

LATITUDE COLLATERALS – 2005

POS CONCEPT & LOGOTYPE



POS CONCEPT:

A design has been created that illustrates the concept of freedom, independence and choice, opportunity and openness – progressive values for which Parker stands.

One of the main characteristics of the pen, the circles, is unrolled into the design giving a feeling of infinity and dynamics. The strong focus on the clip, combined with the rich depth of the metalized, plum background gives the pen a perception of high value and quality.

The background, whilst rich in colour, is neutral enough to allow all finishes powerful standout and is printed using a metallic ink combined with the duotone effect of a drop shadow and the contrast of silver lines.

Latitude

The LATITUDE LOGOTYPE is inspired from the shape of the pen. It is simple and elegant. Thick and sans serif, the drawing of the letters is generous, round, in line with the finishes of the pens. Some letters are open to convey freedom.

TRADE FOLDER

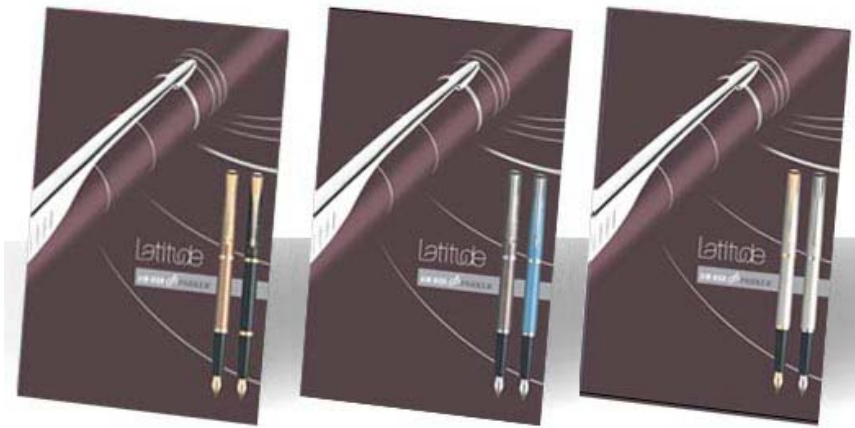


- Number of pages: 6 (“gatefold” style), with retaining slots for CD*.
- Finished size: 310mm x 180mm
- Flat size: 775mm x 180mm
- Printing: Printed four process colours, 3 special colours plus matte and gloss varnishes onto 250gsm silk finish material.

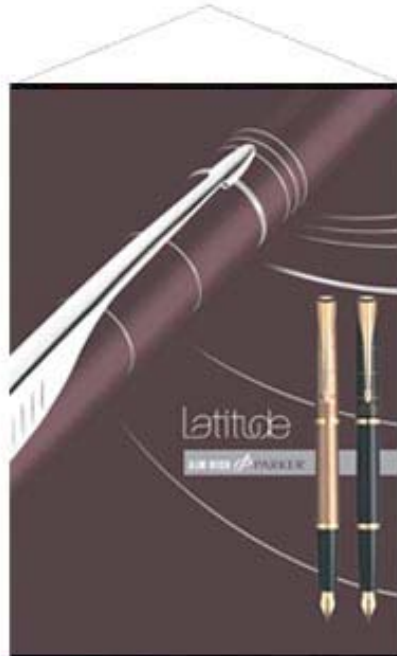
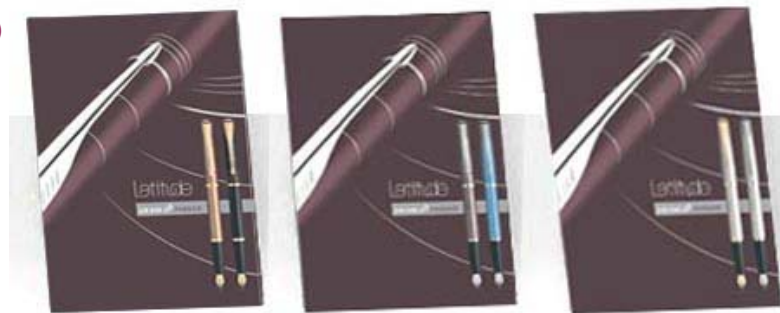


A4 and B6 SHOWCARDS + A2 POSTERS

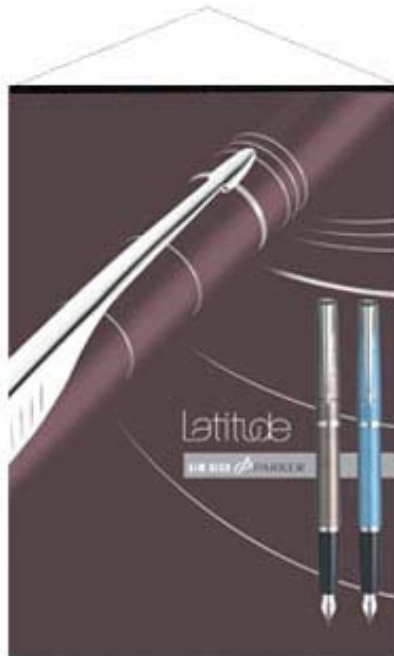
Standard
(275mm x 195mm)



Mini (180mm x 123mm)



Silky Black + Shimmery Copper



Warm Grey + Slate Blue



St. Steel GT + St. Steel CT

- Printed four process colours, 3 special colours plus matte and gloss varnishes onto 300gsm silk finish card.

ON-COUNTER/UNDERGLASS DISPLAY UNIT



- Size - 297mm x 210mm x 155mm. May be used on counter or under glass.
- Injection moulded styrene base, pad printed in 2 colours. Carries removable "self-cling" PVC logo plaque, screen printed in white.
- Die-cut, clear 2mm "styrolux" pen support.
- Printed card backboard, printed four process colours, 2 special colours and sealer varnish.

PHOTOGRAPHY SELECTION



PACKSHOT



PACKSHOT



REFERENCE



BEAUTY/PR