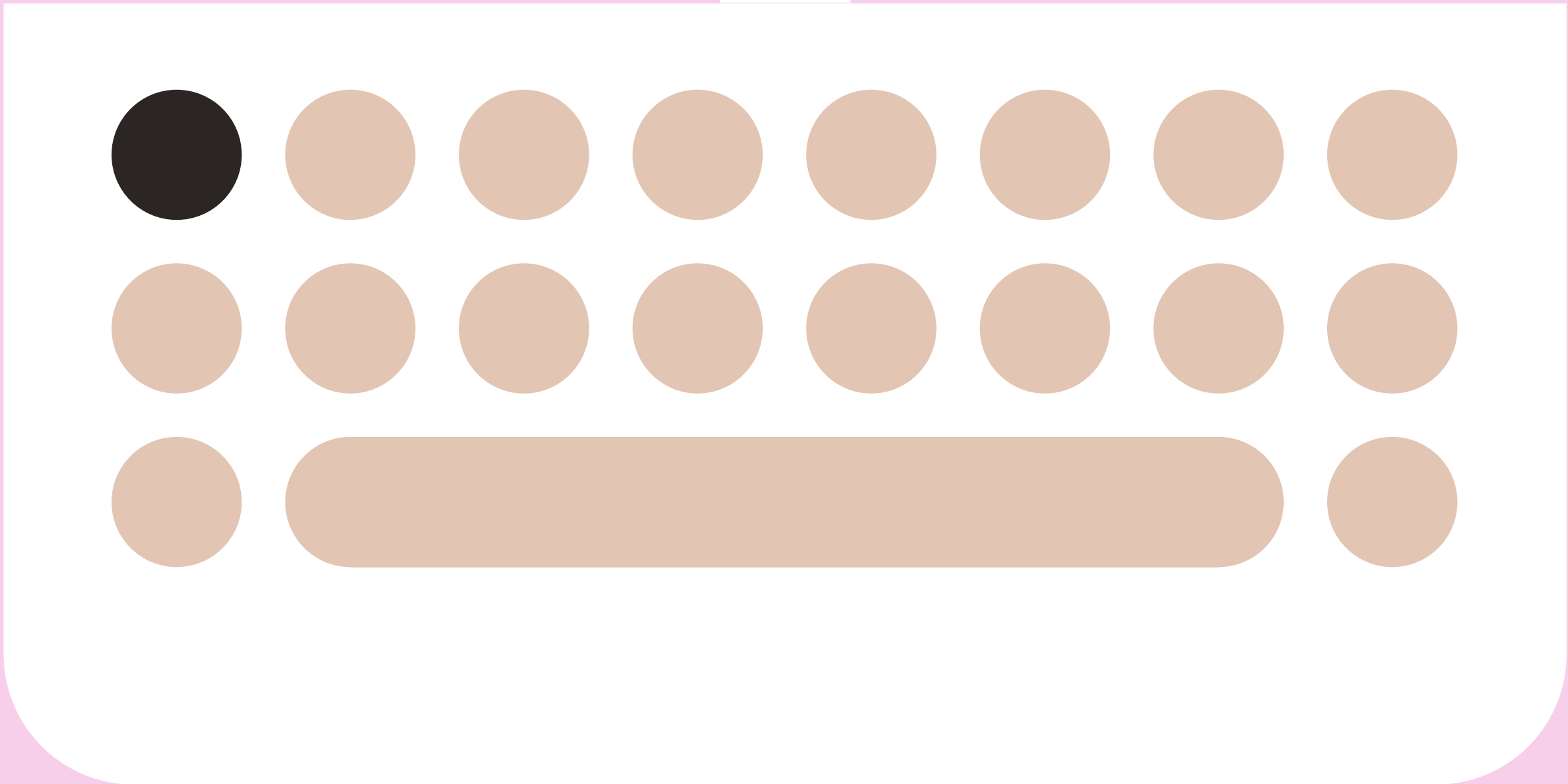






The new
rules of
brand
building

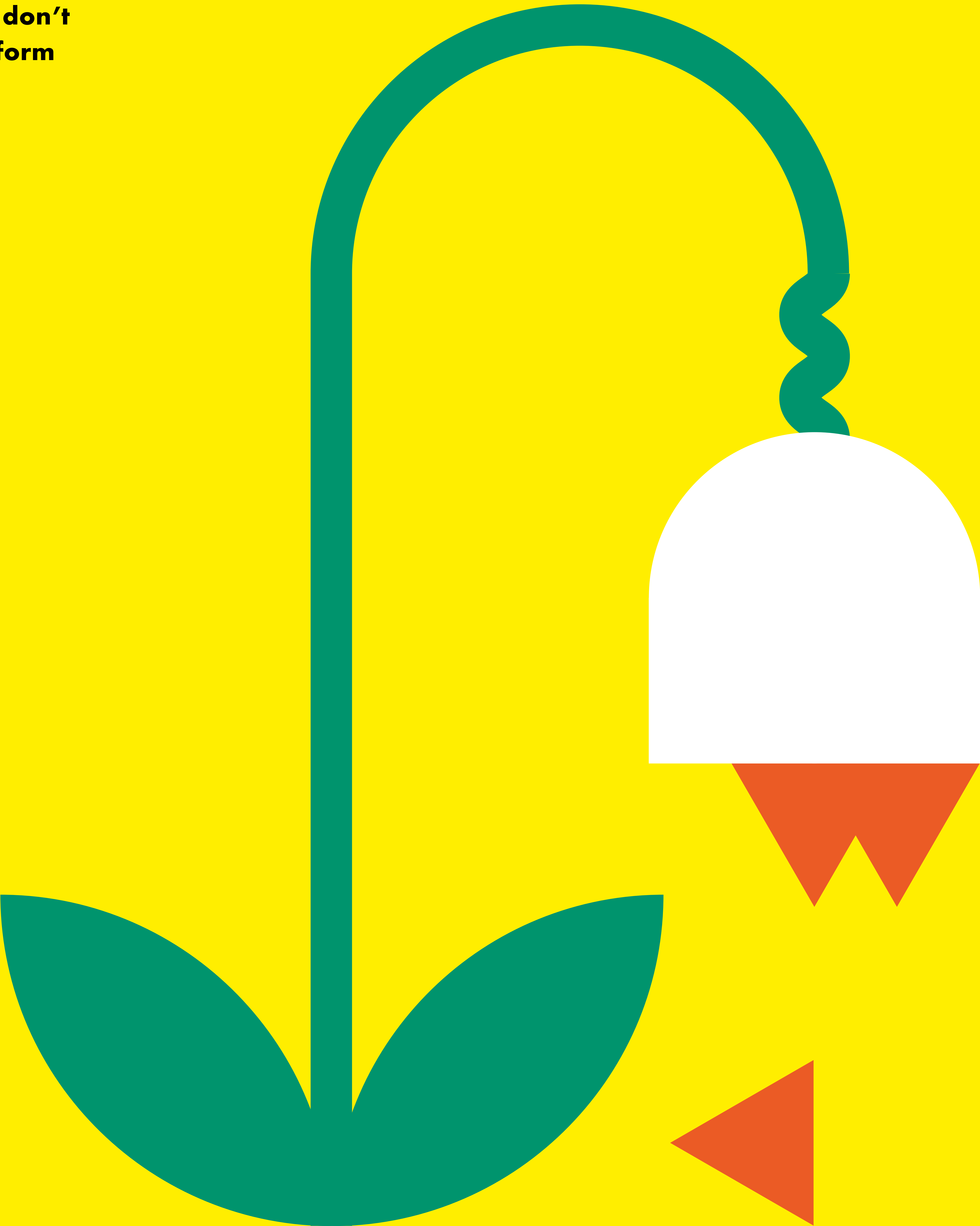
Covers for *Think Tank*
A series of insights
from LBD studio
<https://lbd.studio>



**How to
choose a
design
agency**



**When
performance
ads don't
perform**



**Designing a
cure for brand
boredom**



