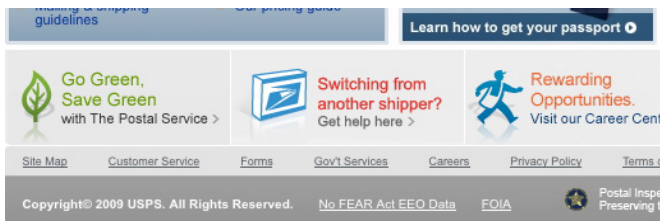


Post Office Delivers the End of Web 2.0

by Justin Kerr, September 2009

Remember the large fonts, shiny surfaces and lickable buttons from a few years ago? Although there was some confusion about what exactly Web 2.0 was (a movement? a structure? a style?), there were definitely design elements that were emulated, copied and recycled.

The United States Postal Service has never been known for cutting-edge **anything**, but their take on Web 2.0 style heralds the tail end of this trend. Icons that cast a shadow as well as a reflection? Really, USPS?



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