

Nancy Sharon Collins Design Collection

17 boxes, 15.57 linear feet

**Special Collections & Archives
J. Edgar & Louise S. Monroe Library
Loyola University New Orleans**

Collection 84

Nancy Sharon Collins Design Collection

Reference Code

Collection 84

Name and Location of Repository

Special Collections and Archives, J. Edgar & Louise S. Monroe Library, Loyola University New Orleans

Title

Nancy Sharon Collins Design Collection

Date

1915-2017; bulk 1980-1999

Extent

15.57 linear feet

Name of Creator

Collins, Nancy Sharon

Administrative/Biographical History

Graphic designer and stationer Nancy Sharon Collins (née Feldman) was born in Detroit, Michigan in 1954. She received a BFA from the Kansas City Art Institute in 1976 and MFA in Design from the Hartford Art School in 1978. Collins moved to New York in 1978 where she designed newsletters for the New Museum and later worked as an assistant for the fashion photographer Gösta Peterson. Collins also served as an Art Director for Grey Advertising before developing her own business designing for commercial clients through Nancy Feldman Studio. In 1997, the Studio split into another company called Nancy Sharon Collins, Stationer, LLC.

As sole proprietor of Feldman Studio, her responsibilities included management, design, art direction, production, and account services, creating identity systems, collateral, packaging, catalogs, advertising and promotion, point of sale displays, and signage programs. Collins' clients included the Metropolitan Opera Shop, The Museum on Modern Art Store, Estée Lauder, Liz Clairborne, Vera Wang, Williams-Sonoma, and Bergdorf Goodman. Collins' bespoke, hand engraved social stationery has been featured in Forbes, Town & Country, VOGUE, The New York Times, New York Magazine, Martha Stewart, NPR, and WWNO.

Collins taught graphic design history and typography as a visiting professor of graphic design at Loyola University New Orleans from 2007-2008 and adjunct design courses for several years thereafter. Between 2008-2013, she organized the recording of 18 oral histories from local graphic design professionals, which are housed at the T. Harry Williams Center for Oral History and Louisiana State University. She is also the author of *The Complete Engraver: Monograms, Crests, Ciphers, Seals, and the Etiquette of Social Stationery* (2013).

From 2005 to 2015, Collins served on the executive board of AIGA New Orleans Chapter. AIGA is the oldest and largest professional membership organization for design. She was also a founding member of ABC (Artist Book Collection), a small non-profit library of artist books that was donated to the University of New Orleans Library in 2024. In 2016 she began Letters Read. Originally a live reading series in which local performers interpret written documents centering on communities in New Orleans. As of March, 2020, it is both live performance and podcast.

Scope and Content

The Nancy Sharon Collins Design Collection contains materials created and collected by Collins throughout her career as a stationer and graphic designer. It consists of Collins' own personal work including commissions from Estée Lauder and MOMA as well as an extensive collection of xerox type specimens for research and project development. The collection also includes materials such as letterpress artists' books and chapbooks, style guides from Nickelodeon, product samples from specialty engravers, letterpress broadsides, and ephemera.

System of Arrangement

The collection is divided into five series: Design Projects, Typography, Printed Material, Advertising and Promotional Materials, and Ephemera.

Conditions Governing Access

The collection is open for research use.

Conditions Governing Reproduction and Use

Physical rights are retained by the J. Edgar and Louis S. Monroe Library, Loyola University New Orleans. Copyright is retained in accordance with U.S. Copyright Laws.

Language and Scripts of the Material

English

Processing Information

In the absence of original order, the collection was rearranged into series and sub-series.

Related Archival Materials

Art Directors and Designers Association (ADDA) of New Orleans Collection, Collection 85.

Series Description

Series I Design Projects (ca. 1980s – 2010s)

This series primarily consists of Collins' personal work including commissions for Estée Lauder and the Museum of Modern Art (MOMA), as well preliminary research and sketches for various design projects.

Series II Typography (ca. 1970s – 2000s)

This series consists of type specimens and monotype borders as well as books and pamphlets on typography and typesetting.

Series III Printed Material (1915 – 2010s)

This series consists of materials collected by Collins' including chapbooks and artist books from Verna Press and Purgatory Press, limited edition prints from Artistry Engraving & Embossing Co., clippings from vintage magazines, and rare books.

Subseries III-A: Chapbooks and Artists Books

Subseries III-B: Limited Edition Prints

Subseries III-C: Clippings and Scrapbook

Subseries III-D: Publication Design

Series IV Advertising and Promotional Materials (ca. 1980s – 2010s)

This series consists of materials collected by Collins' including Nickelodeon style guides, promotional materials from St. Tammany Fire District 12, and specialty printing and engraving samples.

Subseries IV-A: Style Guides

Subseries IV-B: Printed Materials

Subseries IV-C: Product Samples

Subseries IV-D: Business Cards

Subseries IV-E: Audiovisual Materials

Series V Ephemera (1939, ca. 1960s – 2010s)

This series consists of materials collected by Collins' including Nickelodeon style guides, promotional materials from St. Tammany Fire District 12, and specialty printing and engraving samples.

Subseries V-A: Broadsides

Subseries V-B: Packaging Design

Subseries V-C: Postcards

Subseries V-D: General

Series VIII Oversize (1963-2013)

This series consists of oversized materials.

Container List**Series I: Graphic Design Projects**

Box	Folder	Description
1	1	Phototype and Photostat, ca. 1980s
	2	Reproduction Studies, ca. 1990s
	3	Estée Lauder Research, ca. 1980s
	4	Estée Lauder Polaroids, ca. 1980s
	5	Estée Lauder Sketches, ca. 1980s
	6	MOMA Potato Print Design, 1994

Series II: Typography

Box	Folder	Description
1	7-11	Xerox Type Specimens, 1980s
	12	NYPL Type Specimens
	13	Monotype Borders and Ornaments
	14	Iron-on Lettering
	15	Controlling Your Composition Costs, 1973
	16	An Essay on Typography, 1988
	17	The Typographic Mind, 2006
	18	Mathematical Typesetting, 2007
	19	The Modern Suite, 2008
2	1	Inside Paragraphs: Typographic Fundamentals, 2012
	2	Simmons College Typography Class Notes, 1971

Series III: Printed Materials

Subseries III-A: Chapbooks and Artists Books

Box	Folder	Description
2	3	The Hidden Agenda by Esther K. Smith, 1987
	4	Travelog Guidebook and Map by Donna Ratajczak and Jessie Hartland, 1994
	5	Smith College Exhibit Catalog, 1997
	6	Salamander, Or: Splitting the Word Asunder, 2009
	7	Gaius Valerius Catullus, 2010
	8	Compare and Contrast by Bill Berkson, 2010
	9	Listen Loud Listen Long by Thaddeus Conti, 2011
	10	Darkness and Light by Bill Berkson, 2011
	11	Dorado 2, 2012

Subseries III-B: Limited Edition Prints

Box	Folder	Description
2	12	Dragonfly, 2016
	13	Golden-winged Woodpecker
	14	Ruby-throated Hummingbird
	15	Great Horned Owl

Subseries III-C: Publication Design

Box	Folder	Description
2	16	Rare Book Covers, 1951-1960
	17	Let's Sew by Mary F. Smith, 1955
	18	Metrastar Meter Instruction Manual, ca. 1960s
	19	Avon Handbook and Price Guide, 1975
	20	Wear-ever New Method Cooking, 1946
	21	Taxi Logos, NYTimes Clipping, 2007

Series IV: Advertising and Promotional Materials

Subseries IV-A: Style and Brand Guides

Box	Folder	Description
3	1	Nickelodeon Manifesto, ca. 1990s
	2	How to Nickelodeon, ca. 1990s
	3	Nick Elementary, ca. 1996
	4	Nickelodeon Logos, undated
	5	Noggin, 1999

Box	Folder	Description
	6	Nick Jr. Minifesto, 1999
	7	Nickelodeon Visual System Basics, 2001
	8	Style and Documentation Sourcebook

Subseries IV-B: Printed Materials

Box	Folder	Description
3	9	Nickelodeon Nation by Heather Hendershot, 2004
	10	Peter Rogers Associates Client List, undated
	11	St. Tammany Fire District 12, 2007
	12	Advertising on Ogilvy Transcript, 2007

Subseries IV-C: Product Samples

Box	Folder	Description
4	9	Crane 100% Paper Reforms Engraved Stationery Manufacturers Association, Inc. The Mark of Fine Stationery Wood Grain Samples Monotype Product Samples M.C. Charters Steel Engraved Samples RoyType Clean Carbon Paper The Engravers Portfolio

Subseries IV-D: Business Cards

Box
5-6

Subseries IV-E: Audiovisual Materials

Box	Description
7	Peter Rogers Portfolio (DVD), undated Peter Rogers Loyola University (DVD), 2011 The Rise and Disappearance of Southeast Louisiana (DVD), 2007 McDonalds 15 Min. Cardio Workout (DVD), 2007 The Teaching Company Sample (CD), 2003 Advertising on Ogilvy (DVD), August 8, 2007 Nickelodeon Orange Book (DVD), 2003 Nick Brand Material (DVD), undated Nickelodeon Visual Systems Basics (DVD), 2001

Series V: Ephemera

Subseries V-A: Broadsides

Box	Folder	Description
8	1	Christian Dotremont, 1971
	2	Monotype Kootenay, 2006
	3	Goudy Forum Pro, 2009
	4	Lettra Broadsides, 2007
	5	WNY Book Arts Center, 2010
	6	Lushootseed by Juliet Shen, 2010
	7	Specimen Sheet, undated
	8	Hall of Printing and Graphic Arts NMAH, undated
	9	Interview and Sketches, undated

Subseries V-B: Packaging Design

Box	Folder	Description
9		Fireworks, Ammunition, and Children's Toys
10		Household Products
11		Hardware and Fragrance Products
12	1	Food Wrappers and Labels
	2	Paper and Cardboard Packaging
	3	Plastic Packaging
	4	Custom Paper Bags
	5-6	Royledge Shelf Lining Paper
	7	Gift Paper

Subseries V-C: Miscellaneous

Box	Folder	Description
12	8	Le Restaurant Francais Menu, 1939
	9	HEY AZ Album Cover, 1997
	10	New Orleans Book Fair, 2008-2009
	11	BABZ Fair Poster, 2017
	12	Simon Blake Collage Show Poster, 2017
	13	Newly Formed, RISD, 2017
	14	Design Conference Flyers
	15	Type Directors Club
	16	Envelopes and Mailers
	17	Religious Flyers
	18	Greeting Cards and Announcements
	19	Miscellaneous Proofs
	20-23	Postcards

Subseries V-D: Stationery

Box	Description
13-14	

Series VI: Oversize

Box	Description
OS 1	Color Drawdowns, 1986 Around the World Program by American Geographical Society, 1959-1962 Nickelodeon: The Orange Book, undated
OS 2	WWII Propaganda Scrapbook, ca. 1940s
OS 3	Ladies Home Journal, 1915 The Modern Priscilla, 1923 Walt Whitman Izibongo by David Rowe, 2003 Frederic W. Goudy, 2012