

— THE —
CREATIVE
MANIFESTO
2015

Be true to yourself and your profession.

Go offline: Use a pencil, pen, and paper.

Be passionate about the work you do and show it.

Respect the past and help educate the future.

Never stop learning, never stop growing.

Use real typefaces from type designers and pay for them.

Don't let print die...or film...or letterpress.

Fill the world with beautiful design, not just more stuff.

Have real conversations, in person, over great coffee.

Move slower, take in the world, and get inspired.

Design for the past, the present, and the future.

Be honest, be humble, and be your best every day.