

YELLOW BARON GRAPHICS LLC



*Design that Sells.*

Client: Wyoming Frontier Development

Project: - Business Identity

- Illustrated Pocket Folder

- Business Stationery Set

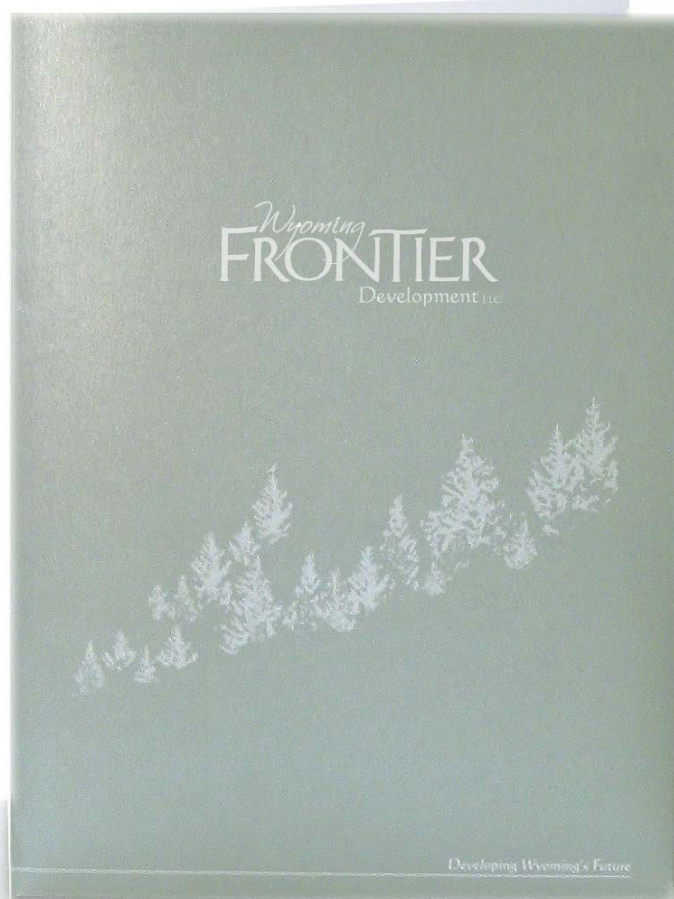


illustration detail



- Logotype (shown above) independent of the logo-symbol
- Tints of one Pantone color
- Flexible use of logo

## Wyoming Frontier Development

The pocket folder titled "Wyoming" was designed for the Wyoming Frontier Development, a property development company based in Laramie, Wyoming. The client wanted something with a "wow" factor that could fit within their budget. The result was a product that is original in its accomplishment of both design and printing objectives.

Elegant simplicity is achieved with one color printing to outshine what 4-color might not have. In part, Aspire, Petallics paper is to credit for enhancement of this client's *harmony with the out-of-doors* identity through its pristine surface.

The artwork on this folder provides attention to detail for those who're inclined to look closely, as well as an overall greater composition that is pleasing as one reads from the front, opens the folder and then closes it to see the back cover. Trees migrating in an upward slope provide a naturally pleasing "positive" design composition. One example of detail is the small bird atop a tree in the forest on the cover and on the inside of the folder.

On the inside, design and print work together to flawlessly meet the challenge of tight registration where trees cross over and beneath the pocket.

Many different tonal variations were achieved through varying opacities of green and white as well as a gradient. Technically, the printing of this piece was challenging because 100% of one Pantone ink is butted up against 70% of the same color. Attention was placed on first evenly laying down the solid area (100%) then to achieve 70% of the same Pantone color another pass through the press ensured perfect continuous tone.

A keen eye might detect that the company name "Frontier" on the cover is at 80% white opacity to tone down harshness, as compared to the smaller Frontier logo on the back of the folder which is bright, 100% white.

APRIL 2009

PIAMS AWARD

SEPTEMBER 2009

AMERICAN GRAPHIC DESIGN AWARD