

## Bitmap Books Barcodes



### Bitmap Books Barcode Illustrations.

Supporting a passion and a good friend.

Here at Neon we have a quiet passion for art and storytelling, and one of our favourite gaming publishers is Bitmap Books — known for their deeply researched and beautifully designed books celebrating all corners of video game history.

We later discovered that the driving force behind Bitmap is Sam Dyer, who'd previously worked with Dana at the UK's number one agency at the time, The Partners. We got talking, realised we shared the same love for craft and detail, and said we'd love to get involved in some small way.

That led to us volunteering to create book-specific barcode illustrations — tiny details designed to add an extra layer of insight and humour for true gaming fans. Each barcode references the subject of the book itself, turning a purely functional element into a little moment of storytelling.

We love the challenge of these miniature pieces of artwork — and having fun with Sam bringing them to life.

You can see the growing list of brilliant books put together and designed by Sam that feature our barcode designs. It was also lovely to see a LinkedIn post from Sam pop up in our feed, giving us a shout-out for these small labours of love.

So go treat yourself — and buy a book from Sam, and support an independent book publisher.

### Kind words...

*"In my early 20's, my first job in the design industry was with The Partners where I was lucky enough to work alongside the insanely talented Dana Robertson. As a wet behind the ears junior, I tried to learn as much as I could, and work my backside off making tea, scanning and spray mounting presentation boards. Happy days! I'll always remember how kind and patient Dana was, and tried to involve me as much as possible in what he was working on. Sadly, he left a year or so after I joined to form his own design agency, but fast-forward 20+ years and we're working together again! For the last year or so, Dana has been designing these mega creative barcodes for our books. Absolutely love these little creative touches!"*

#### SAM DYER

Founder & Creative Director  
Bitmap Books

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