

**Folding Mailer**

**Process Book**

Typography IV Spring 2021

**Adam Walko**

# Style Guide



## Snake Discovery

Small husband and wife owned business, focused on education with reptiles and amphibians. Has a new facility opening in 2021.

**Target Audience:** Reptile fans, families with kids, groups. (ie: Boy Scout Troops)

## Design Philosophies

- Kid friendly design.
- Make the process of opening it fun.
- Incorporate reptiles and reptilian motifs.
- Get creative with typography.

## Hex Colors



#7fbc03



#477628

## Pantone Equivalents



157-8 U



156-15 U

## Headlines

### Apertura

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp  
QqRrSsTtUuVvWwXxYyZz 1234567890 !?

Regular **Medium** **Bold** **Black**

## Body

### Source Sans Pro

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp  
QqRrSsTtUuVvWwXxYyZz 1234567890 !?

ExtraLight Light Regular **Semibold** **Bold** **Black**

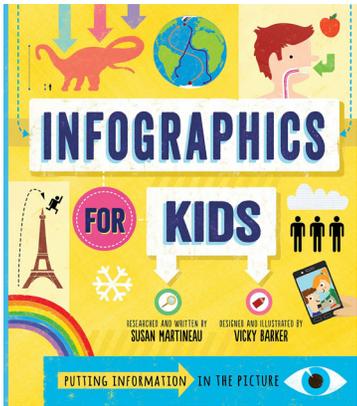
White text on green backdrop

Light Green Accent  
(Use sparingly for text)

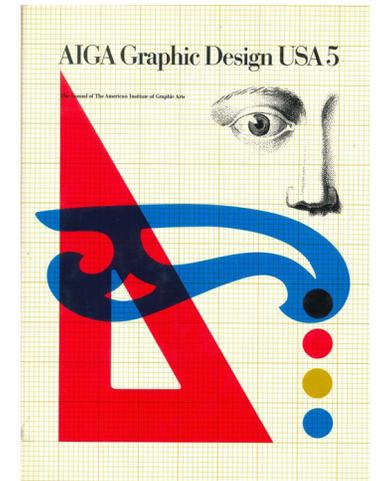
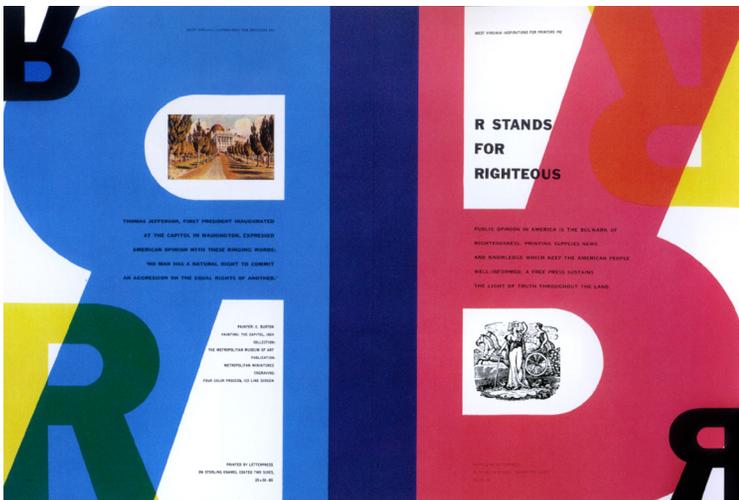
White text on green backdrop

Dark Green Accent  
(Use sparingly for text)

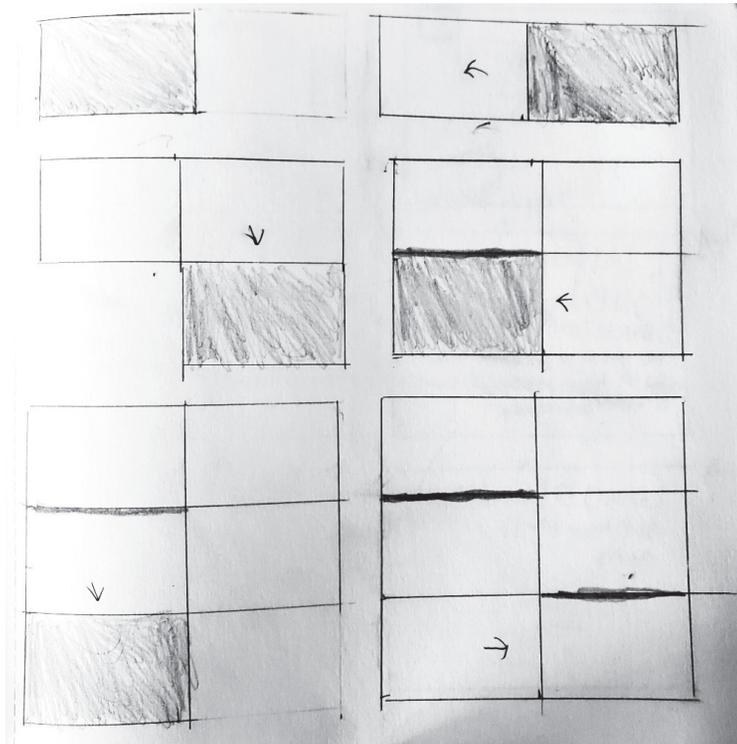
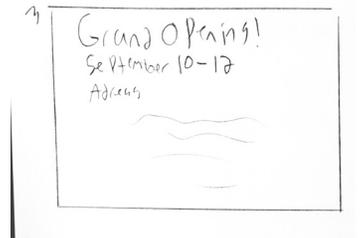
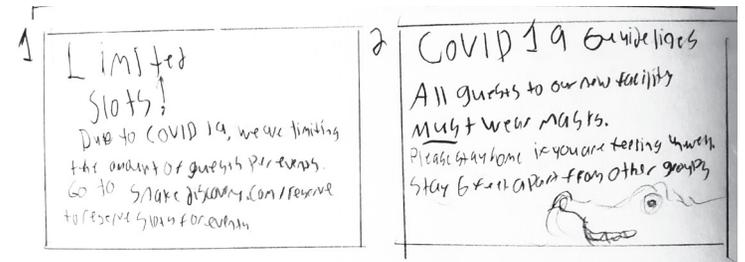
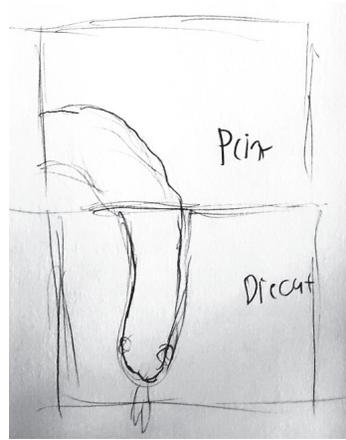
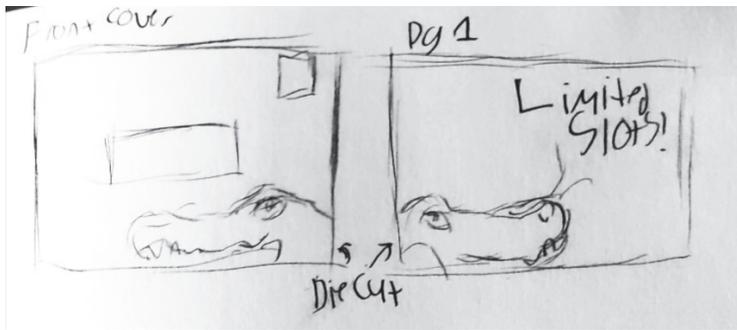
# Moodboard



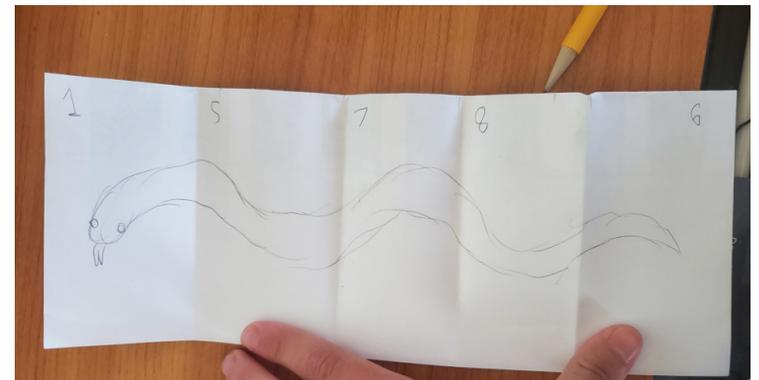
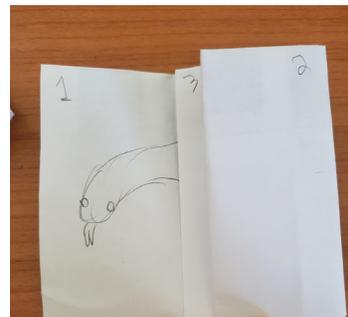
**DR  
OP  
DEAD**



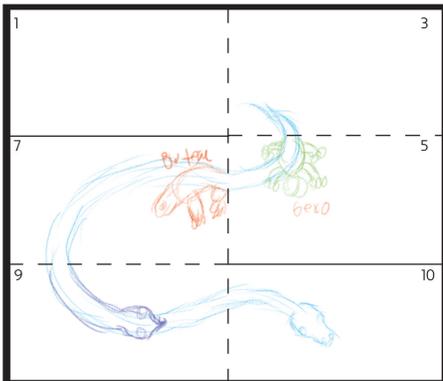
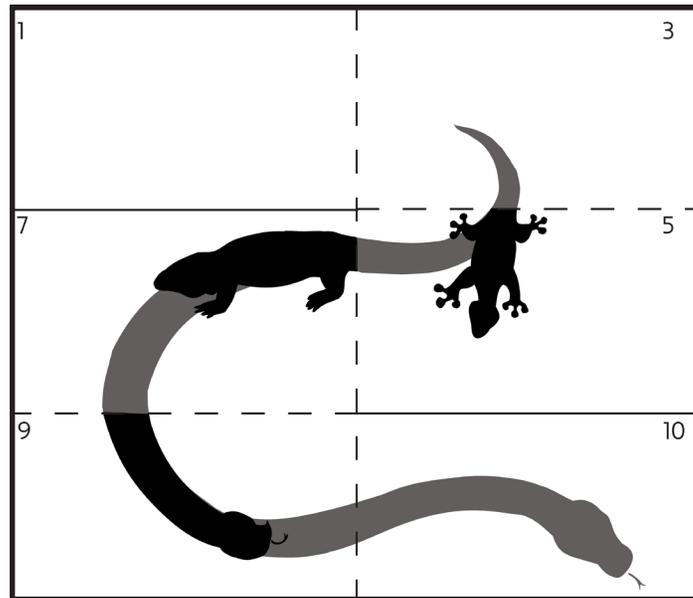
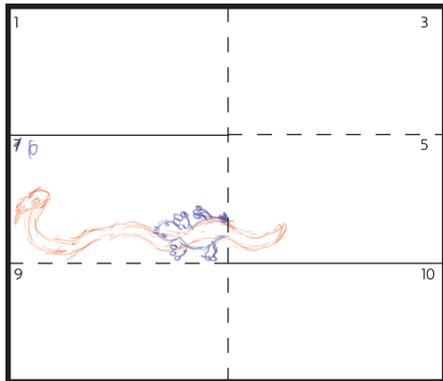
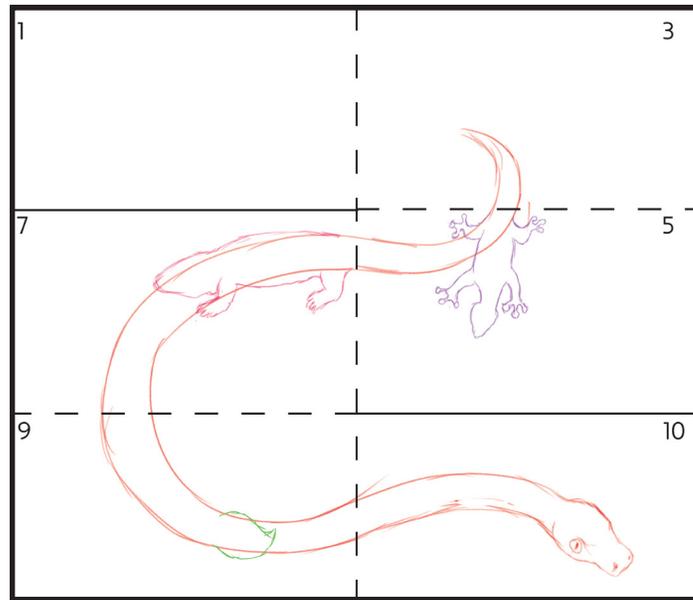
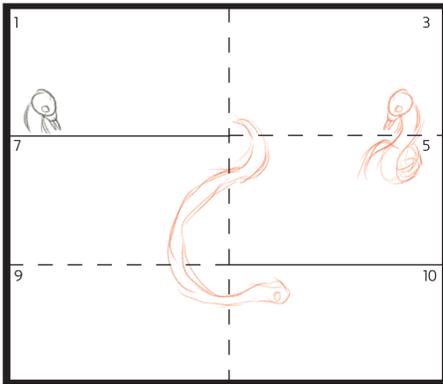
# Sketches



## Unused Concept

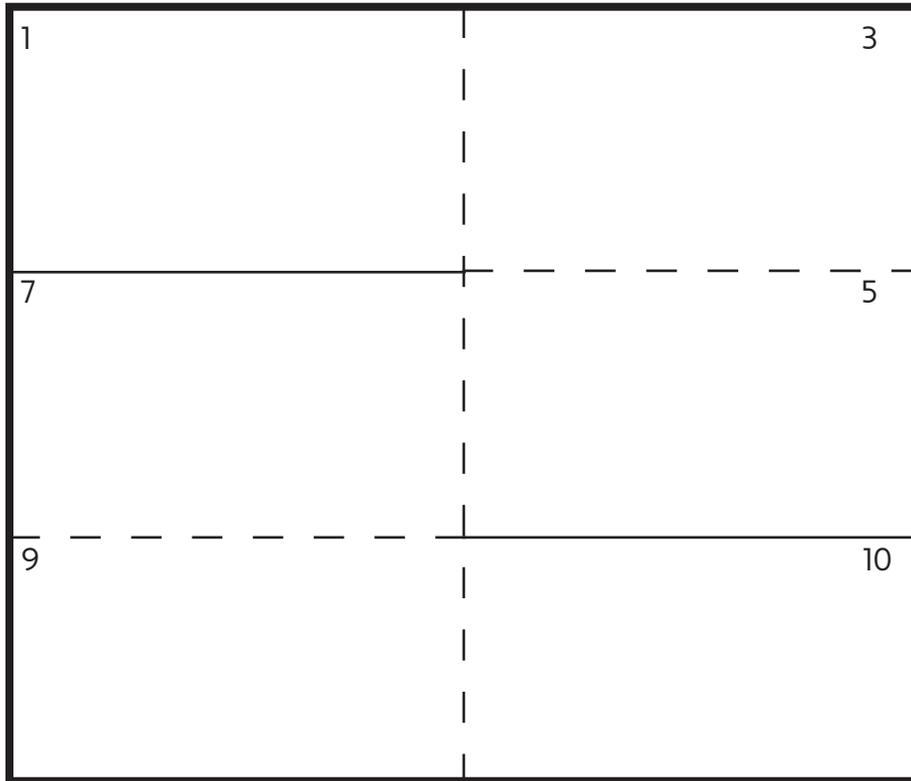


# Illustrations

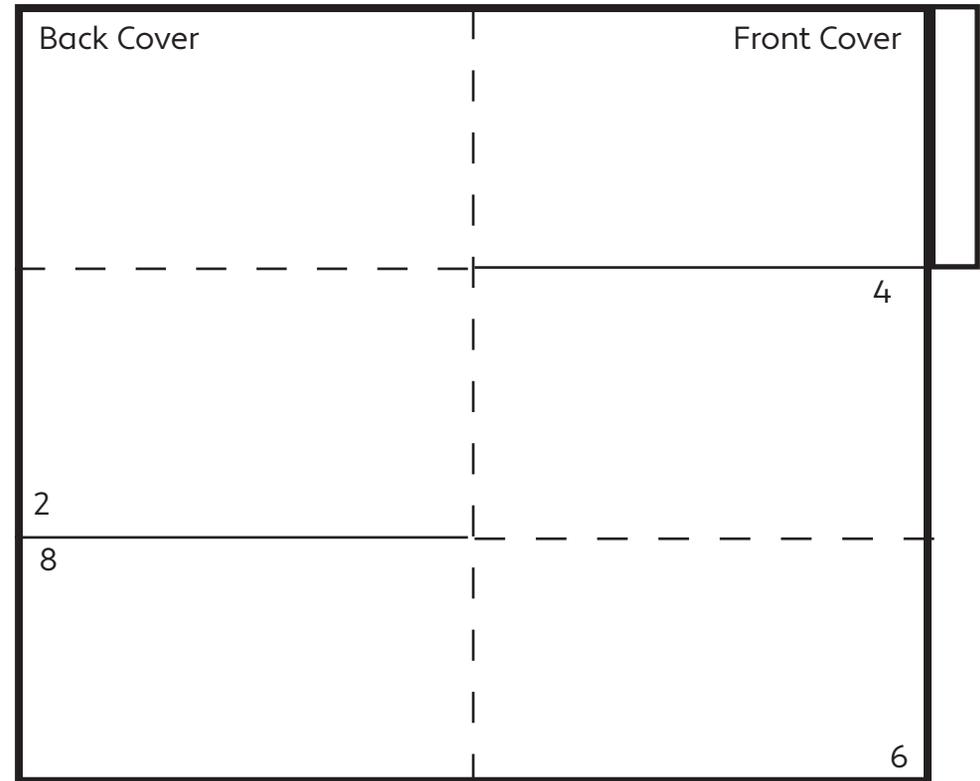


## “Traveling Snake” Fold

Inside



Outside

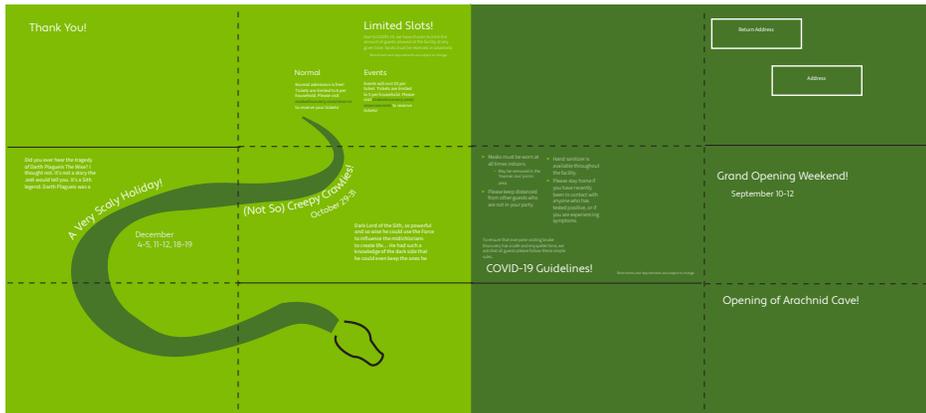


2 and 6 are viewed upside down when opening

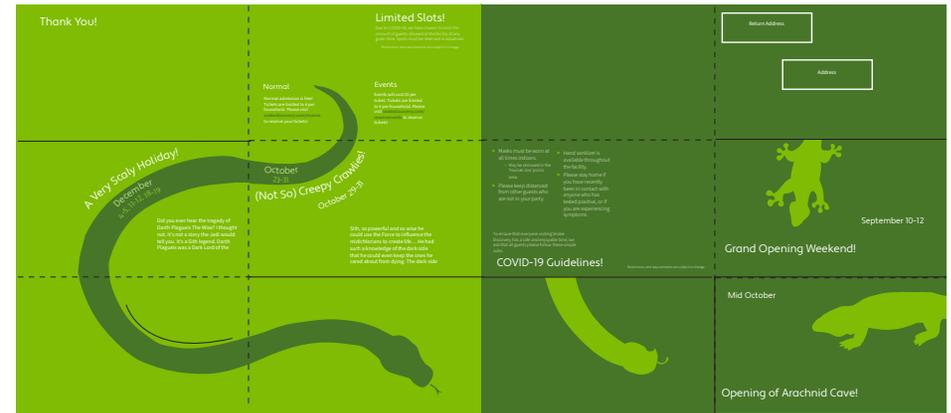
Sheet: 14" x 12"

Sections: 7" x 4"

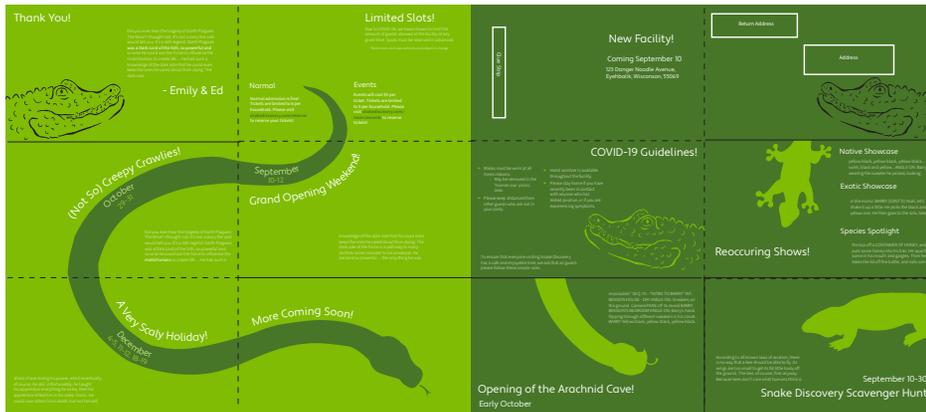
## Initial Layout Test



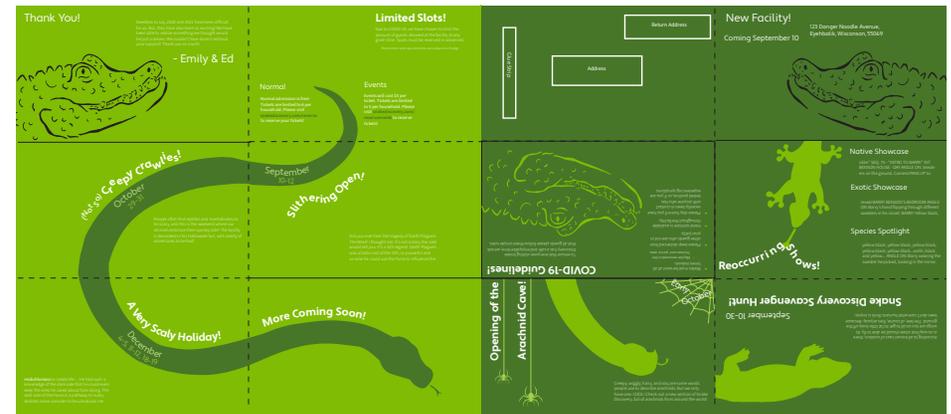
## Illustration Elements



## Completed Layout

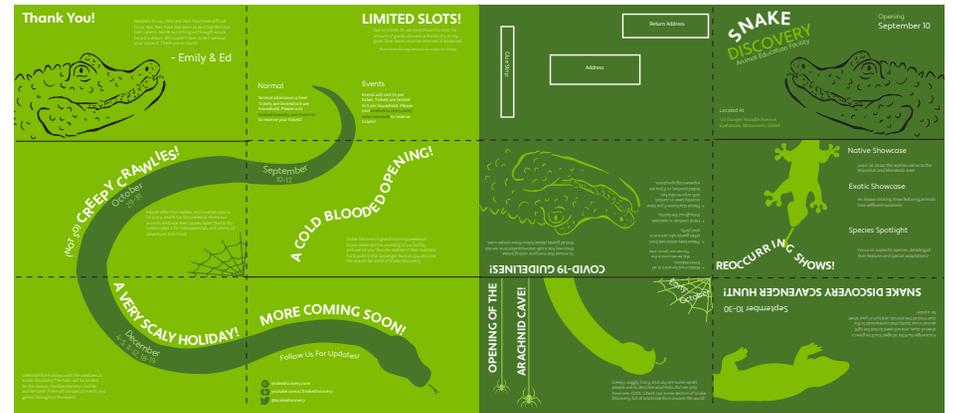


## Refinements

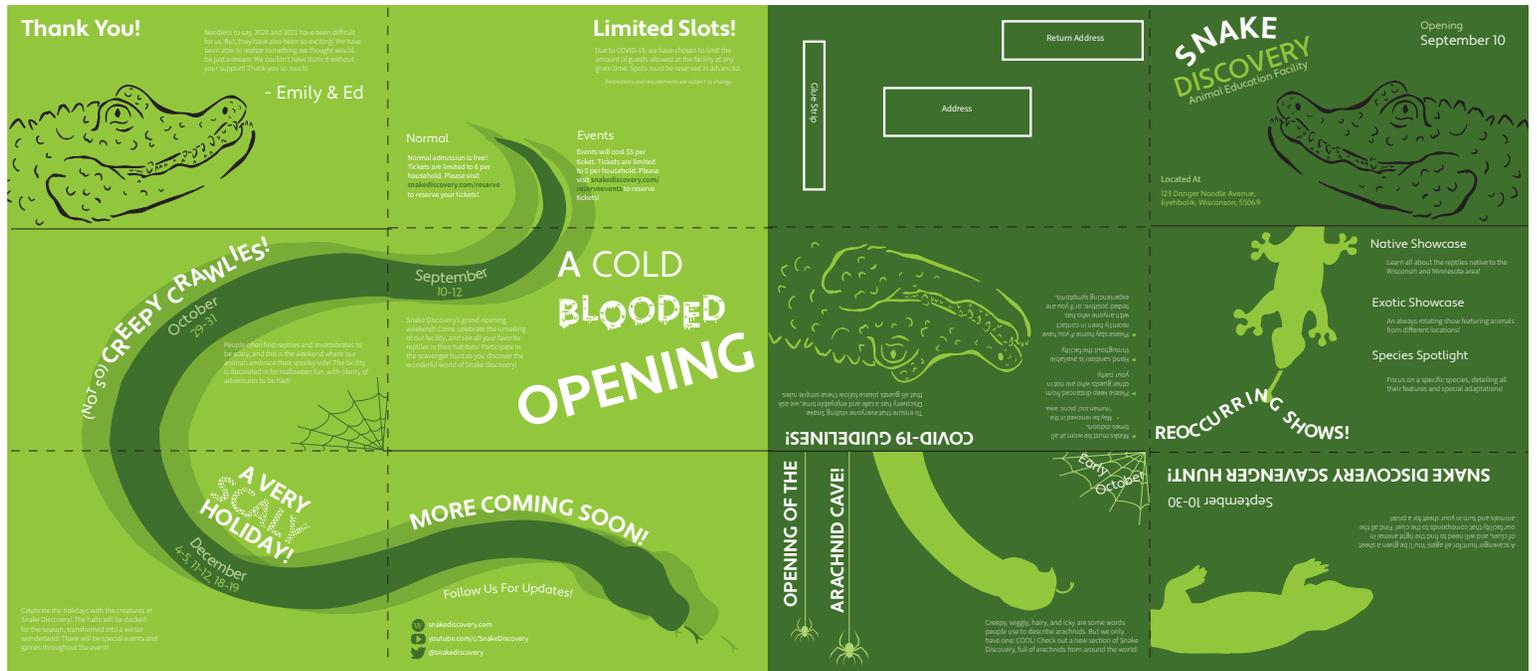


# Final Rendering Process

## Near Final

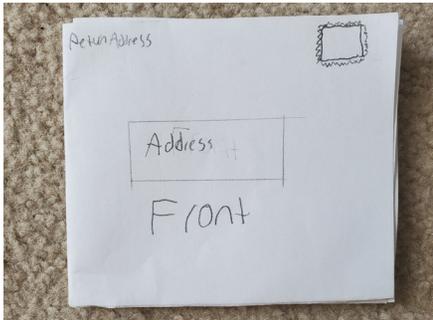


## Final

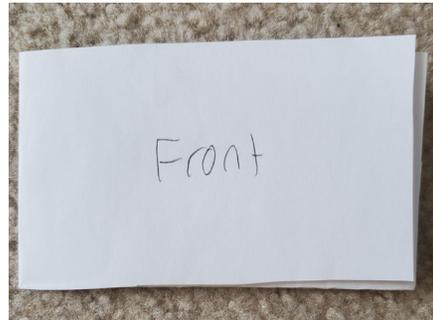


# Mockup Process

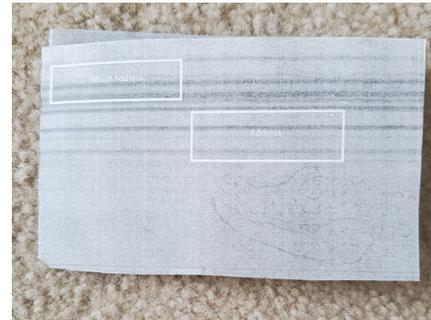
Initial



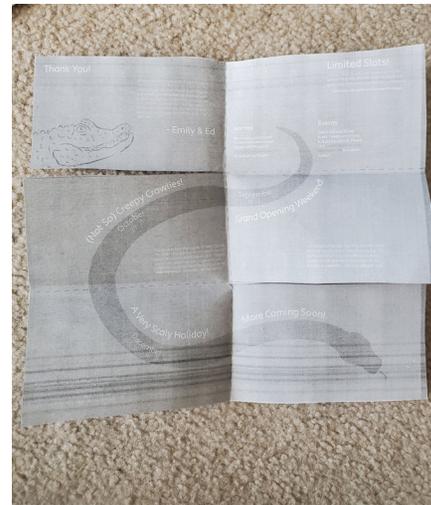
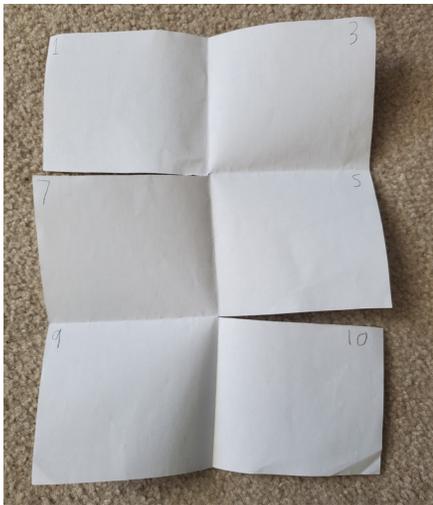
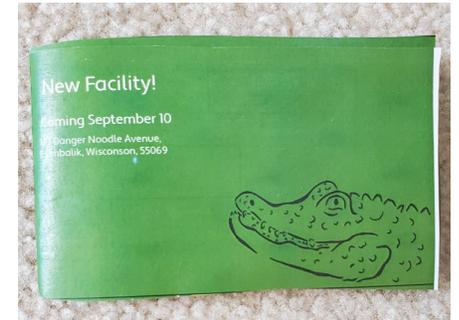
Dieline Test



B&W Print



Color



All Color Mockups



# Final Mockup

