

The preface	007
Living by design: a Pentagram biography	010
A fast-track introduction	011
The early days: Pentagram's source code	026
A British design firm with US ambitions	058
Pentagram... into the next 50 years	078
The sectors	140
Branding	142
Design for culture	252
Editorial design	370
Three-dimensional design	442
Pentagram partners: in their own words	526
A Pentagram miscellany	558
End matter	646
Index	646
A Pentagram partners family tree by Paula Scher	652
Colophon	654
Unit Editions thanks	654