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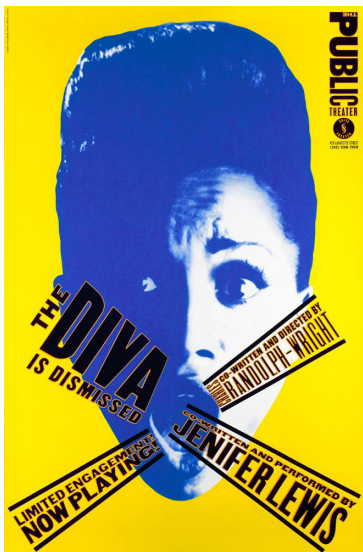
her own, Scher took an eclectic approach to typography which became extremely influential in design. She founded her own company, Koppel & Scher, with business partner Terry Koppel, before eventually landing as principal at Pentagram, where she remains today.

In 1994, Scher was the first designer to create a new identity and promotional graphics system for The Public Theater, a program that, according to Pen-

tagram, influenced much of the graphic design created for theatrical promotion and for cultural institutions in general. Furthermore, her graphic identities for Citibank and Tiffany & Co. have become case studies for the contemporary regeneration of American brands.



"If I get up every day with the optimism that I have the capacity for growth, then that's success for me."
 ✉ Paula Scher



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🗉 Paula Scher, Make It Bigger: