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Veer adds Stock Illustration Source

New library cements Veer's position as the most comprehensive and credible destination for illustration

New York, New York, April 29, 2004 – Veer, a provider of unique visual elements and design-related products, today announced the addition of the esteemed Stock Illustration Source (SIS) collection of rights-managed illustrations to the company's distinctive offering of imagery, motion, and type. With the addition of SIS, Veer is now the most comprehensive destination for stock illustration in the marketplace.

The Stock Illustration Source library is one of the world's most extensive archives of rights-managed illustration. The collection melds artistic vision with assignment-quality graphic styles from some of the finest contemporary illustrators working today. This list includes James Yang, whose work has appeared in *Time*, *Newsweek*, *Graphis*, and *Forbes*, and whose sculpture has graced the Smithsonian; New Zealand-born artist and illustrator Campbell Laird, whose abstractions of high-tech helped define the messages of clients such as Adobe, Cisco, and *Business Week*; and Janusz Kapusta, the Polish-born master whose work includes illustration for the *New York Times*, and stage and costume design for Robert Wilson. With works executed in ink, oil, charcoal, vector graphics, and mixed media, the thousands of SIS images offer designers myriad ways to articulate virtually any concept, and to tap into the talents of world-renowned artists.

"Illustration is a key component of any designer's visual arsenal. It offers rich alternatives to photography, because its humanistic qualities help designers connect on an emotional level," said Sheldon Popiel, Creative Director at Veer. "As creatives ourselves, we appreciate its usefulness and versatility. That's why we have built such an extensive, discriminating selection, with brands like CSA Images, Spots, and now SIS. Veer's offering of illustration is truly unrivaled for its scope and quality."

"I was very impressed with the illustrations at Veer," said Steve Kelly-Judd, Creative Director, Tempest Design Group. "We needed an image that could communicate the idea of people making meaningful connections across distances and barriers. This was for an article in *Imagine*, an award-winning children's magazine that we design for Johns Hopkins University. I was immediately drawn to the sensitivity and artistic integrity of the SIS collection. I quickly found an illustration where the composition, color palette, and artist's style captured the essence of the article. Finding a visual that can effectively express abstract concepts is always a challenge. Veer made it easy."

Hand-picked from the world's best brands, Veer's selection of illustration is featured online at veer.com and in a special illustration insert in Veer's upcoming May issue of the Veer Visual Elements catalog. Customers can search both rights-managed and royalty-free collections, including over 7,000 illustrations from Stock Illustration Source, by keyword or browse individual collections at veer.com/illustration. Rights-managed pricing is calculated per image use based on such factors as placement, usage, region, and circulation. Image buyers can use Veer's online price calculator, or contact Veer for pricing. Rights protection is also available. Images are delivered in digital format as RGB JPEG or TIFF files at 300 dpi and range in size from 1 to 40 MB.

About Veer

Veer sources and delivers visual elements with imagination and style to help creatives diverge from the norm and generate fresh solutions. Veer presents a discerning, design-driven selection of photography, illustration, type, and footage, including exclusives and world premieres. Its products are used daily in advertising, print and web design, corporate communications, and publishing. The privately held company has offices in the United States and Canada and serves its global base of customers through its call center and its award-winning web site at veer.com.

Web Site: veer.com

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