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Client:

Up Inc

Project:

"The best time to fish... Find your silver lining in the recession"
(2009 promotional brochure)

Project Objectives:

Create a self-promotional piece that raised brand awareness and incited business for Up Inc; one that also positioned Up Inc as a thought and brand leader in the marketplace. Distributed during the 2009 recession, it offered ways for businesses to "tighten their belts" and have their efforts "benefit" from the downturn.

Target Audience:

Prospective and existing clients

Design Issues:

- Brochure had to entice existing and prospective clients—even amid an economic downturn—to invest in their brands (hopefully, with the help of Up Inc) in order to capture more market share
- Design needed to be thought-provoking, working with the insightful copy
- Existing Up Inc fonts had to be used

Design Process:

Initial copy was supplied, and I was asked to provide a few design solutions. When the illustrative direction was chosen, I researched and presented several illustrators I thought to be appropriate for the subject matter. Our desire was to have thought-provoking, non-literal illustrations produced to support our copy. Once the illustrations were approved, much exploration was done until eventually the final layout was chosen. The oversized cropping of illustrations and typography supported rather than overpowered the illustrations. The limited use of silver foil reinforced the "Find your silver lining..." messaging.

Outcome/Results:

- Beautifully printed, high-impact piece using sophisticated printing techniques
- Received positive feedback, as well as inquiries about our capabilities, from end users
- Design award from the Unisource ULAs

Date Produced:

February 2009

