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PROJECT	CLIENT	DATE	SECTION	PAGE
RE: WORK	WINCHESTER SCHOOL OF ART	JANUARY 2016	LOGO	2

Brief:

Creation of all marketing material in support of the School's annual Careers Fair, an event for our current students that invites industry speakers to give talks and host stands from which to recruit.

Careers Fair Identity based on the 2016 WSA branding:

- > Logo for use on email signatures to aid in early recruitment of speakers and stands.
- > Careers Fair Pack in form of folder for use by External Affairs to recruit and brief speakers and stand holders, includes:
 - General information about WSA, facts, figures, etc.
 - General information about the CareersFair.
 - Previous speakers.
 - Previous stands.
 - Benefits of being either
- > A3 Posters advertising the event to current students.
- > Digital Invite to send to our current students.
- > Vinyl Banner for either/both: horizontal car park wall.
Vertical reception building wall.
- > Postcards, Limited Edition Tote Bag, Note Pad and Pens/Pencils

30
15

PROJECT

CLIENT

DATE

SECTION

PAGE

RE: WORK

WINCHESTER SCHOOL OF ART

JANUARY 2016

LOGO

3

Typography

Keeping type consistent with current brand guidelines. Larish is used to communicate the rigid and more academic personality of the Russell Group university.

Fugue is used to celebrate the abstract and contemporary aspect of an art school.

Winchester School of Art

Larish, Radim Pesko

2015 degree show

Fugue, Radim Pesko

30
15

PROJECT

CLIENT

DATE

SECTION

PAGE

RE: WORK

WINCHESTER SCHOOL OF ART

JANUARY 2016

LOGO

4

Initial ideas

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30
15

PROJECT	CLIENT	DATE	SECTION	PAGE
RE: WORK	WINCHESTER SCHOOL OF ART	JANUARY 2016	LOGO	5

Logo Options

01

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02

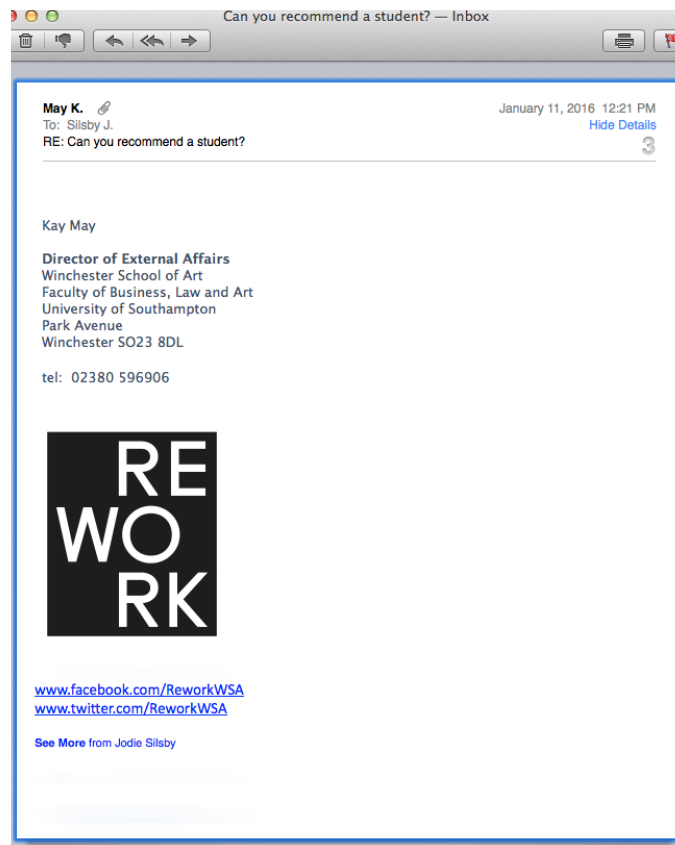
RE:
WORK

30
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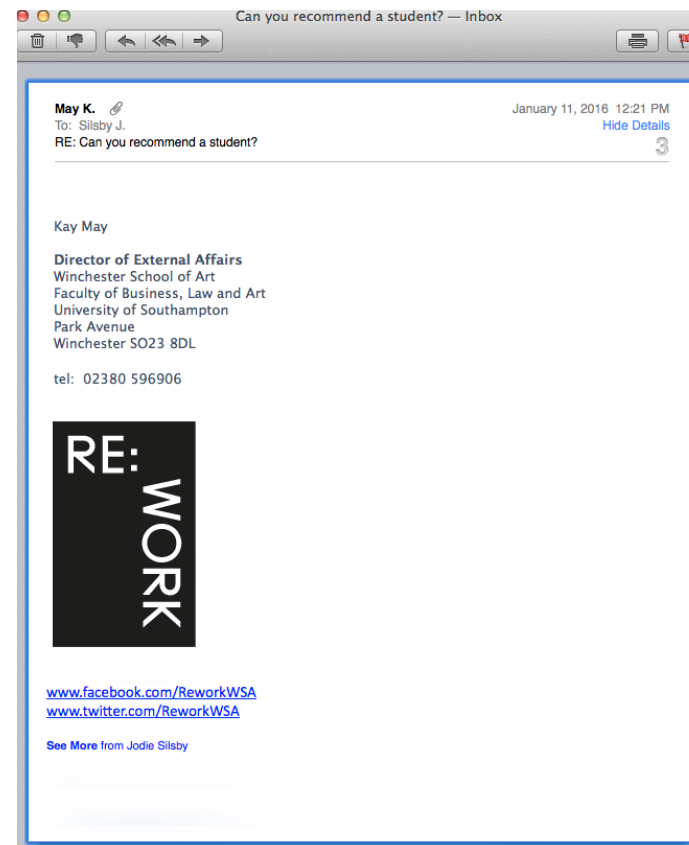
PROJECT	CLIENT	DATE	SECTION	PAGE
RE: WORK	WINCHESTER SCHOOL OF ART	JANUARY 2016	EMAIL	6

Email Signature

01



02



30
15

PROJECT	CLIENT	DATE	SECTION	PAGE
RE: WORK	WINCHESTER SCHOOL OF ART	JANUARY 2016	TOTE BAGS	7

Tote bags

01



02



Poster Ideas / Colours

01



02



03



PROJECT	CLIENT	DATE	SECTION	PAGE
RE: WORK	WINCHESTER SCHOOL OF ART	JANUARY 2016	DEGREE SHOW	10

Degree Show 2016

Juxtaposition

01. An act or instance of placing close together or side by side, especially or comparison or contrast.

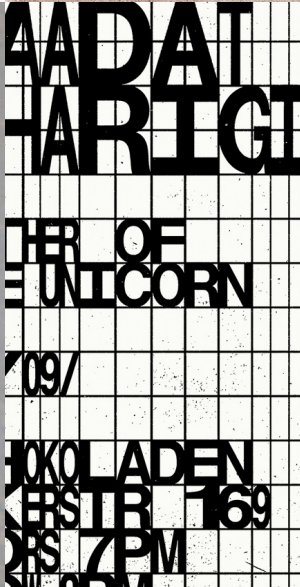
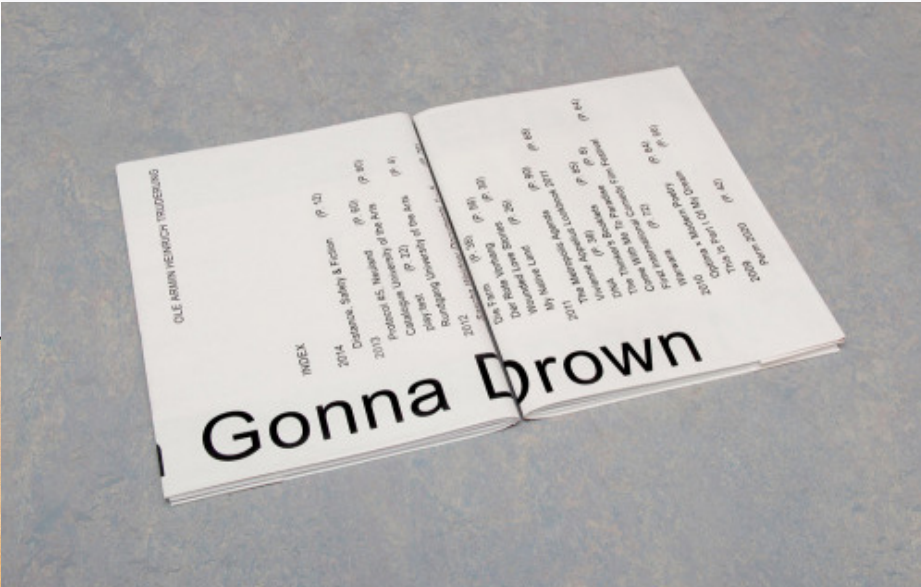
02. The state of being close together or side by side.

PROJECT	CLIENT	DATE	SECTION	PAGE
RE: WORK	WINCHESTER SCHOOL OF ART	JANUARY 2016	DEGREE SHOW	11

Key Words

- > Comparison - idioms & similarities
- > Contrast - differences, contradiction, colour, on/off, new/old, sans/serif, slow/fast
- > Side by side - location, apposition, & proximity
- > Tessellation - the careful juxtaposition of shapes in a pattern

30 15	PROJECT	CLIENT	DATE	SECTION	PAGE
	RE: WORK	WINCHESTER SCHOOL OF ART	JANUARY 2016	DEGREE SHOW	12



30
15

PROJECT	CLIENT	DATE	SECTION	PAGE
RE: WORK	WINCHESTER SCHOOL OF ART	JANUARY 2016	DEGREE SHOW	13

Comparison & Contrast

hours, that include KABK weekend courses. Please check school opening hours at the reception desk. All facilities are open to students and employees of the KABK.

There are various workshops, studios, specific shops and a beautiful library.

Reception

The reception, located at the entrance of the Prinsessegracht, manages all incoming phone calls and the lost and found and it has all keys to the academy classrooms. The reception desk also provides information about teachers' absences. Visitors should first report to the reception desk.

+31 (0)70 315 47 77

receptie@kabk.nl

Library

The KABK has a well-equipped (media) library. The book collection consists of titles in fields such as Fine Arts, Architecture, Photography, Graphic Design, Interior Design, Philo-



Royal
Academy
Art



PROJECT	CLIENT	DATE	SECTION	PAGE
RE: WORK	WINCHESTER SCHOOL OF ART	JANUARY 2016	DEGREE SHOW	14

each all 4 stickers on the floor or wall. Connect at least one end of each sticker to the ones already affixed to the floor. Elements can be connected anywhere, but may not cross. Each element is an even number of triangles, and is mounted on the floor. Green Grass Fungus is part of the exhibition Read The Rules Before You Use The Pool

Tessellation & Pattern

