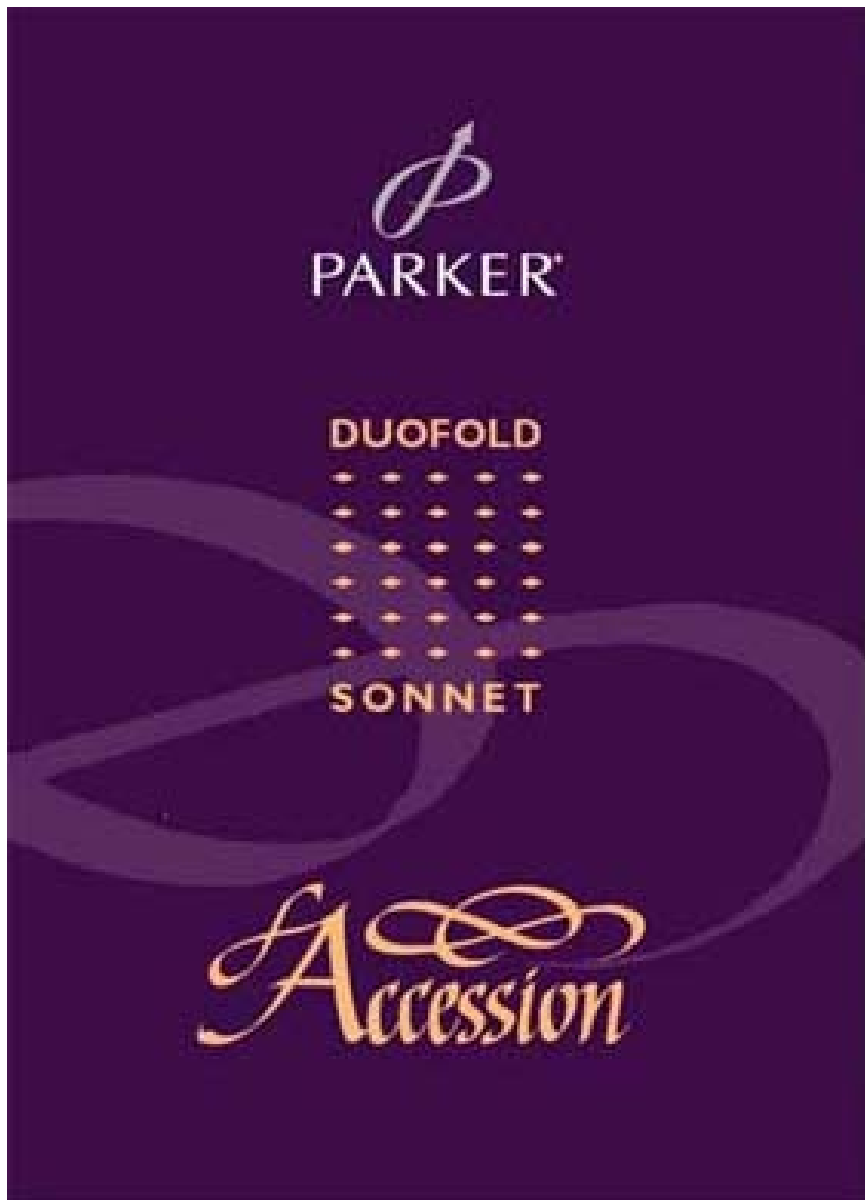


DUOFOLD/SONNET ACCESSION – COLLATERALS, 2001

CORE VISUAL IMAGE

The Duofold and Sonnet packaging and support materials were based on the use of deep, regal purples and gold. An Accession logotype was created and is used throughout the specially created materials along with golden diamonds and extracts from the Proclamation of Accession.



Trade Folder Front Cover

PACKAGING

DUOFOLD ACCESSION



SONNET ACCESSION



- ◆ 48 page in-carton product booklet incorporating 11 languages – English, French, German, Spanish, Dutch, Italian, Portuguese, Russian, Japanese, Mandarin, Arabic.
- ◆ Booklet carries a series of colour plates of the Queen from when she was a young princess to today's Queen, plus support text.



TRADE BROADSHEET

The trade folder gives a comprehensive guide to the Duofold and Sonnet Accession pens, the packaging and the in-carton literature.



Silver

Gold

Cover



Fold-ins



4 page inside spread

- ◆ Printing: Four process colours plus litho silver, litho gold, special purple and gloss varnish.

POSTERS/SHOWCARDS



A2 Showcard/Poster

- ◆ Printed in four process colours plus litho silver, litho gold, special purple and sealer varnish onto 300gsm board mounted to corrugated backing board.

A4 Showcard

- ◆ Printed in four process colours plus litho silver, litho gold, special purple and sealer varnish onto 300gsm board mounted to corrugated backing board.

B6 Mini Showcard



- ◆ Printed in four process colours plus purple, litho silver, litho gold and sealer varnish onto 350gsm board.

DISPLAY PLINTH



- ◆ Screen-printed in deep purple on the underside.
- ◆ Screen-printed in gold, silver and white onto top surface.
- ◆ Different levels of printing provide eye-catching lighting effects.

PARKER ACCESSION LETTERHEAD



- ◆ Printed 3 colours onto 100gsm white wove paper.