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The Gold Standard.



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Symbol**

The Ultimate Symbol Collection

THE GOLD STANDARD IN ELECTRONIC ART FOR DESIGN PROFESSIONALS



"Design Elements™ is a fabulous tool for any designer designing anything."
Paula Scher
Partner
Pentagram, NY

"Official Signs & Icons™ is a major contribution to the use, study, and understanding of the visual language."
Tom Geismar
Principal
Chermayeff & Geismar Inc.



"Nature Icons™ is an excellent reference tool. If nature is part of your creative concept, this gold mine is an ideal starting point."
Lance Wyman
Principal
Lance Wyman Ltd.

"WebPage Graphics™ should prove useful to anyone who needs ready-made artwork for Web site creation. The scope and variety in this package is unsurpassed."
Lynda Weinman
Author, *Designing Web Graphics*



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More Than
20,000
Electronic
Images

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click once on
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17 Nature Icons™

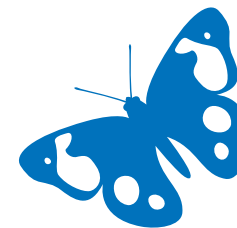
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TO
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click once on the yellow
box above.

Free Sample Files



About this PDF Document

This document is an overview of *The Ultimate Symbol Collection*, a suite of products designed to provide instant access to a wide variety of inspirational and time-saving designs and icons which are fully-editable in PostScript™ format. Links, bookmarks, and thumbnail pages have been provided in this PDF document for ease of use. For on-line help: hit "Command-?" (Mac); select "Help" from the menu bar (PC).

FREE Samples

This CD-ROM contains 50 FREE sample image files from *Design Elements™*, *Official Signs & Icons™*, *Nature Icons™*, and *WebPage Graphics™*. When you see an image with a yellow link box:



click once inside the yellow box to open the image directly into

Adobe™ Illustrator™ 6.0 or greater (Mac); 3.0 or greater (PC). You can access the images directly from the CD-ROM in the folder "FREE Samples" (Mac); "Samples" (PC).

The EPS sample images were created in Adobe Illustrator and saved as grouped Adobe Illustrator 6.0 EPS files with a color preview (version 3.0 for PC). EPS images are vector outlines, and will print at the very highest resolution on any Post-Script equipped printer. *WebPage Graphics* images are in GIF format and are designed for use on HTML pages for the World Wide Web.

How Do I Use EPS Files in My Applications?

You can customize, colorize, manipulate vector outlines, and more by OPENING or IMPORTING the EPS files into any draw program

which accepts EPS files, such as Adobe Illustrator, Freehand™ (4.0 or greater), or CorelDraw!.

EPS images can be PLACED directly into any page layout or word processing application like Quark Xpress™, PageMaker™, WordPerfect™, etc. (where you can rescale its size, and more). Check with your software manufacturer or software manual for specific instructions on how to open, import, place and utilize EPS images.

How Do I Use GIF Samples in My Applications?

Copy the images from the "Web-Page Graphics" (Mac); "WPG" (PC) folder located in the "FREE Samples" (Mac); "Samples" (PC) folder to your hard drive. Open a page in the HTML editor of your choice, then drag and drop GIF files onto the page. Popular HTML editors include Adobe™ SiteMill™, Microsoft™ FrontPage™ and Claris™ Home Page™.



WebPage Graphics™

by Ultimate Symbol

An unparalleled resource for the internet age: 2,500 exciting GIF animations, sound clips, buttons, bullets, rules, tiles, graphics and templates – all designed by web graphics professionals. Ready to use on any HTML page.

The most comprehensive and well organized collection of web-ready graphics available. Many images are rendered in up to 14 browser-safe colors and styles to give you plenty of choice – 15,545 files in all!

WebPage Graphics includes Photoshop and EPS source files for the professional web page designer who wants to customize and adapt the images to suit any client.

CD-ROM

8-Volume Set
Mac/PC Formats

Includes:

- 2,500 original graphics: GIF, JPEG; and
- 310 sounds: AIF, AU, WAV
- 16,205 files in all, including browser safe color variations
- EPS, Photoshop, & AIFF Source Files included
- 14 Web Page Templates Get You Started
- Fully-indexed On-screen HTML Catalog
- User Manual w/ Glossary of Web Terms; Tips & Tricks
- PLUS: FREE Web Utilities & Applications

**Click Here for:
Product Contents &
FREE Samples**

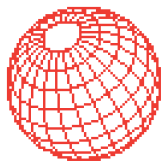
More Than
15,000
GIF/JPEG
Images

**"This is a
must-have CD!
It greatly speeds and
enhances the web page
design and production
process for professionals
and novices alike."**

**Ron Meckler
Creative Director
Re:Design Inc.**

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Contents: WebPage Graphics

Note: Numbers in parenthesis indicate number of EPS images contained in each category.

FREE SAMPLES

To access the sample files, go to the "WPG" folder inside the "Samples" folder on the CD-ROM. Copy the files to your hard drive, then drag and drop onto any HTML page.



1

Buttons

587 Images / 2,740 Files

Icon

- Bevel (82 Images)
- Miscellaneous (81)
- Round (52)
- Square (52)

Shapes (34)

- Grey Flat
- Metallic
- 3D (72)

Sphere

Cube

Miscellaneous

Word

- Bevel (36)
- Glow (35)
- Gradation (36)
- Oval 3-D (36)

Black Background

Grey Background

White Background

- Shadow (35)



FAQ

ABOUT

2

Tiles

446 Images/Files

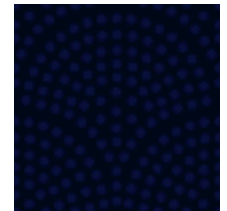
Designs (104 Images)

Fabric (66)

Paper (127)

Stone (110)

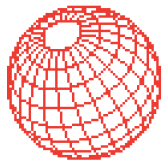
Wood (39)



(Contents continued on next page)



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Contents: WebPage Graphics (continued)

3

Bullets

155 Images / 2,241 Files

Arrows (20 Images)

Asterisks (9)

Circles (11)

Crosses (10)

Nature (8)

Numbers (11)

Office (8)

Pin (9)

Shapes (8)

Sphere (15)

Squares (11)

Stars (10)

Q Bullets (25)



4

Rules

128 Images / 895 Files

Geometric (21 Images)

Graduated (76)

Ornate (12)

Pictorial (5)

Scotch (8)

Quirky (9)

3D

- Bar (14)

- Bevel (14)

- Pipe (14)

- Sphere (7)



5

Graphics

704 Images / 8,428 Files

Accents (65 Images)

Arrows (98)

Geometric (55)

Logos (13)

Miscellaneous (99)

Nature (77)

Recreation (58)

Road Signs (78)

Stars/Suns (30)

Technology (81)

Title Bars (14)

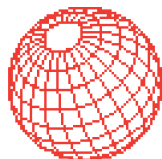
Zodiac (24)

3-D (14)



(Contents continued
on next page)

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Contents: WebPage Graphics (continued)

6

Animations

272 Images / 545 Files

- | | |
|---------------------|----------------------|
| Bullets (36 Images) | Rules (17) |
| - Arrows | - Miscellaneous |
| - Broadway | - Gradations |
| - Wedge | - Squares |
| - Dots | - Waves |
| - Squares | Words (120) |
| Graphics (99) | - Click Here |
| - Asterisks | - Download |
| - Banners | - E-Mail |
| - Gears | - Hot! |
| - Lightning | - New |
| - Mail / Phone | - Order |
| - Miscellaneous | - Register Now |
| - Nature | - Under Construction |
| - Rotors | |
| - Spirals | |
| - Springs | |
| - 3D | |
| - Spheres | |
| - Cubes | |
| - Miscellaneous | |

7

Sounds

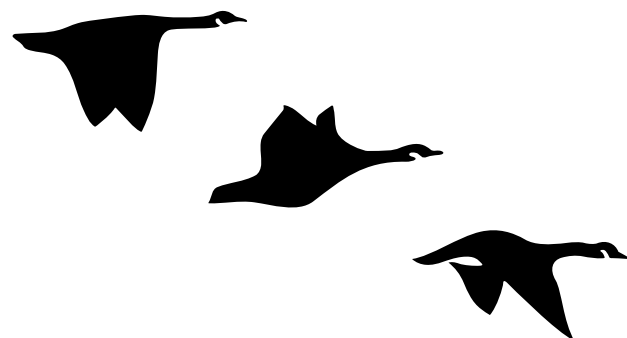
310 Sounds / 930 Files

- Animal
- Artificial
- Human
- Mechanical
- Musical

8

Templates

14 HTML
Sample
Web Pages



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Design Elements™

by Ultimate Symbol

This unrivaled 8-volume collection of professional images is a classic studio tool designed to inspire and save time.

Beautifully rendered and smartly organized, this 'must-have' source file was carefully researched and gathered over a period of 50 years.

Unlike most collections, *Design Elements* was created for designers *by* designers. To ensure that this product met the highest standards of quality, we received exhaustive input from professionals at top design studios, publishing firms, and advertising agencies.

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 - PC: EPS 3.0 and WMF
- > 132-page Printed Catalog
- > Fully-indexed On-screen PDF Catalog complete with Adobe Acrobat Reader 3.0



"No serious designer should be without this collection."
Adobe Magazine

"A graphics industry standard."
I.D. Magazine

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Contents: Design Elements

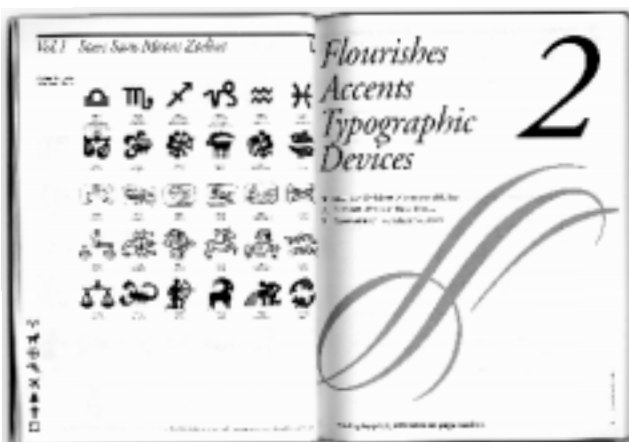
Note: Numbers in parenthesis indicate number of EPS images contained in each category.

FREE SAMPLES

To open a sample EPS image in Adobe Illustrator, click once on any image in a yellow box.

[Illustrator 6.0 or greater (Mac); Illustrator 3.0 or greater (PC)].

To access the files directly, go to the "DE" folder inside the "Samples" folder.



Stars Suns Moons Zodiac

419 EPS Files

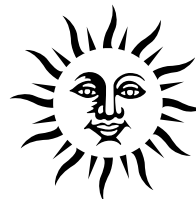
Stars

- 5 point (47 Files)
- 3 & 4 point (11)
- 6 point (14)
- 7 & 8 point (19)
- Multi-point (16)



Suns

- Drawn (48)
- Rise (8)
- General (50)
- Faces (12)



Moons

- Phases (31)
- Phase Symbols (4)
- General / Faces (18)
- Planetary (4)



Astronomy

- Symbols (29)
- Aspects & Nodes (6)
- Positions (12)
- Time (9)

Astrology (1)

Zodiac Symbols

- Northern Signs (30)
- Southern Signs (30)



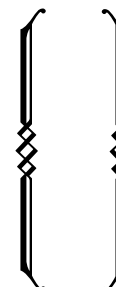
Flourishes Accents Typographic Devices

312 EPS Files

Dashes / Whiskers /
Compound Rules
(106 Files)



Brackets / Braces /
Parentheses (52)



Spencerian / Flourishes /
Accents (154)

(Contents continued
on next page)



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Contents: Design Elements (continued)

3

Borders Rules

276 EPS Files

Varied Weight (4 Files)

- Scotch (20)

Geometric

- Rectangles (28)

- Circles (13)

- Triangles (6)

- Diamonds (12)

Ornate (68)

- Art Nouveau (16)

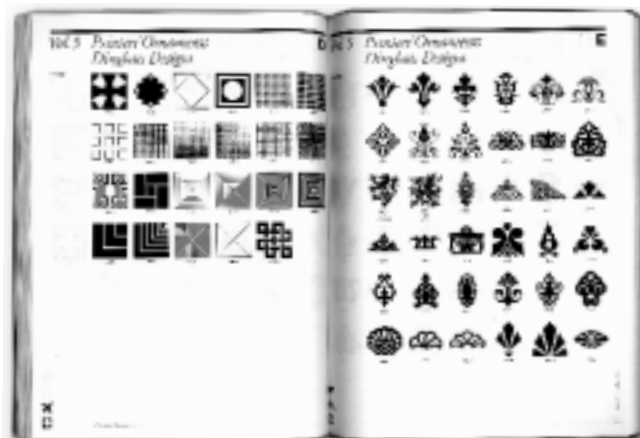
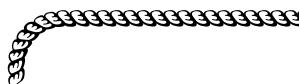
- Classical (4)

- Pre-Columbian (18)

- Geometric (20)

Floral (40)

Pictorial (27)



4

Motifs Shapes Designs Devices

470 EPS Files

Postage Motifs (44 Files)

- Stamps

- Cancellations

Tags / Hang Tags (7)

Labels (87)

Seals (30)

Blurbs (31)

Bursts (15)

Banners (65)

Hanging Signs (5)

TV Screens (12)

Bell Shapes (12)

Light Bulbs (29)

Check Marks (12)

Chevrons (6)

Ribbons / Bows (36)

Gifts (3)

Game Symbols

- Playing Card Suits (8)

- Dominoes (4)

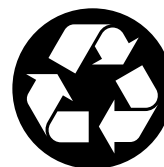
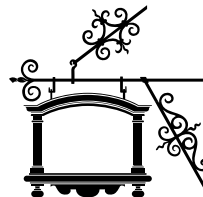
- Chess Pieces (12)

Filmstrips (8)

Container Imprints

- Carton (12)

Recycling Symbols (22)



5

Printers' Ornaments Dingbats Designs

357 EPS Files

Radial (30 Files)

Early American (65)

- Pennsylvania Dutch

- Quilt

- Square

Square (23)

General (30)

Printer / Book

- Florals / Fleurons (108)

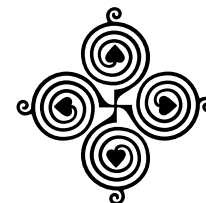
- General (36)

- Hearts / Leaves /

Acorns (30)

Fleur de Lis (17)

Musical (12)



*(Contents continued
on next page)*

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Contents: Design Elements (continued)

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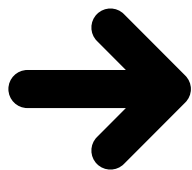


Arrows Pointers

406 EPS Files

Arrows

- International (45 Files)
 - General (92)
 - (wedge)
 - Multi-directional (15)
 - Curved (56)
 - Tail (40)
 - Head (18)
 - (ancient)
- ### Pointers
- Ancient (6)
 - Clock Hands (18)
 - Hands (66)
 - (woodcut)
 - (general)
 - Weather Vanes (39)
 - Animals (6)
 - Lightning (6)
 - General (1)



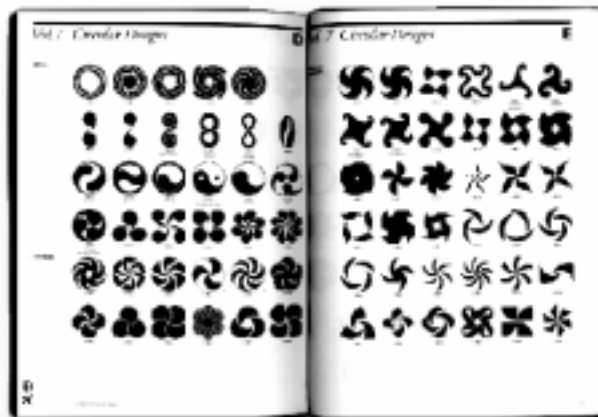
7



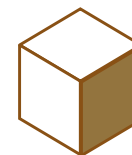
Circular Designs

375 EPS Files

- Snowflakes (48 Files)
- Concentric Circles / Targets (36)
- Spirals (20)
- Whirls (23)
- Pinwheels (58)
- Rotors (22)
- Designs
 - Optical (24)
 - General (21)
- Globes (12)
- Gears (15)
- Radials (36)
- Asterisks (46)
- Compass Faces (20)



8



Shapes Designs Geometrics

449 EPS Files

- Crosses (49 Files)
- Hearts (24)
- Droplets / Teardrops (8)
- Eggs (6)
- Pear Shapes (14)
- General
- Cartouches / Tablets (105)
- General (25)
- Geometrics
 - Circles (12)
 - Triangles (36)
 - Pentagons / Crystals / Diamonds (12)
 - Diamond Cuts (12)
 - Quadrilaterals / Squares (24)
 - Hexagons
 - Polygons
 - General
 - Arches / Parabolas (6)
 - Ovals / Ellipses (16)
 - Elliptical Shapes (12)
- Shields / Badges (55)
- Tombstones / Headstones (17)
- Puzzle Pieces (6)



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"The most recent official markings, presented in a highly accurate, beautifully drawn manner."

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Sign Business Magazine

Official Signs & Icons™

by Ultimate Symbol

Six standard symbol sets, designed by internationally recognized designers for organizations including the American Institute of Graphic Arts (AIGA) and Society of Environmental Design (SEGD).

This up-to-date studio companion is a carefully compiled, classified, and meticulously rendered electronic version of the most common and effective signs and icons in use today.

The symbol sets include descriptive background information about their origins and the criteria used to create them.

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Contents: Official Signs & Icons

Note: Numbers in parenthesis indicate number of EPS images contained in each category.

FREE SAMPLES

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[Illustrator 6.0 or greater (Mac); Illustrator 3.0 or greater (PC)].

To access the files directly, go to the "OS&I" folder inside the "Samples" folder.

1



Highway Signs I: U.S. (MUTCD) 329 EPS Files

Introduction
Regulatory Signs (93 Files)
Warning Signs (97)
Guide Signs (105)
Civil Defense Signs (3)
School Signs (8)
Blank Standards (13)
Pedestrian Signal Indicators (6)
General (4)
Alphabetical Index



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2



Highway Signs II: International (UNCRT) 210 EPS Files

Introduction
Danger Warning Signs (42 Files)
Priority Signs (42)
Prohibitory Signs (12)
Mandatory Signs (18)
Informative Signs (42)
Regulatory Signs (12)
International Distinguishing
Signs for Vehicles (42)



*(Contents continued
on next page)*



Contents: Official Signs & Icons (continued)



Symbol Signs: Recreational (SEGD)

270 EPS Files

Introduction

Land Recreation (36 Files)

Winter Recreation (22)

Water Recreation (42)

Services (52)

General (48)

Accommodations (22)

Prohibitions (48)

Alphabetical Index

SEGD Mission Statement



Symbol Signs: Transportation I (AIGA / DOT)

165 EPS Files

Introduction

International Symbol

Signs System

- public services (68 Files)

- concessions (16)

- processing activities (14)

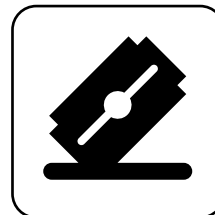
- regulations (22)

- directional arrows (8)

Addendum:

Symbol Signs Aboard

Commercial Aircraft (37)



*(Contents continued
on next page)*

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Contents: Official Signs & Icons (continued)

5



Symbol Signs: Transportation II (TCRP / DOT)

91 EPS Files

Introduction
 Sign Application
 (manual excerpt)
 Transit Facility (78 Files)
 Symbol Signs
 - prohibitions (6)
 - warning (4)
 - directional arrows (3)



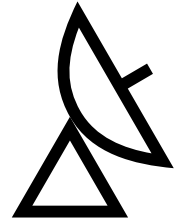
6



International Icons: Electronic Labeling

345 EPS Files

Computer (39 Files)
 Audio (36)
 Video (36)
 Power Indicators (9)
 Action Status (12)
 Controls (30)
 Electrical / Connection (23)
 Camera (18)
 Photocopier (24)
 Mathematical (9)
 General (37)
 Flowchart (30)
 Automotive (18)
 Care Labelling (24)



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"My first reaction to *Nature Icons* was joy. It's a great collection."

Lance Wyman

Lance Wyman Ltd.
Designer,
Washington National
Zoo signage system

Nature Icons™ *by Ultimate Symbol*

A meticulous survey of major species and life forms including: Birds, Insects, Fish, Whales, Seashore Creatures, Seashells, Foliage, Flowers, Mushrooms, and Trees.

The images in this collection were specially designed to capture the spirit and uniqueness of each subject. Carefully researched and rendered by a master illustrator/naturalist as simple icons with just the right amount of essential detail.

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More Than
600
EPS/WMF
Images





Contents: Nature Icons

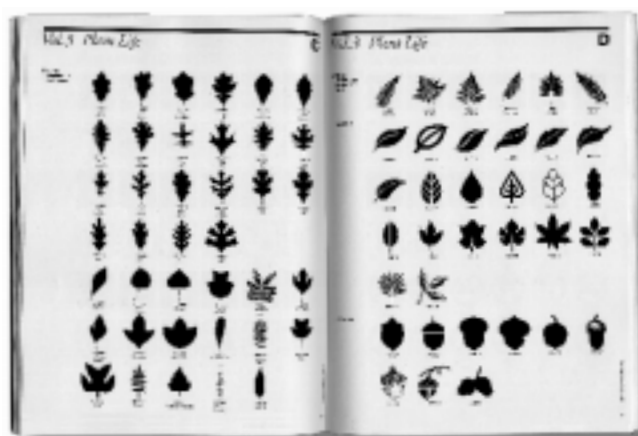
Note: Numbers in parenthesis indicate number of EPS images contained in each category.

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To access the files directly, go to the "NI" folder inside the "Samples" folder.



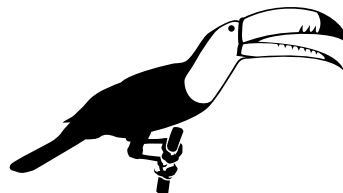
1



Birds/Insects

215 EPS Files

- Birds (95 Files)
- Bird Tracks (5)
- Miscellaneous (2)
- Birds
 - Designs (39)
- Insects
 - Butterflies (10)
 - Designs (15)
 - General (49)



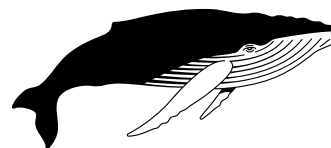
2



Sea Life

122 EPS Files

- Fish (51 Files)
- Sea Mammals (16)
- Seashore Creatures (22)
- Shells (33)



3



Plant Life

297 EPS Files

- Foliage
 - Deciduous (103 Files)
 - Fern (6)
 - General (20)
 - Acorns (9)
- Evergreen / Coniferous (15)
- Holly (9)
- Pine Cone (6)
- Flowers (27)
- Mushrooms (9)
- Trees
 - Deciduous (18)
 - Designs (18)
 - Evergreen / Coniferous (24)
 - Designs (12)
 - Cactus (5)
 - Palm (16)



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Comments from Our Customers

"Design Elements is a much-needed tool and timesaving device that easily paid for itself after only a couple of uses."

Steff Geissbuhler, Principal
Chermayeff & Geismar Inc.
New York

"Awesome! Great job!"

Todd Anderson, Artworks
Missouri

"A fabulous electronic cornucopia."

Jacob Trollbeck, Art Director
R/Greenberg Associates
New York/LA

"This package is so well-designed for use and appearance, we are PMS 375 with envy!"

Jane Rainwater,
Rainwater Design
Connecticut

"It's the best."

Maximo Escobedo, Senior Designer
Brooktree Corporation, California

"Working without this collection is like surfing without a board."

Gail Anderson, Deputy Art Director
Rolling Stone Magazine, New York

"It's already indispensable after two days!"

Barbara Lee, Suka + Friends
Design, Inc., New York

"The quality of this rich collection of images is matched by the clarity of presentation and attention to detail."

David Freedman, Senior Designer
Milton Glaser, Inc., New York



"Great package you put together!"

Joan Strong
Art Systems Director
U.S. News & World Report
Wash. D.C.

"Just got the CD. It's a dream come true."

Diane Fenster, Science Graphics
San Francisco University

"Great archive. Thanks."

Traci Churchill
Money Magazine. New York

"This is an answer to designers' prayers. I look forward to future collections."

Joan Stroika
Western States Envelope
Company, Wisconsin

Magazine Reviews

“Transcendental Clip Art”

When you hear the words clip art, the image of perfection doesn't leap to mind. With the release of *Design Elements by Ultimate Symbol*, our collective image of clip art should change.

Every symbol and sign in this collection has been constructed with imagination-defying quantities of care and detail. This collection represents a profound leap in the progression of desktop-publishing clip art – in fact, it transcends and redefines the category.

The collection was designed by Richard and Mies Hora (with involvement and input by a small horde of others), and the unity

and purity of design in each element is testimony to their vision of how these signs can be used. The elements will be familiar to many designers; most are culled from the Horas' *Design Elements – A Visual Reference* series of books, produced throughout the 1980's. Symbols were also added in this digital collection.

There's a taxonomic and exhaustive quality to the organization and volume of symbols. They're drawn in Adobe Illustrator (can also be opened in Freehand 4.0 and CorelDraw!) with that particular spareness of Beziér control points that marks well-made PostScript™ art.

No serious graphic designer who works with identity or publications should be without the CD-ROM version of *Design Elements*, and almost any designer or



illustrator could make use of a subset of these vast, consistently superior resources. The desktop community has long needed this kind and quantity of high quality source material. This need has now been filled.”

Glenn Fleishman
Adobe Magazine

“Meticulously rendered.”
Electronic Publishing

“This collection will be a cherished tool for years to come.”
California Computer News

“A cut above.”
Communication Arts

The Company



**Ultimate
Symbol**

Ultimate Symbol Inc. is the first software firm to create comprehensive, useful, and high-quality electronic art collections specifically for serious, discerning designers.

Founded by graphic designers in late 1992, the company is headquartered in Stony Point, New York.

Ultimate Symbol Inc.

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"My primary goal has always been to develop products that consistently meet the needs of professional designers working in all media. Products that our customers clearly enjoy using regularly."

Mies Hora

President & Founder
Ultimate Symbol Inc.

Before starting Ultimate Symbol, Mies had a long career in the design field. His experience includes corporate identity, advertising, positioning, environmental design, and photography.

The inspiration for *Design Elements*, the company's flagship product, was the four-volume series of design reference books, *Design Elements - A Visual Reference*.

That best-selling series was co-authored in the early 1980's by Mies with his father, Richard Hora, also a career designer.



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