



Member Handbook



Elements for Creativity

Our members are everywhere. Fighting for creativity while shrouded in very-secrecy. Too busy to raise funds by holding the world's biggest bake sale, the Order has found its benefactor in Veer – where creative opportunity swings open like a heavy vault door, revealing vast stores of treasured images and type.

To see the elements used in this book, and discover more member privileges, visit the Order's online headquarters at

veer.com/verysecret



THIS SECRET HANDBOOK BELONGS TO



If you find this book, please _____ return it to its owner. If you don't know the owner, or you have found this book in a public place and/or on a motionless corpse, don't turn the page. Not even to peek! Just put the book in a metal garbage can, set it ablaze, and forget this ever happened. You aren't even awake right now – you're dreaming this. So don't tell anyone. If you do, they'll point whenever you walk past and laugh "There goes crazy so-and-so, the conspiracy theorist!" for the rest of your life. Imagine the torment.



I solemnly swear to create wonderful things;



*to meet and exceed the high
standards set by my peers;*



to collaborate openly, freely, and often;



to strive to meet deadlines;



*to choose well-designed typefaces that
suit my projects perfectly;*



*to plan and art direct my own photo shoots
whenever the budget permits, and to use
high-quality stock photography when
the budget does not;*



*and to never, ever eat someone else's lunch
from the communal fridge no matter how
delicious it may look – even cake.*



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WELCOME



elcome to the Very
Secret Order of Creatives
Understanding.

Our organization exists for the sole purpose of encouraging and celebrating creativity at every opportunity.

Also because popular culture has taught us the benefits of having numbers on your side in case a street fight breaks out. Did you see *Gangs of New York*? That one guy had a giant hammer!

You may be wondering how to pay your retroactive membership dues. Not to worry – we know you pay your dues at work, daily.





RULES OF CONDUCT

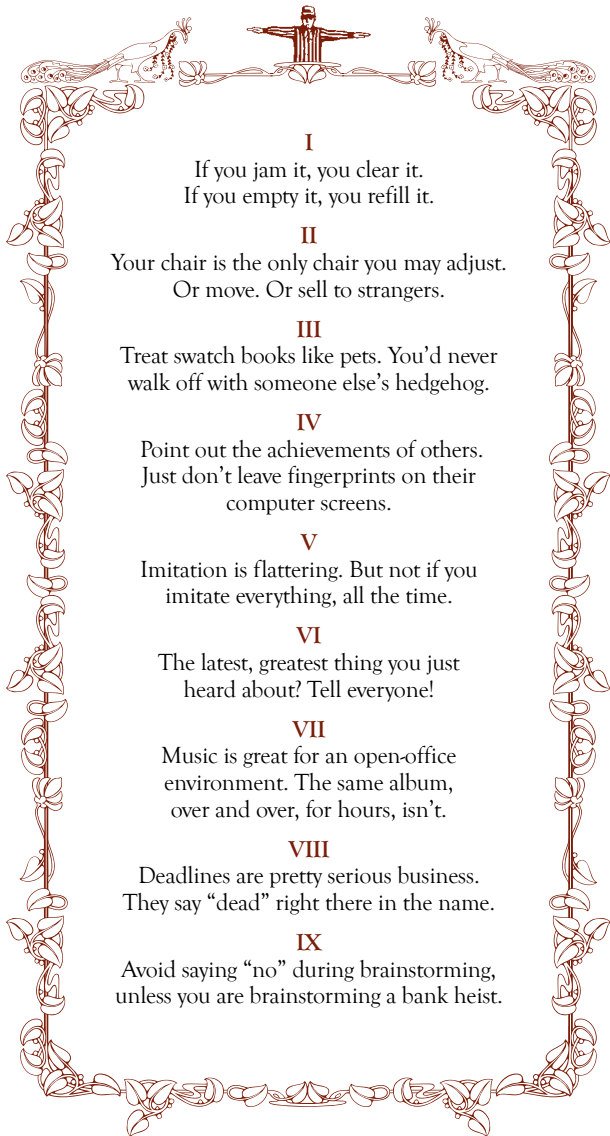


Orders - even secret ones - have to appear orderly.

To foster creative harmony, members are asked to govern themselves with a simple set of guidelines.

For example, when we play Rock, Paper, Scissors, we always choose paper, because so many of us work on print projects. Of course, some of us also work with scissors. So go ahead and choose scissors if you want, but *never* choose rock.

Then again, we do like to rock ...



I

If you jam it, you clear it.
If you empty it, you refill it.

II

Your chair is the only chair you may adjust.
Or move. Or sell to strangers.

III

Treat swatch books like pets. You'd never
walk off with someone else's hedgehog.

IV

Point out the achievements of others.
Just don't leave fingerprints on their
computer screens.

V

Imitation is flattering. But not if you
imitate everything, all the time.

VI

The latest, greatest thing you just
heard about? Tell everyone!

VII

Music is great for an open-office
environment. The same album,
over and over, for hours, isn't.

VIII

Deadlines are pretty serious business.
They say "dead" right there in the name.

IX

Avoid saying "no" during brainstorming,
unless you are brainstorming a bank heist.

GREAT MOMENTS IN CREATIVITY

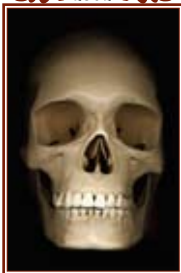


1493



Da Vinci conceives
machine for vertical flight

1601



Shakespeare pens
Hamlet

1889



Van Gogh paints
The Starry Night



F. Epperson, age 11,
invents the Popsicle



O. Welles broadcasts
The War of the Worlds



R. James turns a
spring into a Slinky



Die Hard

SECRET HANDSHAKES



The Mouse

Person 1 makes a fist and extends their arm. Person 2 grips the fist and taps their index finger vigorously.



The Crop

Person 1 makes a finger gun. Person 2 makes an upside-down finger gun. Move the guns together to form a rectangle.



The Thumbnail Gallery

Person 1 makes two closed fists with thumbs extended. Person 2 reciprocates. Both stare intently at each other's hands.



The Keyboard

Person 1 extends a crooked arm.
Person 2 mimes typing furiously on the bent arm while maintaining eye contact.



CODE PHRASES

For a secret order, we sure don't have
many secrets.

However, from time to time you may
find yourself having a conversation
with a non-member and you'll realize
they don't really understand a thing
you're saying.

Often, a harmless typesetting joke about
orphans is the culprit.

Luckily, you can use these secret code
phrases to covertly identify yourself to
other members. If they answer with the
corresponding response, you'll know
it's safe to start tossing out jargon.

I

Phrase: "The kerning pair went everywhere."
Response: "They were bound to stay together."

II

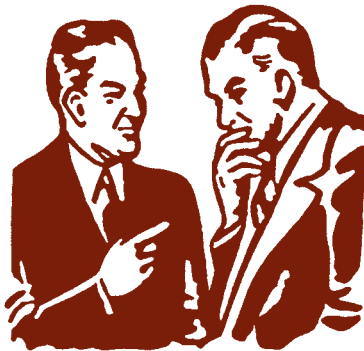
Phrase: "There's a brainstorm coming, Pa!"
Response: "Get the horses in the barn!"

III

Phrase: "The palette glows brightly at midnight."
Response: "I have a shirt that same color."

IV

Phrase: "Hi."
Response: "Resolution?"





rites of initiation



SEVEN RIDDLES

Each a test of your mettle, moxie, and mirth.

SEVEN ANSWERS

Each of them unlocks fantastic treasures.



If you were hoping for a ceremony full of chanting and torchlight, we apologize. It would be a *little* conspicuous if we flew around North America hazing everyone in person. Imagine trying to explain all those robes and paddles to airport security.

If riddles aren't your thing, don't worry. Veer's customer service (877 297 7900) can help you place your order and claim an offer. See page 22 for offer details.





RIDDLE ONE

They surface very suddenly
Behind a grin concealed
As if a switch has been flicked off
And all has been revealed



— — — G — — — — —

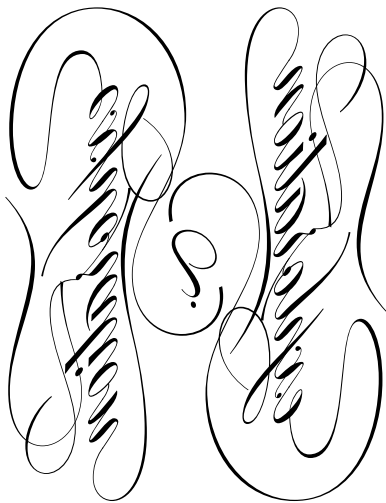
(11-letter answer)

SPEND \$500 ON PHOTOGRAPHY & GET A FREE
UMBRELLA WHEN YOU USE THE ANSWER AS AN
OFFER CODE! **SEE PAGE 22 FOR DETAILS.**



RIDDLE TWO

A problem posed is worth reflection
And answers might come quick
But to hold up under scrutiny
New perspectives do the trick



— — — — — R — — — — —

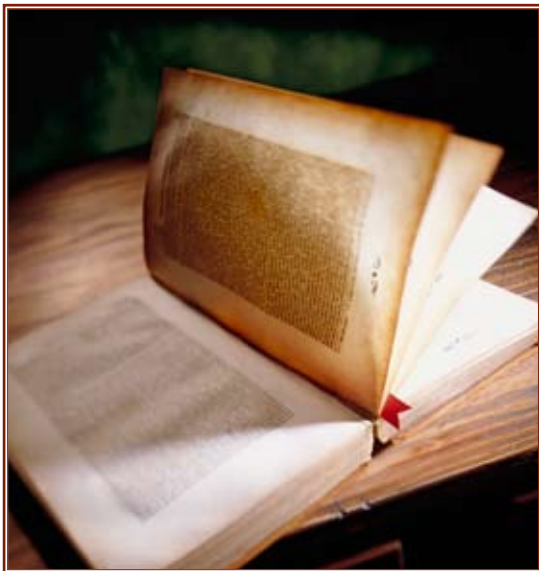
(11-letter answer)

SPEND \$250 ON TYPE AND GET A FREE FONT
SAVANT T-SHIRT WHEN YOU USE THE ANSWER
AS AN OFFER CODE! **SEE PAGE 22 FOR DETAILS.**



RIDDLE THREE

It waits for you on every page
Like an odd spell that's been cast
And, like your muse, it leads you forth
From the table to the last



I _ _ _ _ _

(11-letter answer)

GET EXCLUSIVE WALLPAPER WHEN YOU USE
THE ANSWER TO THIS RIDDLE AS AN OFFER
CODE! SEE PAGE 22 FOR DETAILS.

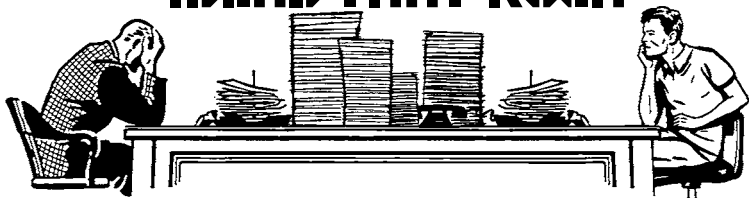
RIDDLE FOUR

When deadlines start to overwhelm
Just bring your friends together
With extra people in the fold
There's nothing you can't weather

A▶

◀B

THIS PROJECT
MAY REQUIRE
A NOVEL IDEA
MEANT TO WIN
UNITY & GROW
GOOD-NATURED
LEAGUES FOR
IDEAS THAT ROCK



A▶

O

◀B

— — — — —
(8-letter answer)

GET FREE IMAGE RESEARCH FOR LIFE!

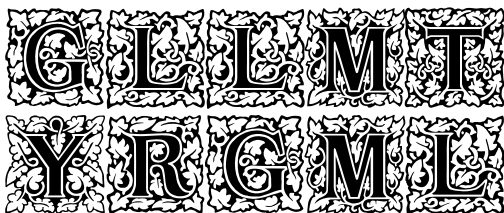
THANKS TO THE EFFORTS OF YOUR FAST, FRIENDLY IMAGE RESEARCHERS AT VEER!

SEE PAGE 23 FOR DETAILS.



RIDDLE FIVE

The next, best thing is within reach
Step forward and you're solving
Move two full steps ahead of the norm
And see each character evolving



— — — — V — — — —

(10-letter answer)

SPEND \$250 ON TYPE AND GET A FREE
HELvetica MUG WHEN YOU USE THE ANSWER
AS AN OFFER CODE! **SEE PAGE 23 FOR DETAILS.**



RIDDLE SIX

From the Order comes a key
And the key to stop from slowing
With stars aligned, you're sure to find
The thing that keeps you going

a x h p u t l n h g t u b o y i a p l n g
g p v s m e p l y f k w c n u b e y x b o
n u e ★ b j z k p e c l d r n c e n y t p
y u n q j m l o g x l d ★ e n a q u k u z
j r e q b t o c q e r u n a u k p r s i t
b j s h t m y p n d q e d l e u n o w d n
r e n y i c q r ★ j y r i a w y m v q y n
f d r h x s u h i h t o j n a e w y b t j
h e q u h y i s b n t r m l u z s ★ k r n
f d u n z j u k r e l q n j l c o k s x m
h r h c n j k e o a f h k l n r e n a q b
j r ★ k v q u m h f b c k i p ★ a s q c w
l c x g h y d e j u l m h k t i k m p f q
a j r w y i j n g j m i k y l s d u r j k
b e w u h n y g f t u ★ k i e f d r d j y
n u d ★ e d q f h g j k y h y k v i x v j
x e f v e h i j m n t u j e v g i h m l p
f c w h y n w g y h k u m v d x s y h u l
n d c t b n y h k u l m p n q r y g n j y
k t g i d e q u d h j y k y h w k n h s g

F

(8-letter answer)

SPEND \$1,000 ON IMAGES OR TYPE AND GET A
FREE KERN ZIP-UP WHEN YOU USE THE ANSWER
AS AN OFFER CODE! **SEE PAGE 23 FOR DETAILS.**



RIDDLE SEVEN

Not far away, but out of sight
You'll strive to bring it near
Just scale the peaks and reach the heights
Of the standards you hold dear



— — R — — — — —

(10-letter answer)

GET EXCLUSIVE WALLPAPER WHEN YOU
USE THE ANSWER TO THIS RIDDLE AS AN
OFFER CODE! **SEE PAGE 23 FOR DETAILS.**

OFFER DETAILS



RIDDLE ONE: Spend \$500 on photography and get a free Pitter Patter umbrella! To redeem, call toll free 877 297 7900 or visit veer.com. If ordering online, fill your cart with at least \$500 in photography, apply the offer code, and check out. Pitter Patter umbrella will automatically be added. Applies only to your next photography purchase. One offer per customer.



RIDDLE TWO: Spend \$250 on type and get a free Font Savant T-shirt! To redeem, call toll free 877 297 7900 or visit veer.com. If ordering online, fill your cart with at least \$250 in type and a Font Savant T-shirt in your size. Apply the offer code and check out. Applies only to your next type purchase. One offer per customer.



RIDDLE THREE: Get exclusive Very Secret Order of Creatives Understanding wallpaper! Add some intrigue to your desktop, iPhone, or iPod touch. To get your wallpaper, enter "veer.com/" in your browser and then the offer code.

RIDDLE FOUR: Get free image research for life! Veer's image researchers know our collections inside and out and can solve even the trickiest requests. Better yet, this offer never expires. Visit veer.com/research.

RIDDLE FIVE: Spend \$250 on type and get a free Helvetica mug! To redeem, call toll free 877 297 7900 or visit veer.com. If ordering online, fill your cart with at least \$250 in type, apply the offer code, and check out. Helvetica mug will automatically be added. Applies only to your next type purchase. One offer per customer.



RIDDLE SIX: Spend \$1,000 on images or type and get a free Kern zip-up! To redeem, call toll free 877 297 7900 or visit veer.com. If ordering online, fill your cart with at least \$1,000 in images or type and a Kern zip-up in your size. Apply the offer code and check out. Applies only to your next image or type purchase. One offer per customer.



RIDDLE SEVEN: Get exclusive Very Secret Order of Creatives Understanding wallpaper! Add some intrigue to your desktop, iPhone, or iPod touch. To get your wallpaper, enter "veer.com/" in your browser and then the offer code.

Offers valid only in North America. One offer per order. Offers end April 30, 2008. Shipping charges apply.

MEMBERSHIP CARD



Your very own membership card. Cut it out, add your photo, laminate it, and voilà. The benefits of membership, in your wallet or purse. By no means are we suggesting that flashing your ID card will get you ushered past velvet ropes, out of a well-deserved speeding ticket, or even extra cinnamon sprinkles on your latte.

We also aren't saying that it *won't* do those things.





Cover stock: 50% recycled and 30% post-consumer fiber
Text stock: 30% post-consumer fiber

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You've been chosen
to join the Very Secret
Order of Creatives
Understanding, which
may or may not exist.
Find out at
veer.com/verysecret



GIVE
THIS ↑

↓ USE
THIS



Veer

Elements for Creativity

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