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MA WIP SHOW 2019	DELIA CROWE	FEBRUARY 2019	FINAL IDENTITY	32

Concept: Current Vision

Natural forms (Niki De Saint Phalle)

Expressive colour and form

Typography led

Print black on G.F.Smith Extract

Approved colours:

*Shell

*Cactus

Ember

Mustard

Colour coded typography to identify spaces in The Vinyl Factory

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Typography

Current Vision

Display

Founders Grotesk Text Bold

Klim Type

£58 (one weight)

Current Vision Num escipides enis vernat ari consequ
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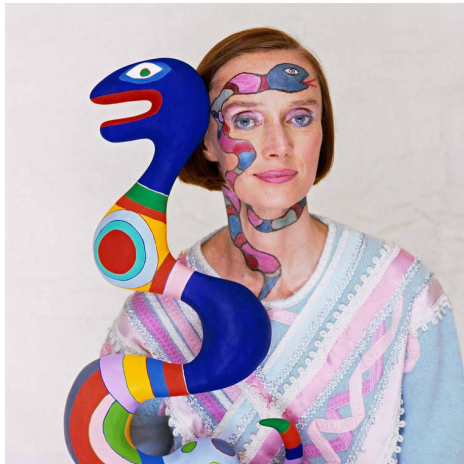
Body Copy

Founders Grotesk Text Regular

Klim Type

£58 (one weight)

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Typography Lockup

**The Vinyl Factory
at Current
Vision**

Vision
Looking through a lens

**The Vinyl Factory
at Current
Vision**

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Duplex Invite

G.F.Smith Extract
Shell 130gsm

G.F.Smith Extract
Cactus 130gsm

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Invite



Front



Back

*Paper will be duplexed by the printer

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E-invite

Winchester School of Art
BA Fashion & Textiles Degree Show

Monday 10th June 2019

18:00 – 18:30
Drinks Reception & Portfolio Review

18:30 – 19:00
Runway Show

The Vinyl Factory, 18 Marshall St
Soho, London W1F 7BE

Please RSVP to info@poppr.co.uk
For more information www.makefuture.soton.ac.uk

Vinyl Factory

Current Vision at The

UNIVERSITY OF
Southampton

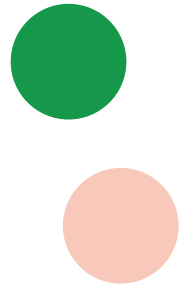
POP^{PR}

GK

L'ORÉAL®

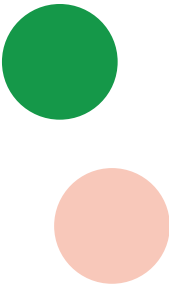
POP^{PR}

L'ORÉAL®



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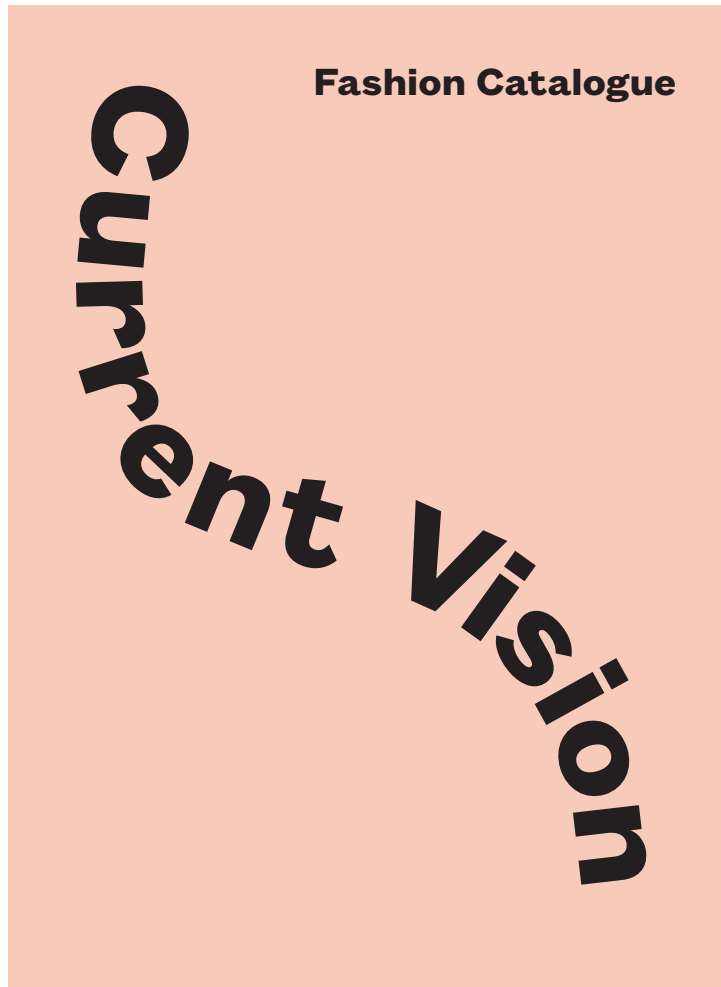
Vinyl



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Booklet Mockup



*Cover stock will alternate

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Booklet Mockup

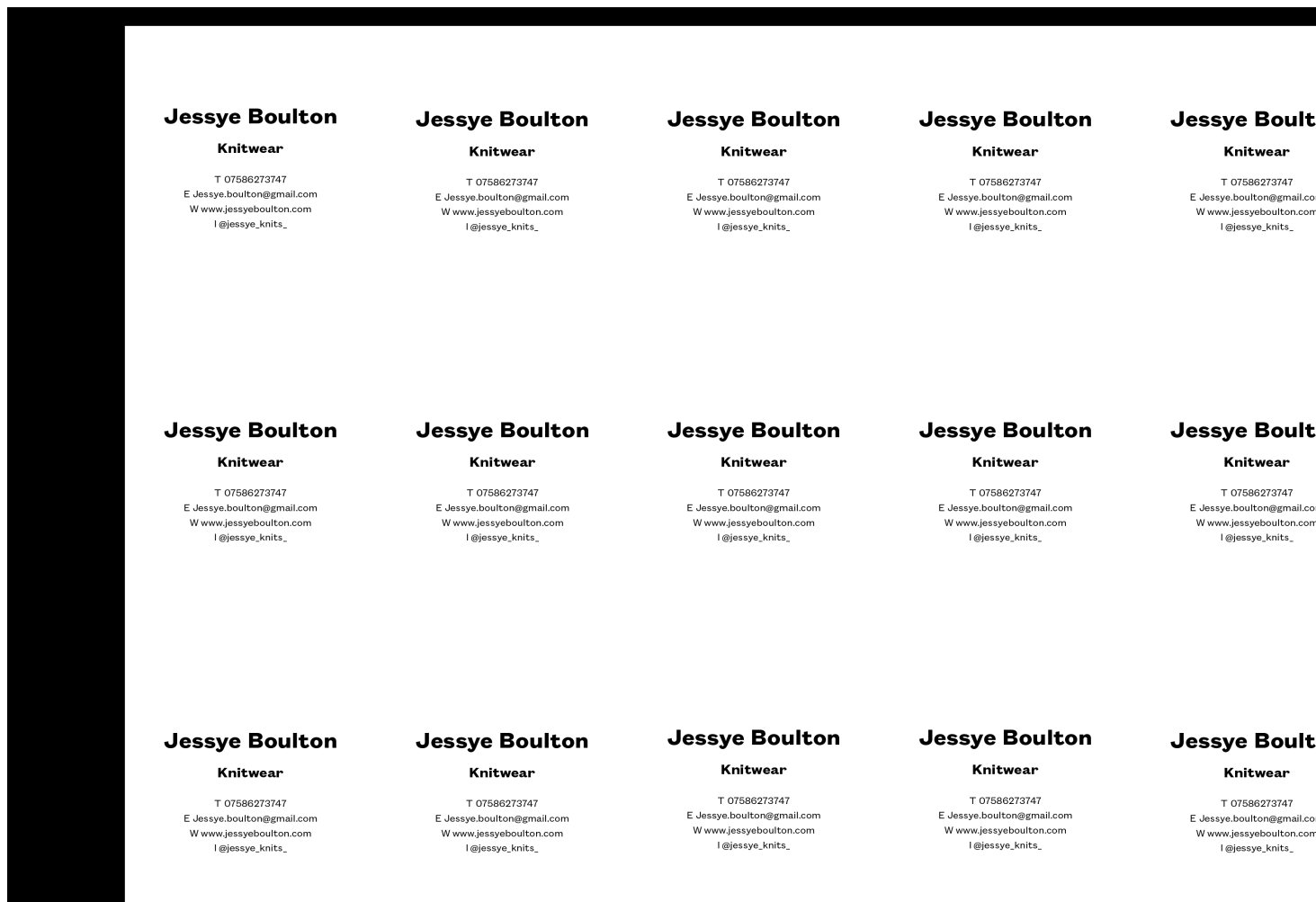


Inside cover first page will be alternative stock. This can feature a foreword. The remaining pages will be images and q/a with students.

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Perforated Poster



*Close up to see typeface in use

