

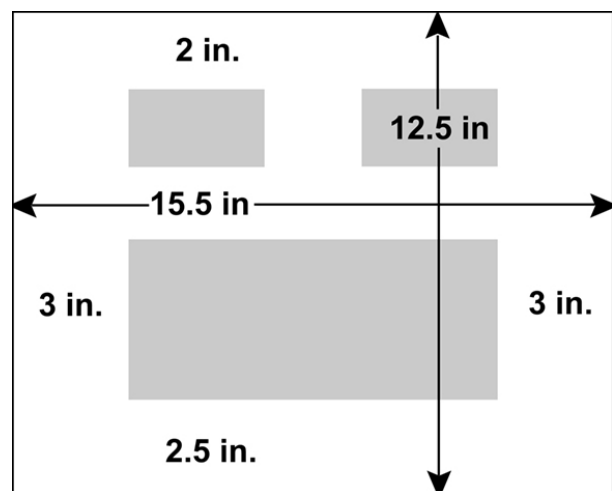
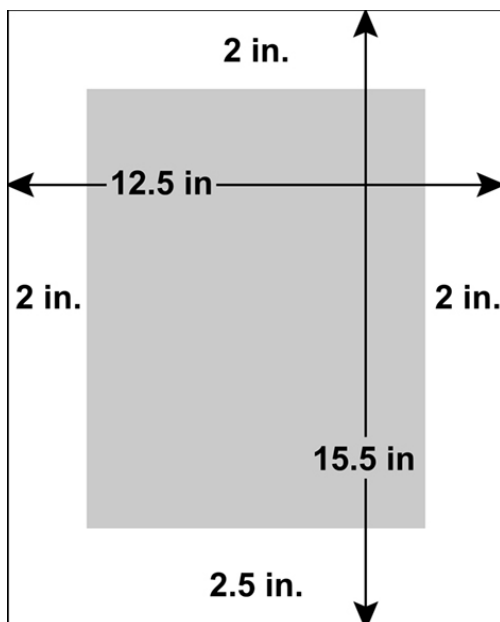
Mounting Instructions

All the Visual Identity System items must be printed and mounted for presentation during the Portfolio Presentation Event at the end of the semester. Accurate and neat measuring, cutting, and gluing are required.

- Make high quality prints of all your identity system items. You may use a high quality ink jet printer if you have one, or use a local commercial printer.
- Mount the required printed items on 5 black, single weight mat boards cut to 12.5 X 15.5 inches as follows:
 1. B&W logos – Large and Small (approximately one inch in size).
 2. Color logos – Large and Small (approximately one inch in size).
 3. Colors and Fonts – printed together on one page.
 4. Letterhead
 5. Business Card and Envelope mounted together on one board

Layouts

- The first four items are all printed on 8.5 x 11 inch paper, indicated by the gray area in the diagram below.
- For items 1-4 use margins of 2 inches at top and sides, and bottom margin of 2.5 inches as shown in the diagram below. Bottom margins are usually slightly larger than sides and top.
- For #5 use the second layout with envelope and business card front and back positions shown in gray. If you have just a front design, center it instead.
- Top margin 2 inches, sides 3 inches, bottom, 2.5 inches.



- Margins should be consistently and precisely measured.
- Cut out business card(s) and envelop designs neatly and precisely
- Mount the items with your choice of glue stick, rubber cement, spray mount, etc.
- Optional: flap all boards with tracing paper and/or a sophisticated looking grey flapping paper. Use the method shown in class.