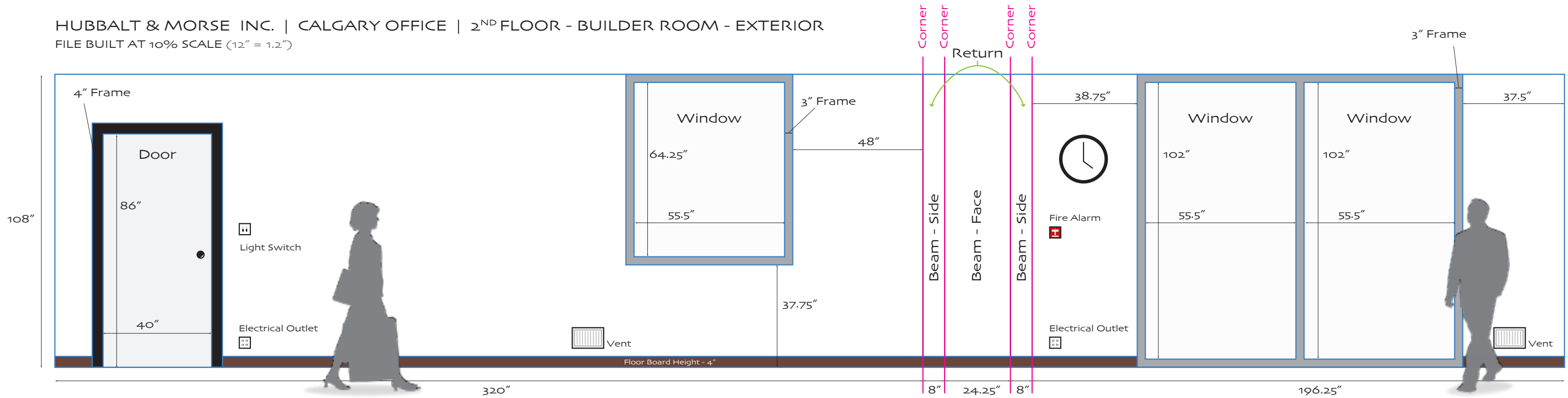




Robert Zehren
Miscellaneous Wares



Environmental Graphics
Site Survey / Elevation / Design Ready - Illustrator



File built as an empty slate for design.
Enables design team to create within specified dimensions.

Build out - InDesign

Collaboration with Design team

Placed and cropped supplied images, added/edited text and enabled variable information with InDesign.

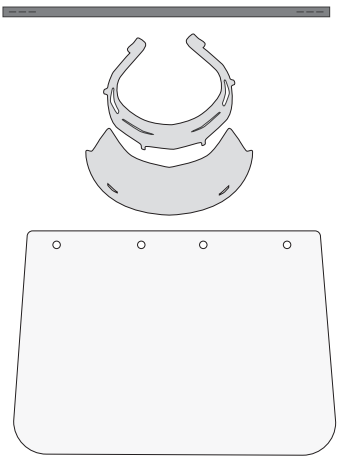


Instruction Sheets
Vector Creation - Illustrator

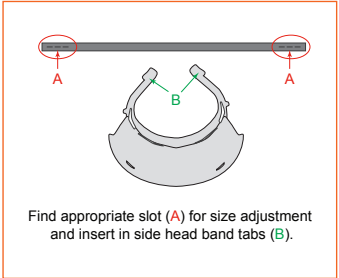
© 2020

Assembly Instructions FS Model Series

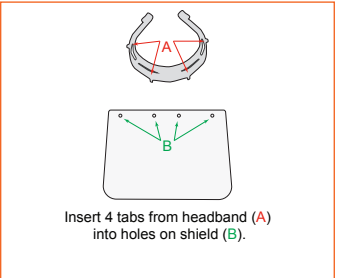
091020




Parts: 1 - headband, 1 - removable forehead guard, 1 - clear shield, 1 - elastic adjustable strap - Non-Medical



Find appropriate slot (A) for size adjustment and insert in side head band tabs (B).



Insert 4 tabs from headband (A) into holes on shield (B).



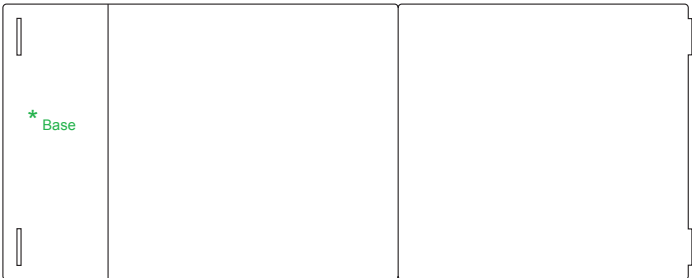
Reusable face protection should fit securely on head.

For Service & Support:
Email: info@xxxppe.com
Manufactured by:

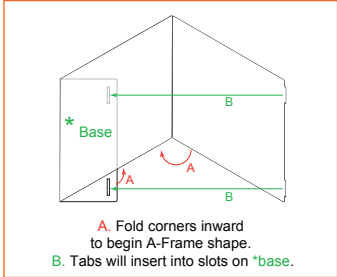
© 2020

Assembly Instructions 1D Model Series


091020



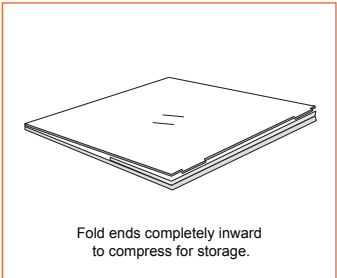
Parts: Privacy Divider.
(*Privacy Divider shown flat in image)



A. Fold corners inward to begin A-Frame shape.
B. Tabs will insert into slots on *base.



Insert tabs into slots on base to achieve freestanding A-Frame.



Fold ends completely inward to compress for storage.

For Service & Support:
Email: info@xxxppe.com
Manufactured by:

Instruction sheets built in Illustrator to ship with products produced in-house.

Sales Collateral
InDesign, Illustrator & Photoshop

InDesign, Illustrator and Photoshop
created sales collateral for new product.



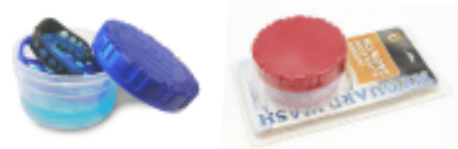
Hello!

We would love to introduce you to a product called "My Guard Wash". It's a durable and unique mouth guard container designed to protect mouth guards or dental applications from bacteria, yeast, fungus and mold.

Leak proof, user friendly, dishwasher safe, BPA free and has a TSA approved 3 ounce mark for travel! Great for any mouth guard or dental application products, teams, parents with children in sports and dental hardware storage.

The package is hook ready for point of purchase near all mouth guard or oral products. My Guard Wash will protect and clean a mouth guard that would normally be thrown in a gear bag totally unprotected. Parents love My Guard Wash!

Just close the lid tight and toss it in your gear bag, backpack, purse or suitcase!





The recommended retail price is \$12.99 USD | Wholesale pricing is \$6.50 USD/FOB
With 5 colors to choose from, information can be found at www.myguardwash.com

This product is already on the market and making its way to retailers, teams and sporting organizations.

Thank you most sincerely for your time.
Mike Dickerman

Please feel free to contact us at:
Mike: 503-309-5922
or mygrwash@gmail.com



Branding
Logo Creation and Label Design





Color Control
Illustrator - to Printers



Color strip created to allow for project color designation.



	100%	95%	90%	85%	80%	75%	70%	65%	60%	55%	50%	45%	40%	35%	30%	25%	20%	15%	10%	5%
PANTONE 2756 C																				
PANTONE 185 C																				
PANTONE 802 C																				
PANTONE 804 C																				
PANTONE 286 C																				
PANTONE 102 C																				


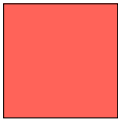
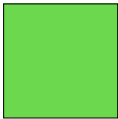
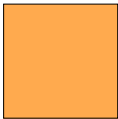

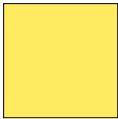

#Job No. - Client - Job Description - Device - Substrate - Color Match





Color Match for Project
Illustrator - to Printers



% - PANTONE match for supplied swatch → CMYK Build → RGB Build			
	Plum Pie 90% - PANTONE 2756 C →	90 C - 90 M - 0 Y - 2 K →	50 R - 47 G - 113 B
	Apple Shine 75% - PANTONE 185 C →	0 C - 76 M - 62 Y - 0 K →	248 R - 99 G - 89 B
	Tarry Green 90% - PANTONE 802 C →	61 C - 0 M - 96 Y - 0 K →	89 R - 217 G - 74 B
	Sub Solar 100% - PANTONE 804 C →	0 C - 44 M - 71 Y - 0 K →	50 R - 47 G - 113 B
	Blue Line 95% - PANTONE 286 C →	100 C - 85 M - 4 Y - 1 K →	0 R - 59 G - 166 B
	Warm Room 65% - PANTONE 102 C →	1 C - 3 M - 76Y - 0 K →	255 R - 235 G - 94 B
<div><div></div><div>Rich Black 60 C - 40 M - 40 Y - 100 K</div></div> <div>All Black colors should match in-house Rich Black</div> <div>Total Ink Density @ 240</div>			

Color match for these colors
should represent common
visual appearance.

Post at printer and check frequently
throughout duration of run.

Rich Black
60 C - 40 M - 40 Y - 100 K

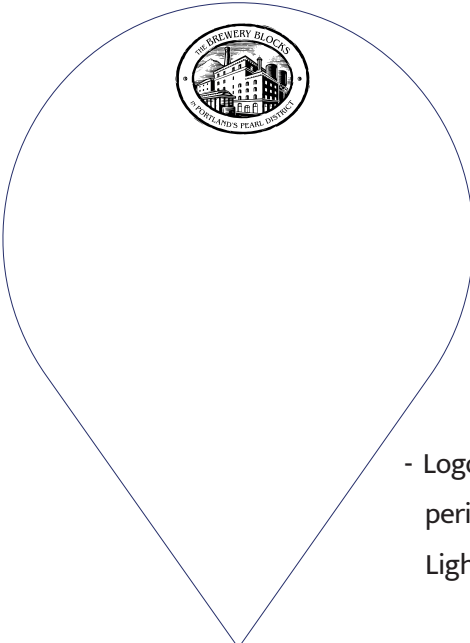
All Black colors should match
in-house Rich Black

Total Ink Density @ 240

Color designation chart printed on
calibrated proofer for project color
match at device.

PANTONE match with
RGB & CMYK builds supplied
for Design and PrePress.

Wall Badge Way Finding Project
PrePress- Illustrator



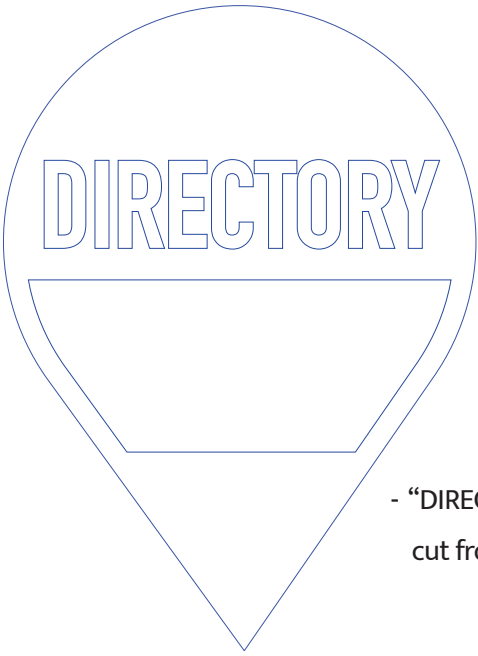
- Logo printed on .5” Apple-ply on UV printer then, perimeter routed on CAD machine with 6mm bit. Lightly sanded edges.

DIRECTORY

- “DIRECTORY” letters routed from 3mm gloss black dibond on CAD machine using 2mm bit to preserve sharpest corners.



- Name plate backer cut from 3mm matte black dibond on CAD machine using 2mm bit to preserve sharpest corners.



- “DIRECTORY” and name plate backer counter-sunk cut from Apply-ply on CAD machine for depth variance.

Enwave	500
Urban Airship	401
Tata Communications	300

- Interchangeable name plates outer shape cut from gloss black dibond on CAD machine. Letters depth cut on router using 2mm bit.

Created by Design Team -
Files modified in PrePress for Production
on all media and devices
with successful & desired results.



Results with genuine collaboration & teamwork -
- Final assembled and completed project.



A small bit of typography - I

Kerning, leading, slight color shifting
and font sizing for emphasis.



It's not the critic that counts;
not the one who points out how the strong one stumbles,
or where the doer of deeds could have done them better.

The credit belongs to the one who is actually in the arena,
whose face is marred by dust and sweat and blood;
who strives valiantly;
who errs,
who comes up short again and again,
because there is no effort without error and shortcoming;
but who does actually strive to do the deeds;
who knows great enthusiasms,
the great devotions;
the one who spends themselves in a worthy cause;
who at the best knows in the end the triumph of high achievement,
and who at the worst,
if he fails,
at least fails while daring greatly.

- Theodore Roosevelt



A small bit of typography - II

Font is a choice...
choose deliberately.



In the clearing stands a boxer
And a fighter by his trade
And he carries the reminders
Of every glove that laid him down
Or cut him till he cried out
In his anger and his shame
“I am leaving, I am leaving”
But the fighter still remains

- Paul Simon / Annie Gawenda

If you've made it this far, then -
Thank you!



ENJOY YOUR TIME

