

Hello,

We are currently working on a book titled *Go, Stop, Slow, Eat: How Typography Influences Behavior* (Rockport Publishers) by Steven Heller and Mirko Ilić.

The thesis, as indicated by the title, is that words set in certain typefaces and composed in certain ways against certain colors and hues have the power to move us, direct us, inspire us and otherwise influence our actions (think about the visual power of the Stop sign). We would like you to take part in this project.

Please send us any of your work(s) that you believe would be appropriate for this theme, along with the Grant of Rights / credit information form (next page) for each work submitted. The deadline for submission is **January 21, 2011**.

Format:

Please email high-res files (300-350 dpi, 8 inches longest side) to [gostop@mirkoilic.com](mailto:gostop@mirkoilic.com) or use YouSendIt.com. We must receive electronic files for consideration.

(You may send printed / physical pieces in addition to the electronic files, if you think it would be helpful to: Mirko Ilic Corp., 207 east 32nd street, New York, NY 10016, USA)

We hope you'll be involved. If you have any questions please contact us at [gostop@mirkoilic.com](mailto:gostop@mirkoilic.com)

Contributors will not receive complimentary copies as a result of their work being included in the book. All contributors will be offered a 50% contributor discount to purchase books directly from Rockport Publishers.

Thank you.

Sincerely,

Steve Heller and Mirko Ilic

# GRANT OF RIGHTS

*Please complete this form for each work submitted.*

Thank you for your contribution to *Go, Stop, Slow, Eat: How Typography Influences Behavior* by Steven Heller and Mirko Ilić to be published in Spring 2012 by Rockport Press.

By signing this letter you are granting Rockport non-exclusive worldwide rights for the publication of your image(s) in this book (and possible reviews of the book). You retain all copyrights.

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Please return via email to [gostop@mirkoilic.com](mailto:gostop@mirkoilic.com)

Sincerely,  
Steven Heller + Mirko Ilić

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