



# SELF MAILING CALENDAR

TYPOGRAPHY IV 2025 SPRING MEGAN ROBSON



# CLIENT BRIEF

The project involves designing a self-mailing calendar that effectively communicates a brand's identity while providing a functional and engaging tool for its audience. The calendar highlights key events over 12 months, blending typography and layout design to create a visually cohesive and interactive piece. By adhering to USPS mailing standards, the design ensures usability, accessibility, and a professional presentation. The challenge lies in balancing creative expression with practical constraints, such as the use of only two colors and a type-dominant aesthetic.

The design process began with thorough research into the chosen brand to identify its values, audience, and visual identity. This step informed the selection of typefaces, colors, and folding formats that align with the company's message. A detailed hierarchy of information was established to ensure the content is both visually appealing and easy to navigate. The folding structure and interactive elements were designed to create a seamless reveal of information, enhancing the viewer's engagement while maintaining functionality as a mailer.

During execution, typography was leveraged as the primary visual element to convey the brand's tone and emphasize key details. Careful attention was given to the spacing, alignment, and interplay of type and negative space to create a polished and professional design. The use of paper textures and folds introduced an additional layer of visual interest, utilizing material as a third color within the limited palette. The final piece combines innovation and practicality, serving as a compelling example of branding through thoughtful design.

# COMPANY RESEARCH

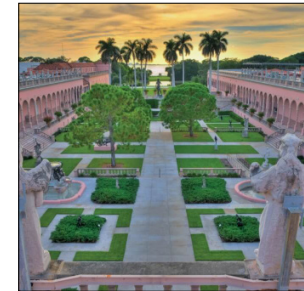
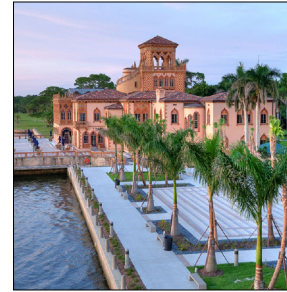
1. Minnesota Vikings
2. Glenmoor Country Club
3. Coach
4. Sephora
6. Ringling Meuseum of Art
7. Starbucks

After reviewing the list of companies, the Ringling Museum of Art stands out as the most fitting choice for this project. While other organizations such as the Minnesota Vikings, Glenmoor Country Club, and Sephora offer intriguing possibilities, the Ringling Museum uniquely aligns with the project's requirements to emphasize key events, create a visually compelling design, and focus on type dominance. As a cultural institution with a rich history, the museum provides abundant content for a 12-month calendar, including art exhibitions, educational programs, and community events. Its strong visual identity, rooted in the elegance of Italian Renaissance design, and its alignment with artistic themes offer endless creative opportunities to develop a cohesive, impactful self-mailer. This choice not only allows for showcasing creative design solutions but also resonates deeply with the project's goal of reflecting the brand's essence through thoughtful design decisions.

The Ringling Museum of Art, officially known as The John and Mable Ringling Museum of Art, is a cultural landmark located in Sarasota, Florida. Established in 1927 by circus magnate John Ringling and his wife Mable, the museum is a testament to their passion for art and European culture. It serves as the official art museum of the State of Florida and is situated on a sprawling 66-acre bayfront estate. The museum boasts a world-class collection of over 28,000 objects, spanning ancient to contemporary art. Its highlights include Baroque masterpieces by Peter Paul Rubens, an extensive array of Asian ceramics and prints, and notable American works. The museum's architecture, inspired by Italian Renaissance designs, features a grand courtyard with a striking bronze cast of Michelangelo's David as its centerpiece.

Beyond the art museum, The Ringling estate offers a rich and multifaceted experience. Visitors can explore the Ca' d'Zan Mansion, a Venetian Gothic-style home that was the Ringlings' personal residence, and the Circus Museum, which celebrates the history of the Ringling Bros. and Barnum & Bailey Circus. The estate also includes the lush Bayfront Gardens, adorned with sculptures and Mable Ringling's beloved rose garden, and the historic Asolo Theater, a restored 18th-century Italian theater that hosts performances and events. These attractions collectively celebrate art, performance, and the legacy of the Ringling family, making the estate a cultural treasure.

The Ringling Museum of Art is more than a repository of art; it is a vibrant educational and cultural hub. It offers workshops, lectures, and seasonal exhibitions that engage visitors of all ages, as well as research opportunities through its extensive art library. The museum also hosts performances and events at the Asolo Theater, bridging historical and contemporary art forms. John and Mable Ringling's vision of bringing world-class art and culture to Florida continues to thrive, making the museum a beacon of creativity, education, and inspiration for the community and visitors worldwide.



# INTRODUCING RINGLING MUSEUM OF ART AND DESIGN

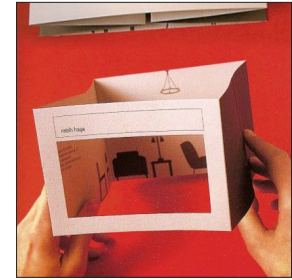
# SELF MAILING CALENDAR RESEARCH

A self-mailing calendar is a creative and functional design piece that combines practicality with marketing potential. It is a calendar that folds into a mailable format, meeting postal standards without the need for an external envelope. These calendars are often used as promotional materials by businesses, non-profits, and cultural institutions to showcase key dates and events while reinforcing their branding. The design process requires careful consideration of layout, typography, and folding techniques to ensure the piece is both visually appealing and practical for mailing. A successful self-mailing calendar not only serves as a useful tool for the recipient but also as a memorable representation of the brand or organization.

When designing a self-mailing calendar, the first consideration is the format and folding style. Popular folding formats include tri-fold, gatefold, and accordion folds, each offering unique ways to reveal content. A gatefold, for instance, provides an element of surprise as it opens to a central highlight, such as a featured event or image. The chosen format must balance aesthetic appeal with functionality, ensuring it aligns with the organization's branding and the United States Postal Service (USPS) mailing standards. Size is another critical factor; the calendar must fit within USPS guidelines for mailing dimensions while providing ample space for information and design elements.

The content of the calendar is just as important as its format. A well-designed self-mailing calendar includes a hierarchy of information, ensuring the most critical dates and events are prominently featured. For example, a cultural institution like the Ringling Museum of Art might highlight exhibition openings, community programs, and special events as major dates, while filling in minor dates with historical anniversaries, artist birthdays, or art facts. Additionally, interactive elements, such as QR codes linking to more details or special offers, can enhance user engagement. Using two-color printing, as required for this project, challenges the designer to create dynamic visuals through thoughtful use of contrast, typography, and negative space.

Finally, the aesthetic and tactile elements play a crucial role in making the calendar memorable. The choice of paper stock can add a third "color" by utilizing its texture or finish, such as using kraft paper for a vintage feel or glossy stock for a modern look. Typography should not only reflect the brand's identity but also contribute to the calendar's readability and hierarchy. Designers can also incorporate clever design tricks, such as perforated tear-off sections for coupons or postcards, further increasing the functionality of the piece. By combining thoughtful content, innovative design, and strategic branding, a self-mailing calendar becomes more than just a tool to track dates—it transforms into a piece of art that represents the organization's vision and values.



# DESIGN RESEARCH

# MAJOR EVENTS

## NocheUnidos @ The Ringling

Date: January 31, 2025

Description: A vibrant evening celebrating unity and culture through music, dance, and art.

Cost: Ticket purchase required.

Additional Information: Details and ticket purchases are available on The Ringling's website.

## Ringling by the Bay

Dates: February 3 – May 12, 2025

Description: Enjoy live music and dancing by the picturesque bayfront.

Cost: Ticket purchase required.

Additional Information: Each event features different bands and genres.

## Ringling Underground

Dates: February 6 – April 3, 2025

Description: Experience live music, art, and a unique atmosphere in the Museum of Art Courtyard.

Cost: Ticket purchase required.

Additional Information: A fusion of music and art under the stars.

## Wine & Roses

Date: March 27, 2025, 6:30–9:30 PM

Description: An enchanted evening affair in the Courtyard featuring fine wines and elegant surroundings.

Cost: Ticket purchase required.

Additional Information: A special event combining the beauty of art and the pleasure of fine wine.

# MINOR EVENTS

## Yoga at The Ringling

Dates: January 29 – May 21, 2025

Description: Join an all-levels vinyasa class with instructor Ashley Stewart in the serene Bayfront Gardens.

Cost: Ticket purchase required.

Additional Information: Participants should bring their own yoga mats.

## Acoustic Sunsets for Members

Dates: February 11 – April 8, 2025

Description: Members can enjoy an evening with a live solo musician in the Bayfront Gardens.

Cost: Free for members; registration may be required.

Additional Information: A relaxing musical experience exclusive to members.

## Museum Store Trunk Shows

Dates: February 22, 24; March 1, 3, 8, 10, 2025

Description: Special showcases featuring unique items available for purchase at the Museum Store.

Cost: Free admission.

Additional Information: A chance to find exclusive merchandise and gifts.

## World Circus Day

Date: April 19, 2025

Description: Celebrate the rich history of the circus with special activities and performances.

Cost: Included with museum admission.

Additional Information: A family-friendly event honoring circus traditions.

## Ringling Legacy Tour

Start Date: February 1, 2025

Description: A guided tour exploring the legacy of John and Mable Ringling and their contributions to art and culture.

Cost: Ticket purchase required.

Additional Information: Delve into the history and impact of the Ringling family.

## Stroller Tours

Dates: January 31 – April 25, 2025

Description: A one-hour tour designed for parents visiting the museum with an infant or toddler.

Cost: Included with museum admission.

Additional Information: Tours are stroller-friendly and focus on different themes.

## Family Art Making

Dates: February 8 – April 26, 2025

Description: A free program offering art-making activities for the whole family.

Cost: Free event.

Additional Information: No registration required; materials provided.

## ROAR!

Dates: February 7 – April 22, 2025

Description: A free storytime program connecting art with early literacy for children.

Cost: Free event.

Additional Information: Designed for young children and their caregivers.

**ABCDEFGHIJ  
KLMNOP  
QRSTUVWXYZ  
XYZ**

abcdefghijkl  
mnopqrstuvw  
xyz

Roc Grotesk is the perfect typeface for a typography-driven self-mailer for The Ringling Museum in Florida because it seamlessly blends historical elegance with modern boldness. As a neo-grotesque sans-serif, it carries a strong, structured presence that commands attention while maintaining a refined sophistication suitable for a museum known for both classical and contemporary art collections. The typeface's geometric foundation and subtle quirks reflect The Ringling's unique identity—balancing the grandeur of its European Baroque masterpieces and opulent architecture with the vibrant energy of its circus heritage and modern exhibitions. Its high x-height and clean letterforms ensure exceptional readability across different sizes, making it ideal for high-impact headlines, engaging subheadings, and clear body text within the self-mailer.

Beyond its aesthetic versatility, Roc Grotesk also supports strong typographic hierarchy and design flexibility, allowing for a well-structured and visually dynamic layout. Its range of weights and widths makes it adaptable for bold, attention-grabbing exhibition titles as well as refined, informative content, ensuring a seamless balance between elegance and approachability. The typeface's modern yet timeless appeal aligns with The Ringling's mission of preserving history while embracing contemporary cultural influences, making it the perfect choice to elevate the museum's visual identity in a self-mailer that not only informs but captivates.

**ROC GROTESK (CHOSEN)**

ABCDEF  
GHIJKL  
MNOP  
QRSTU  
VWXYZ

abcdefghijkl  
mnopqrstuvw  
xyz

Elido is an excellent choice for a typography-driven self-mailer for The Ringling Museum in Florida, as it embodies both sophistication and artistic expression, perfectly aligning with the museum's rich blend of classical and contemporary works. As a serif typeface with high contrast and elegant curves, Elido evokes the grandeur of European Baroque and Renaissance art, which are central to The Ringling's collection, while maintaining a modern, sleek structure that ensures readability and impact in print. Its refined letterforms, with their graceful serifs and subtle calligraphic influences, capture the museum's historical prestige, making it an ideal choice for an institution that celebrates fine art, architecture, and cultural storytelling. Whether used for exhibition titles, event invitations, or donor outreach, Elido provides a timeless yet contemporary aesthetic that enhances the self-mailer's visual sophistication.

Beyond its visual elegance, Elido offers remarkable versatility, allowing for a balanced typographic hierarchy that can accommodate both bold, expressive headlines and detailed, informative content. The typeface's high contrast and fluid curves create a dynamic rhythm in layout design, ensuring that key messaging stands out while maintaining a sense of refinement and prestige. Its slightly modern, editorial feel allows it to pair beautifully with secondary sans-serif fonts, reinforcing a sense of luxury and cultural significance. By using Elido, the self-mailer will exude a sense of artistic tradition while feeling fresh and contemporary, making it a perfect reflection of The Ringling Museum's ongoing mission to honor the past while embracing the future of visual storytelling.

**ELIDO**

**ABCDEFGHI  
IJKLMNOP  
QRSTUVWXYZ  
XYZ**

**abcdefghijkl  
mnopqrstuvw  
xyz**

Pliego is a perfect typeface choice for a typography-driven self-mailer for The Ringling Museum in Florida, as it embodies the classic elegance and refined craftsmanship that align with the museum's rich collection of European masterpieces and historical artifacts. As a humanist serif with a literary feel, Pliego evokes the tradition of old-world book typography, making it an excellent fit for a museum that values historical preservation, storytelling, and fine art. Its balanced proportions, moderate contrast, and delicate serifs create a sense of timeless sophistication, ensuring that exhibition titles, event details, and museum descriptions are presented with clarity and grace. The slightly softened letterforms add a warmth and approachability, making it an inviting yet authoritative typeface for an institution rooted in both history and contemporary cultural engagement.

Beyond its aesthetic connection to The Ringling's classical European and Baroque influences, Pliego also offers practical benefits for a print-based self-mailer. Its legible, well-spaced letterforms ensure smooth readability across various sizes and layouts, making it equally effective for elegant headlines and body text. The typeface's historical charm and editorial quality allow it to pair beautifully with ornamental elements or modern sans-serifs, reinforcing the museum's fusion of traditional grandeur and modern sensibilities. By using Pliego, the self-mailer will convey a sense of artistic sophistication, cultural depth, and timeless storytelling, making it an ideal typographic choice for an institution dedicated to preserving and celebrating the arts.

**PLIEGO**

**ABCDEFGHI  
JKLMNOP  
QRSTUVW  
XYZ**

**abcdefghijkl  
mnopqrstuvw  
xyz**

PF Marlet Display is an ideal typeface for a typography-driven self-mailer for The Ringling Museum in Florida, as it exudes elegance, artistry, and a sense of refined luxury, perfectly complementing the museum's blend of historical opulence and contemporary cultural influence. With its delicate, high-contrast letterforms and distinctive sculptural curves, PF Marlet Display feels both classical and modern, making it a strong visual representation of The Ringling's European art collections, Baroque architecture, and circus heritage. Its sophisticated yet playful aesthetic aligns with the museum's ability to honor fine art while embracing spectacle and entertainment, giving the self-mailer an editorial quality that feels prestigious, inviting, and memorable.

Beyond its stylistic elegance, PF Marlet Display also provides strong typographic versatility, allowing for dramatic, attention-grabbing headlines and section titles, while maintaining a luxurious, airy presence in large-format typography. The typeface's artistic flair and graceful proportions make it an excellent choice for an institution that values both tradition and innovation, reinforcing The Ringling's ability to bridge the gap between classical art and modern exhibitions. By using PF Marlet Display, the self-mailer will stand out as a visually striking and refined promotional piece, capturing the museum's sense of grandeur, storytelling, and cultural importance while ensuring a design that feels fresh, artistic, and unmistakably sophisticated.

**PF MARLET DISPLAY**

**ABCDEFGHI GH abcdefghijkl**  
**IJKLMNOP mnopqrstuvw**  
**QRSTUVWXYZ xyz**

Superior Title is an exceptional typeface choice for a typography-driven self-mailer for The Ringling Museum in Florida, as it combines editorial elegance with a dramatic, high-fashion aesthetic, making it perfect for a museum that celebrates both historical grandeur and contemporary artistic expression. With its high contrast, elongated serifs, and refined letterforms, Superior Title immediately conveys a sense of prestige and sophistication, aligning seamlessly with The Ringling's European masterpieces, Baroque architecture, and cultural storytelling. The typeface's sharp yet graceful details evoke the feeling of a classic art publication or a high-end gallery invitation, making it an ideal choice for a museum known for its rich artistic heritage and immersive exhibitions.

Beyond its visual opulence, Superior Title offers a strong typographic presence that commands attention, making it perfect for bold exhibition titles, elegant event announcements, and refined promotional content. Its delicate balance of structure and flourish allows it to pair well with both traditional serif body text and modern sans-serif accents, ensuring a layout that feels both timeless and contemporary. By using Superior Title, the self-mailer will exude sophistication, artistic authority, and an air of exclusivity, reflecting The Ringling's mission to preserve history while embracing the evolving landscape of fine art and culture.

**SUPERIOR TITLE**



C: 5  
M: 31  
Y: 30  
K: 0

C: 11  
M: 12  
Y: 22  
K: 0

C: 17  
M: 67  
Y: 69  
K: 3

C: 7  
M: 2  
Y: 10  
K: 0



C: 17  
M: 27  
Y: 28  
K: 0

C: 30  
M: 7  
Y: 0  
K: 0

C: 33  
M: 8  
Y: 72  
K: 0

C: 68  
M: 46  
Y: 82  
K: 40

This color palette works well for your process book because it captures the elegance, warmth, and historical richness of The Ringling Museum’s interior. The soft pink and muted beige tones reflect the museum’s classic wall colors, creating a refined and sophisticated backdrop that enhances readability without overpowering the content. The deeper terracotta hue adds depth and contrast, grounding the design with a sense of warmth and tradition, while the light, airy neutrals provide balance and a sense of openness. These colors work cohesively to highlight the museum’s ornate and classical aesthetic, making the process book feel both inviting and timeless. Though it wasn’t your final choice, it effectively ties into The Ringling’s artistic atmosphere and could have complemented your typography and layout choices by reinforcing a historical yet modern visual language.

This color palette works well for your process book because it reflects the balance between architecture and nature at The Ringling Museum. The muted beige and soft blue create a sense of airiness and elegance, reminiscent of the museum’s historic stone facades and open skies. The two shades of green add a grounding, organic contrast, capturing the lush gardens and sculptures that define the museum’s outdoor spaces. Together, these colors form a harmonious blend of classical and natural elements, reinforcing the museum’s connection to both fine art and its serene surroundings. While it wasn’t your final choice, this palette effectively supports a refined, structured design while maintaining a sense of openness and warmth, making it a strong contender for a process book that documents creative exploration.

# COLOR RESEARCH



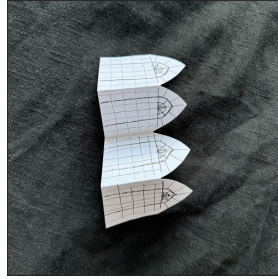
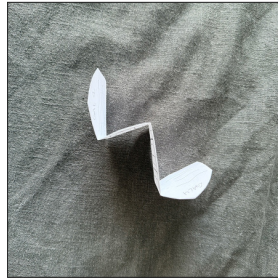
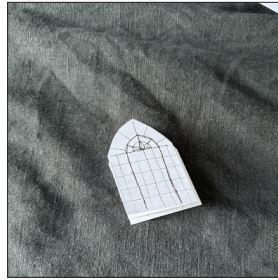
C: 2  
M: 27  
Y: 19  
K: 0

C: 84  
M: 40  
Y: 100  
K: 40

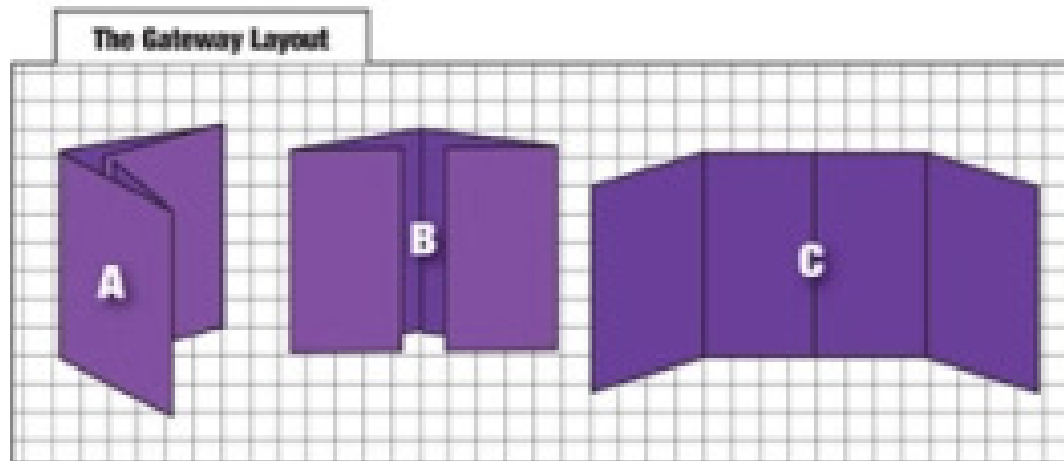
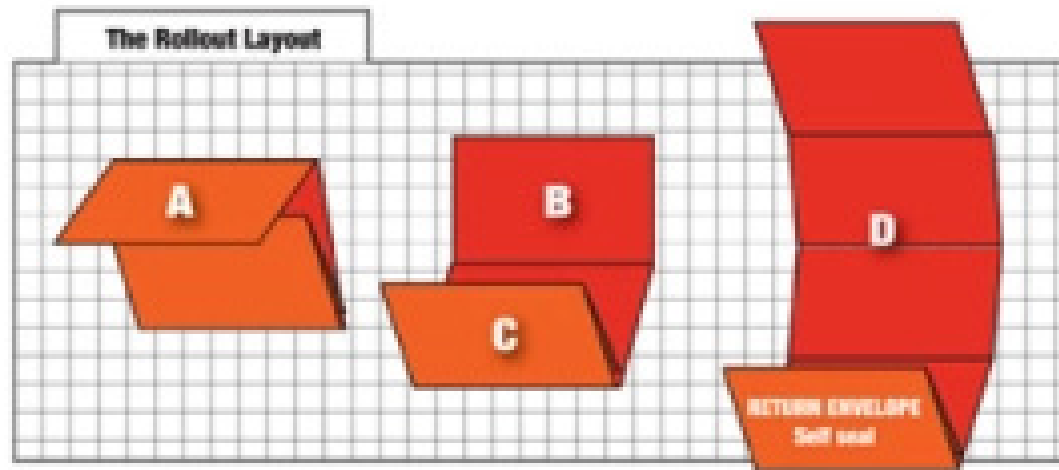
For this self-mailing calendar, I chose to limit myself to just two colors, even though the project allowed for more. This decision ultimately benefited the design by fully immersing the viewer in the essence of Florida and The Ringling Art Museum. The soft pink (C: 2, M: 27, Y: 19, K: 0) was inspired by the museum's signature stucco walls, evoking warmth, history, and the timeless elegance of Mediterranean Revival architecture. The deep green (C: 84, M: 40, Y: 100, K: 40) comes from the museum's lush gardens, statues, and palm trees, providing a natural contrast that roots the composition in the tropical environment. By stripping the palette down to these two essential colors, I was able to create a design that feels cohesive, refined, and distinctly Floridian.

This deliberate color choice enhances the overall experience of the self-mailer, making it feel both visually striking and immersive. The deep green establishes a strong foundation for typography and illustrations, ensuring clarity and a structured hierarchy, while the muted pink acts as a vibrant but balanced background that complements the lush elements. By keeping the palette minimal, the design avoids unnecessary distractions and instead reinforces a strong sense of place—just as The Ringling seamlessly blends art, history, and nature, this piece merges color, typography, and layout into a singular, focused vision. The simplicity of the palette makes the final product more memorable and impactful, strengthening its connection to the museum's identity and the rich, sunlit atmosphere of Sarasota.

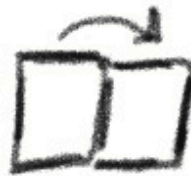
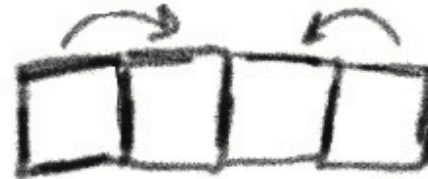
# COLOR RESEARCH



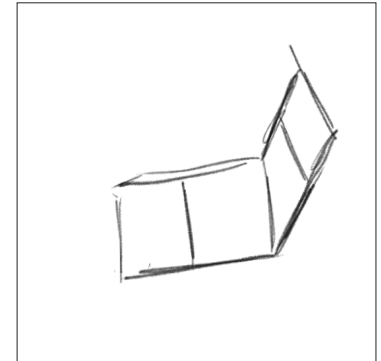
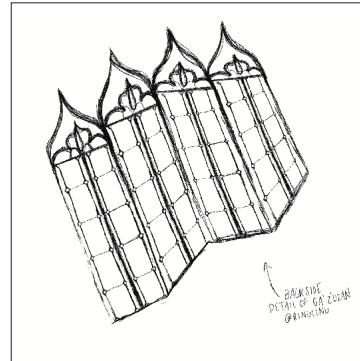
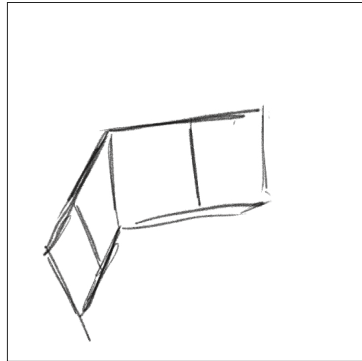
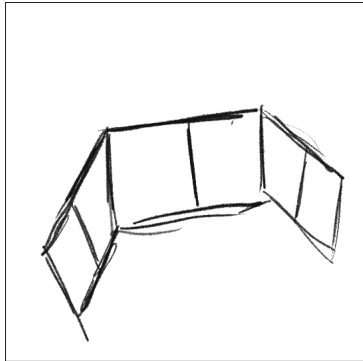
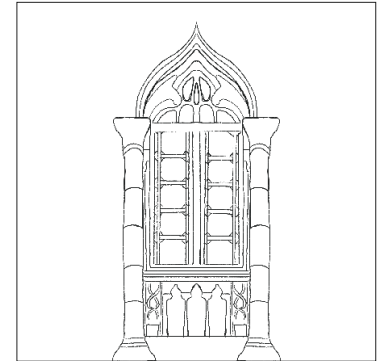
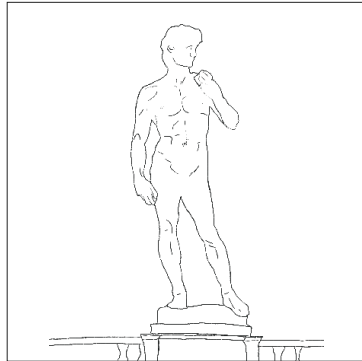
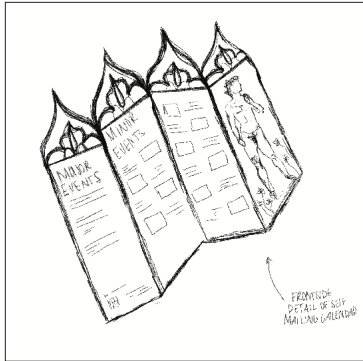
# PRELIMINARY PROTOTYPES



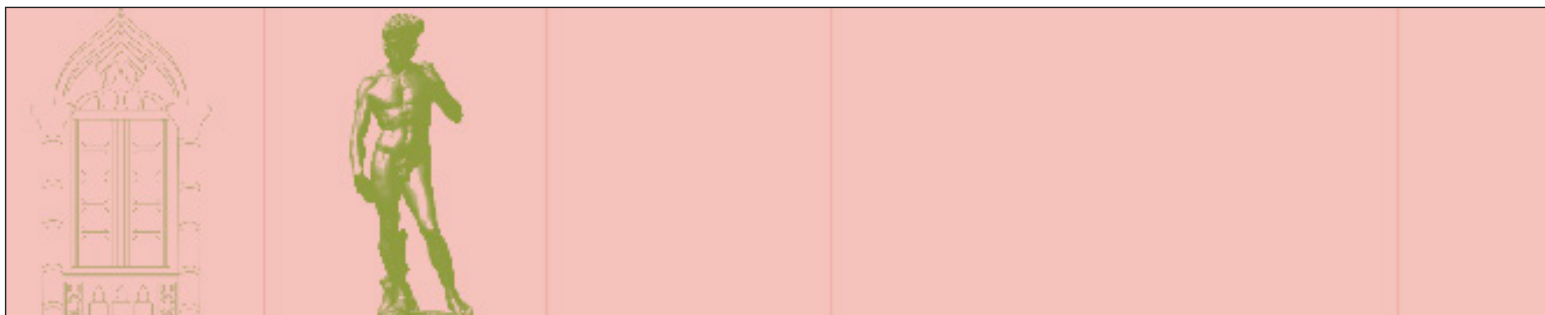
# FOCUSED PROTOTYPES



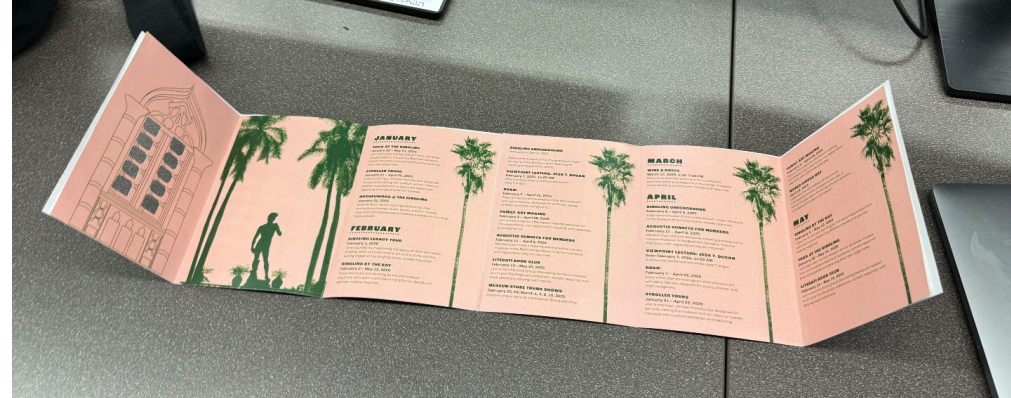
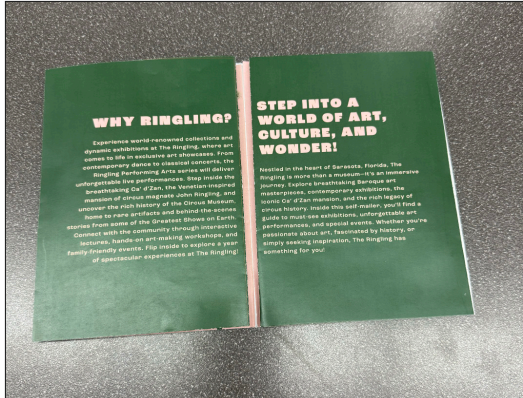
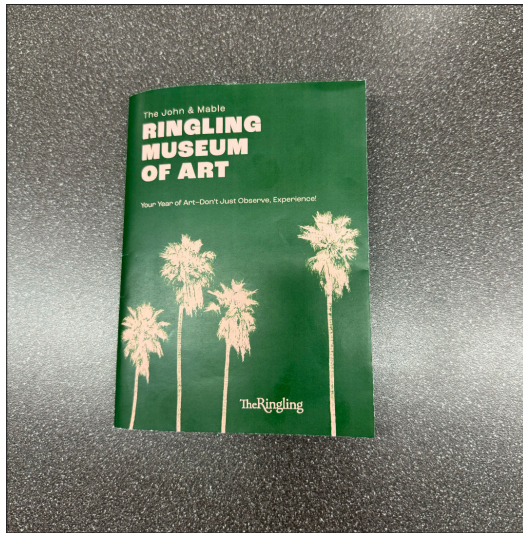
**SEQUENCE OF FOLD**



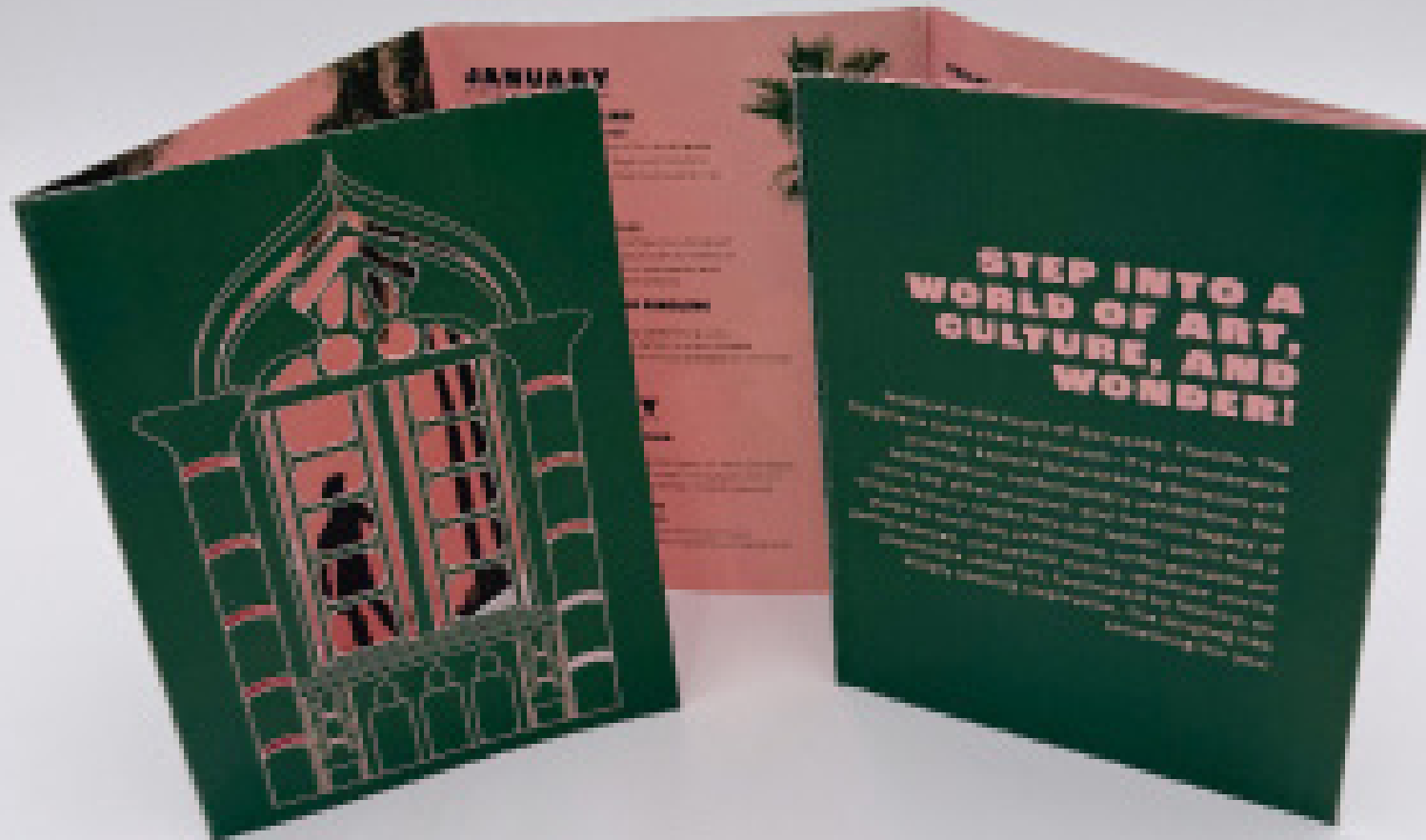
# SKETCHES



# COMPUTER ROUGH



**POST PROTOTYPE**



**JANUARY**

## STEP INTO A WORLD OF ART, CULTURE, AND WONDER!

Annual Center for the Arts, Florida, the  
Magnolia State's only institution of higher  
learning, is proud to present the  
inaugural, interdisciplinary exhibition, the  
first of its kind, which will feature a  
series of events, including lectures and  
panels by leading scholars, artists, and  
critics. The exhibition, which will be  
curated by the Center's Director, will  
feature a series of events, including  
lectures and panels by leading  
scholars, artists, and critics.

The John & Mable

# RINGLING MUSEUM OF ART

Your Year of Art—Don't Just Observe, Experience!



The Ringling



**JANUARY**

**TOUR AT THE RINGLING**

January 25, 10:00 AM - 11:00 AM  
A guided tour of the Ringling Museum of Art, featuring the world's largest collection of European and American art.

**ART CLASS**  
A weekly four-session class focusing on the fundamentals of drawing and painting.

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**FEBRUARY UNDERGROUND**

February 1 - April 1, 2022  
A collection of the most and best under the surface of the Ringling Museum of Art.

**WORKSHOP LECTURE: JESS T. DUBAN**  
February 7, 2022, 11:00 AM  
A lecture by the author of the book 'The Ringling Museum of Art'.

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**MARCH**

March 1 - 31, 2022

**BEGIN YOUR ARTISTIC JOURNEY HERE...**

*The Ringling*

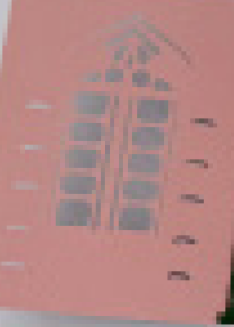
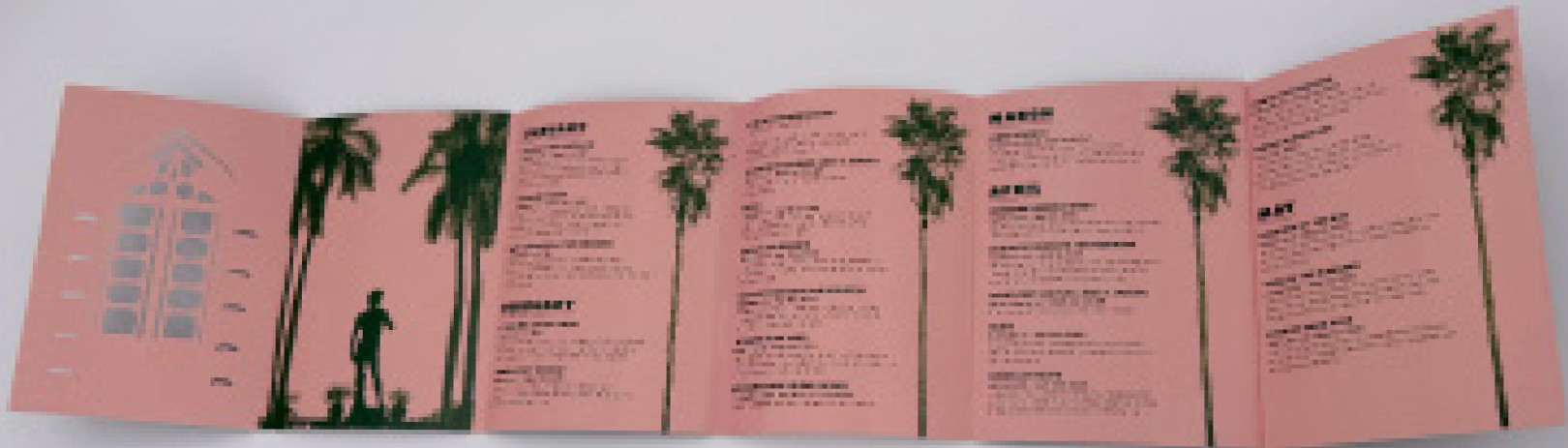


## WHY BINGLING?

Experience world-renowned exhibitions and special initiatives at The Ringling, which are open to the community and showcase their extraordinary skills to general audiences. The Ringling Performing Arts Center, the cultural centerpiece for performances, showcases the outstanding art of our two theater companies located on campus. Enjoy the rich history of the Central Museum, learn to read and identify handwriting the unique script from some of the greatest shows on earth. Connect with the community through interactive tours, hands-on art-making workshops, and family-friendly events. The world is yours to explore & enjoy at spectacular experiences at The Ringling!

## STEP INTO A WORLD OF ART, CULTURE, AND WONDER!

Located in the heart of Sarasota, Florida, The Ringling is more than a museum—it's an immersive journey. Explore groundbreaking exhibits and unparalleled contemporary collections. The Ringling Center for Contemporary Art, the Ringling Center for the Performing Arts, and the Ringling Center for the Visual Arts provide the best of both worlds in a single location. Immerse yourself in the Ringling's rich history and vibrant present. Whether you're a seasoned art lover or a curious explorer, The Ringling has something for you.



**WELCOME**

Dear guest,  
We are pleased to have you here.  
Our goal is to provide you with a  
comfortable and enjoyable stay.

**AMENITIES**

Free Wi-Fi  
24-hour front desk  
Concierge service  
Room service



**RESTAURANT**

Our restaurant serves  
international cuisine.  
Reservations are recommended.

**BAR**

Enjoy a drink at our  
bar. We have a selection of  
cocktails and wines.

**SPA**

Relax at our spa.  
We offer massages and  
facials.



**MEETINGS**

Our meeting rooms are  
equipped with modern  
technology.

**EVENTS**

Host your event at our  
venue. We provide catering  
and audiovisual services.

**CONTACT**

Phone: +1 555-123-4567  
Email: info@hotel.com



**FAQ**

**Check-in/Check-out:**  
Check-in: 3:00 PM  
Check-out: 11:00 AM

**Payment:**

We accept major credit cards.  
Cash payments are also  
accepted.

**Lost Items:**

Please contact the front desk  
if you have lost an item.





WELCOME TO RINDANG MUSEUM OF ART

### STEP INTO A WORLD OF ART, HISTORY, AND HERITAGE

The Rindang Museum of Art is a place where you can explore the rich cultural heritage of the region. It is a place where you can see the works of local artists and learn about the history of the area. The museum is a place where you can enjoy the beauty of the region and the art of the people.



RINDANG MUSEUM OF ART

WELCOME TO RINDANG MUSEUM OF ART

### RINDANG MUSEUM OF ART

A PLACE TO INSPIRE AND BE INSPIRED



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# SELF MAILING CALENDAR

TYPOGRAPHY IV 2025 SPRING MEGAN ROBSON

