



DESIGN BY CHANCE

TYPOGRAPHY IV 2025 SPRING



CLIENT BRIEF

This project focuses on creating a compelling and cohesive visual identity for a chosen event. The objective is to develop a strong, effective design that captures the essence of the event while maintaining clarity, appeal, and professionalism. The final outcome should be a well-executed branding system that includes a primary promotional piece, such as a poster, flyer, or digital graphic. Additionally, thoughtful attention must be given to typography, color selection, and layout to ensure a unified aesthetic that resonates with the target audience. All design choices should be intentional and supported by a clear rationale, demonstrating a balance of creativity and functionality.

Throughout the project, designers are expected to research their client and event thoroughly, gaining insight into the audience, purpose, and message that need to be conveyed. Initial work will include detailed sketches and conceptual explorations that show a strong design direction. These sketches should illustrate various layout ideas, logo treatments (if applicable), and potential visual elements that will define the event's identity. Emphasis should be placed on typography from the beginning of the process to ensure it integrates seamlessly with the overall composition. Regular feedback and critique sessions will be used to refine ideas, and revisions should reflect thoughtful adjustments based on instructor and peer input.

The final deliverables will include a polished event branding piece that is both visually engaging and strategically designed. The presentation should showcase the full development process, from initial sketches to the final refined composition. Designers must demonstrate their ability to create a professional and cohesive design that effectively communicates the event's purpose. Strong craftsmanship, attention to detail, and an understanding of design principles will be critical for success. The final submission must be high-quality, with all design elements carefully considered and executed. By the end of the project, students should have a portfolio-worthy piece that demonstrates their ability to create strong, impactful event branding.

For this project, the roll of the dice determined a structured yet exciting set of parameters that guide my design approach. The Corporate Event category means my project must be tailored to a professional and business-oriented audience, ensuring that the final design is polished, impactful, and aligned with the event's branding and purpose. The two PMS colors requirement challenges me to create a visually strong yet refined design using a limited but cohesive color palette, reinforcing clarity and brand consistency. The use of Acrylic/Plexiglass as the primary material introduces an opportunity to explore transparency, layering, and high-end finishes, making the keepsake both durable and visually striking. Additionally, the inclusion of a Die Cut element adds a level of complexity, requiring precision in design and execution to create unique shapes, cutouts, or dimensional effects that enhance the interaction and aesthetic of the piece. Lastly, the Keepsake aspect ensures that the final product is something attendees will want to take home, whether as a functional memento, decorative piece, or branded collectible. These parameters push me to develop a high-end, well-crafted, and innovative design that leaves a lasting impression within the corporate event space.

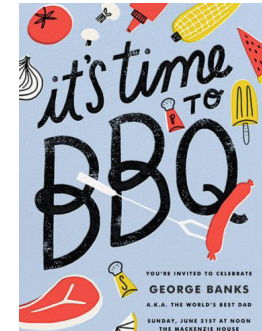
	PROJECT	COLOR (S)	MATERIAL	PROCESS	EXTRAS
1	Restaurant Menu	Grayscale	Acrylic/Plexiglass	Three Dimensional Component	Signage
2	Corporate Event Invitation	1 Pms	Fabric	Die Cut	Wearable
3	A Series Of Brochures	2 Pms	Metal	Experimental Fold	A Keepsake
4	Zine	3 Pms	Organic Material	Unique Binding Technique	Something Edible
5	A Walking Map	Cmyk (Full Color)	Paper Only	Reveal	A Largescale Application
6	Designers Choice From Above	Designers Choice From Above	Designers Choice From Above	Designers Choice From Above	Designers Choice From Above

PROJECT PARAMETERS

CORPERATE EVENT INVITE

Corporate event invitations are a critical element in setting the tone for a professional gathering, requiring a balance of elegance, clarity, and brand consistency. As a graphic designer, the choice of typography plays a key role—sans-serif fonts convey modernity and professionalism, while serif fonts exude sophistication and tradition. The color palette is often aligned with the company’s branding, ensuring consistency and reinforcing recognition. Limited but impactful PMS colors are commonly used for high-end print quality and brand cohesion. The use of premium materials, such as acrylic, metallic foils,

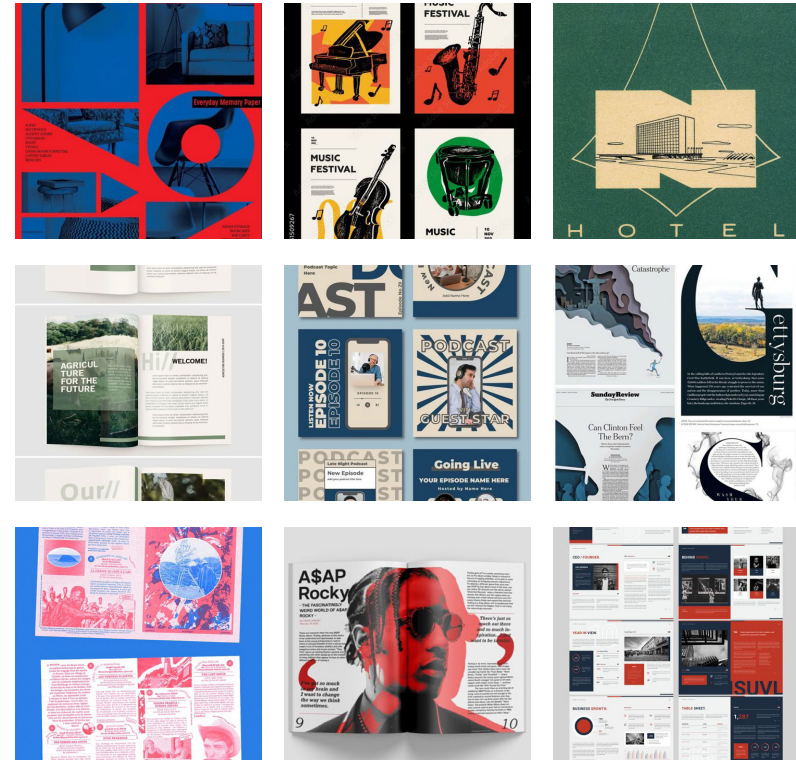
or textured papers, elevates the invitation, making it feel exclusive and memorable. Die-cut elements can add visual intrigue, whether through custom shapes, intricate cutouts, or layered effects, creating depth and interactivity. Additionally, corporate invitations often incorporate subtle embellishments like embossing, debossing, or spot UV finishes, enhancing tactile engagement. Every design choice, from layout hierarchy to negative space, contributes to a refined and functional piece that communicates professionalism while making a lasting impression on recipients.



2 PMS

Using two PMS (Pantone Matching System) colors in design ensures brand consistency, print accuracy, and visual impact, making it a strategic choice for corporate event materials. As a graphic designer, working with a limited color palette challenges me to create strong contrast, hierarchy, and emphasis while maintaining a clean, professional aesthetic. PMS colors provide precise color reproduction across various materials, ensuring that the final printed piece matches the intended design, regardless of the printer or substrate. The key to a successful 2-PMS color design is leveraging color blocking, gradients,

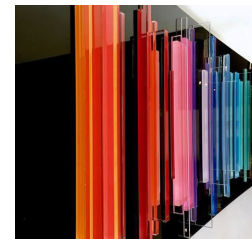
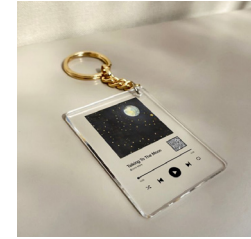
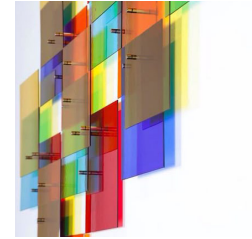
or duotone effects to create depth and dimension while keeping the look refined. Pairing a bold, primary color with a subtle neutral or metallic tone can add sophistication and reinforce brand identity. Negative space becomes an essential design element, allowing the limited colors to stand out without overwhelming the layout. Thoughtful use of tints, opacity, or layering can further maximize the versatility and richness of a two-color palette, ensuring the final piece feels both high-end and intentional.



ACRYLIC PLEXIGLASS

Designing with acrylic plexiglass offers a unique opportunity to create a sleek, modern, and high-end corporate event piece. As a material, acrylic provides durability, transparency, and a polished finish, making it ideal for invitations, signage, or keepsakes that feel premium and exclusive. Graphic designers must consider how light interacts with the material, using transparent, frosted, or tinted effects to add depth and sophistication. When printing on acrylic, techniques such as UV printing, screen printing, or vinyl application ensure crisp and vibrant results while maintaining the material's sleek

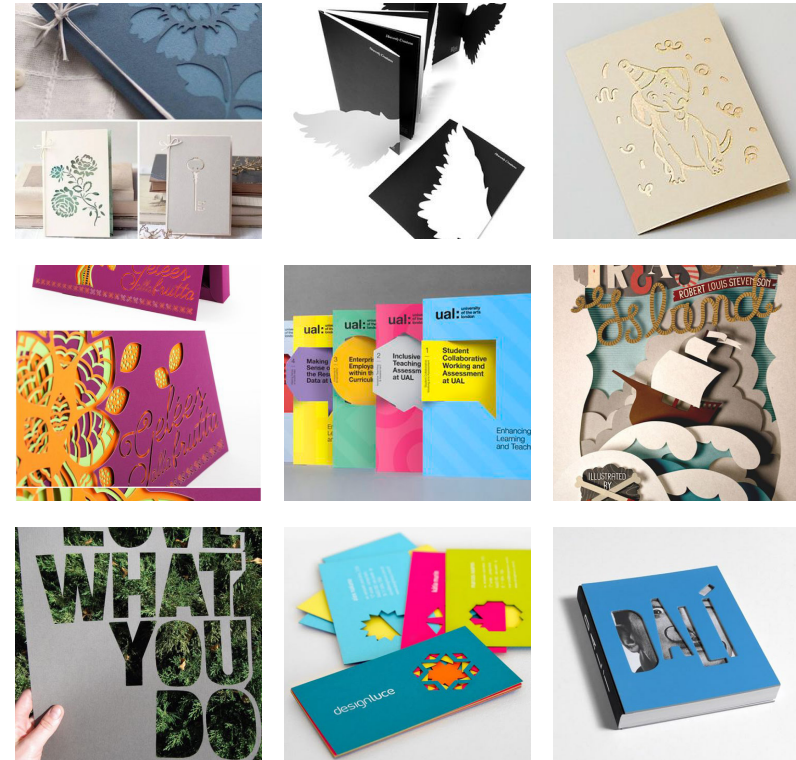
surface. Die-cutting can add dimension and intrigue, allowing for custom shapes, layered compositions, or cut-out elements that enhance the interactive experience. Acrylic's reflective nature requires careful attention to typography and color contrast, ensuring legibility and visual balance. By integrating minimalist design, strategic negative space, and high-contrast elements, a designer can transform acrylic plexiglass into a functional and visually striking corporate event piece that stands out as a memorable keepsake.



DIE CUT

Die-cutting is a powerful design technique that enhances corporate event invitations and keepsakes by introducing custom shapes, intricate cutouts, and layered effects. As a graphic designer, incorporating die cuts allows for a more interactive and tactile experience, making the piece stand out from standard flat designs. Whether using subtle cutouts to reveal underlying layers or bold geometric shapes for a modern touch, die-cutting adds dimension, depth, and visual intrigue. When working with materials like acrylic plexiglass, precise cuts can create sleek, high-end effects, while on paper, techniques such as edge

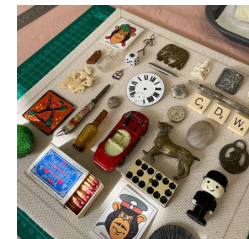
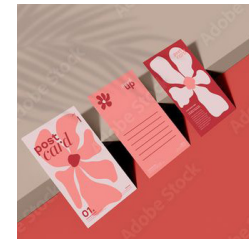
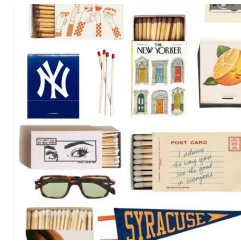
cutting, pop-outs, or negative space detailing bring a sense of craftsmanship and sophistication. Careful attention must be given to typography placement, structural integrity, and alignment, ensuring the design remains functional while maximizing aesthetic impact. Die cuts can also serve a practical purpose, such as incorporating custom slots, handles, or layered overlays, making the final piece not just visually appealing but also innovative and memorable.



A KEEPSAKE

Designing a keepsake for a corporate event involves creating a piece that is both memorable and functional, ensuring that attendees will value and retain it long after the event. As a graphic designer, the key is to craft a design that captures the essence of the event and aligns with the brand's identity, while also offering lasting value. Keepsakes can take many forms, such as customized acrylic plaques, branded coasters, or personalized tokens. Thoughtful use of materials, die-cutting, and engraving techniques can elevate the look and feel of the keepsake, making it visually appealing and sophisticated. A

limited color palette using two PMS colors reinforces brand consistency and enhances the piece's cohesive aesthetic. Designing with longevity in mind, I focus on creating a keepsake that is timeless, practical, and visually engaging, whether it serves as a decorative memento or a functional item that recipients will use or display. The goal is to ensure that the keepsake reflects the event's theme and leaves a lasting, positive impression on its audience.



**CLIENT RESEARCH:
DOG ADOPTION CENTERS**



One of a Kind Pet Rescue is an ideal choice for my event branding project due to its heartfelt mission and strong community presence. As a no-kill, nonprofit rescue based in Akron, OH, they focus on saving animals from euthanasia, providing medical care, and finding them loving homes. Their frequent adoption events, fundraising efforts, and educational outreach create numerous opportunities for visually engaging and emotionally impactful branding. A well-crafted identity for an adoption event could highlight the joy of pet companionship while maintaining a clean, professional, and inviting aesthetic. The challenge lies in balancing warmth and playfulness with trustworthiness, ensuring that the design not only attracts potential adopters but also reinforces the organization's credibility. Through thoughtful typography, color choices, and imagery, this project will capture the essence of rescue, hope, and second chances, making One of a Kind Pet Rescue an exciting and meaningful client for this design endeavor.

[Link to One of a Kind Website](#)

ONE OF A KIND PET RESCUE



Paws and Prayers is an excellent choice for my event branding project due to its dedication to rescuing and rehoming animals in need. As a foster-based rescue in Northeast Ohio, they focus on providing medical care, rehabilitation, and adoption services for dogs and cats. Their frequent adoption events, fundraising initiatives, and community outreach programs present a unique opportunity to develop a compelling and heartfelt visual identity. Designing for an event such as an adoption fair, fundraiser, or awareness campaign allows for a creative balance of warmth, professionalism, and engagement. The branding must evoke trust and compassion while also being visually inviting and informative to attract adopters and supporters. By thoughtfully incorporating color, typography, and playful yet sophisticated design elements, this project will help reinforce Paws and Prayers' mission of giving rescued animals a second chance at a loving home.

[Link to Paws & Prayers Website](#)

PAWS & PRAYERS PET RESCUE



The Humane Society of Summit County is an excellent client choice for my event branding project due to its well-established presence in animal welfare and its active engagement with the local community. As a rescue and adoption center serving Northeast Ohio, they provide shelter, medical care, and rehabilitation for abandoned, abused, and neglected animals. Their adoption events, fundraising galas, and educational programs offer a strong foundation for a visually compelling and emotionally resonant branding system. Designing promotional materials for an event such as an adoption drive, gala fundraiser, or community pet wellness day allows for a strategic combination of warm, inviting aesthetics with professional and trustworthy design elements. The branding must be engaging, approachable, and informative, ensuring that it resonates with potential adopters, donors, and supporters. Through carefully selected typography, color palettes, and visual storytelling, this project will create an impactful identity that aligns with the Humane Society's mission of providing hope and second chances to animals in need.

[Link to Human Society Website](#)

HUMAIN SOCIETY

**CLIENT RESEARCH:
LUXURY SPAS AND HOTELS**



Gervasi Vineyard & Spa presents a unique opportunity for my event branding project, offering a luxurious and immersive setting that blends fine dining, wine culture, and relaxation. As a high-end destination in Canton, OH, Gervasi Vineyard is known for its vineyard tours, upscale restaurants, and full-service spa, making it an ideal client for a sophisticated branding system. Their exclusive wine tastings, chef-curated dinners, and seasonal spa retreats require elegant and refined promotional materials that capture the essence of indulgence and hospitality. The challenge in designing for Gervasi lies in balancing timeless sophistication with inviting warmth, ensuring that the branding reflects the vineyard's rich atmosphere while remaining approachable for a diverse clientele. Through delicate typography, earthy yet luxurious color palettes, and thoughtfully curated imagery, this project will develop a cohesive visual identity that highlights Gervasi's reputation as a premier destination for elevated experiences, relaxation, and fine wine culture.

[Link to Gervasi Vineyard Website](#)

GERVASI VINEYARD



The Lakehouse Inn & Spa is a perfect client for my event branding project, offering a blend of luxury, tranquility, and scenic beauty. Nestled along the shores of Lake Erie in Geneva-on-the-Lake, OH, this boutique inn provides an intimate and serene escape with a full-service spa, farm-to-table dining, and exclusive wine experiences. Their wellness retreats, seasonal spa packages, and vineyard-inspired events require branding that conveys relaxation, sophistication, and a connection to nature. Designing for an event such as a lakefront wellness retreat, wine and spa weekend, or rejuvenation package launch allows for the integration of elegant typography, soft yet rich color palettes, and imagery that evokes calm and indulgence. The branding must reflect the inn's high-end yet welcoming atmosphere, appealing to guests seeking a refined and rejuvenating experience. Through thoughtful composition, organic design elements, and a focus on timeless elegance, this project will craft a visual identity that enhances The Lakehouse Inn & Spa's reputation as a premier lakeside retreat.

[Link to Lakehouse Inn Website](#)

LAKEHOUSE INN RETREAT

WALDEN

Inn Walden & Spa is an exceptional choice for my event branding project, offering a uniquely luxurious and immersive wellness experience. Located in Aurora, OH, this boutique retreat is known for its private spa suites, holistic wellness treatments, and exclusive, personalized service. Their events, such as seasonal wellness retreats, high-end spa experiences, and curated self-care weekends, require a branding system that exudes tranquility, elegance, and exclusivity. Designing promotional materials for an event at Inn Walden presents the opportunity to create a visual identity that captures the essence of relaxation and refined indulgence, using sophisticated typography, a serene yet rich color palette, and organic, flowing design elements. The challenge lies in maintaining a balance between modern luxury and intimate, nature-inspired serenity, ensuring the branding speaks to an audience seeking high-end, transformative experiences. Through careful design choices, this project will develop a cohesive and visually compelling brand that reflects Inn Walden's commitment to unparalleled relaxation, wellness, and mindfulness.

[Link to Walden Website](#)

WALDEN LUXARY INN & SPA

Le MERIDIEN

Le Méridien Columbus, The Joseph is a prime choice for my event branding project, embodying modern luxury, artistic refinement, and high-end hospitality. Located in the Short North Arts District of Columbus, OH, this boutique hotel seamlessly blends sophisticated accommodations, an elevated spa experience, and a deep connection to contemporary art. Their curated events, such as wellness weekends, art-inspired retreats, and exclusive spa experiences, require branding that conveys a polished, modern aesthetic with a refined, cultural edge. The challenge in designing for an event at Le Méridien lies in striking a balance between minimalist elegance and rich, immersive storytelling, ensuring that the branding speaks to an audience that values design, exclusivity, and a curated luxury experience. Through sleek typography, a subdued yet opulent color palette, and sophisticated layout choices, this project will create a visual identity that aligns with the hotel's commitment to artistry, luxury, and contemporary wellness.

[Link to Le Meridien Website](#)

LE MERIDIEN

WHY THIS WORKS BETTER THAN THE ANIMAL SHELTER IDEA

Stronger Visual & Tactile Elements

Luxury spas naturally lend themselves to sophisticated materials, typography, and a high-end aesthetic.

Acrylic, silk, and candles feel aligned with luxury, self-care, and relaxation.

The animal shelter idea is compelling, but a high-end spa event feels like a more cohesive experience when considering materials and format.

More Elegant & Marketable Keepsake

Spa gifts like silk eye masks, candles, or herbal tea are practical and luxurious, making them items guests will actually use.

While an animal shelter event has emotional appeal, the keepsake options may not feel as naturally high-end or well-integrated.

Seamless Use of Acrylic

In a spa setting, acrylic makes sense because it mimics glass, water, and translucency—all elements associated with relaxation and luxury.

For an animal shelter, acrylic feels less connected to the brand identity and is harder to integrate naturally.

Overall Cohesion

A spa invitation + keepsake package creates a visually unified, premium feel.

It's easier to design a stunning type-dominant invitation that is elegant, refined, and immersive.

WALDEN

The luxury spa invitation is designed to create a high-end, immersive experience for Walden Spa, incorporating key project elements: acrylic/plexiglass, a corporate invitation, two PMS colors, and a keepsake. The goal is to move beyond a traditional invitation by making it an experience that reflects relaxation, exclusivity, and indulgence. The invitation will be crafted from clear or frosted acrylic, using white ink or gold foil typography for an elegant, modern aesthetic. Engraved or UV-printed textures, inspired by water ripples, spa stones, or botanical patterns, will add depth and reinforce the tranquil atmosphere of the spa. Instead of a traditional rectangular format, the invitation could take on an organic shape such as a water droplet or curved form to further enhance the spa-inspired theme. PMS colors will be applied in subtle accents to maintain a refined, cohesive design.

To enhance the presentation, the invitation will be delivered in a luxurious box or folder. The packaging will feature a soft-touch finish, embossed branding, and a custom wax seal for an elevated experience. Inside, the invitation will be nestled in a fabric-lined interior, and the packaging may also include a subtle spa-inspired scent, such as lavender or eucalyptus, to create a multi-sensory unboxing moment. This approach mirrors how high-end brands design their corporate invitations, ensuring that the recipient feels an immediate connection to the spa's atmosphere before the event even begins.

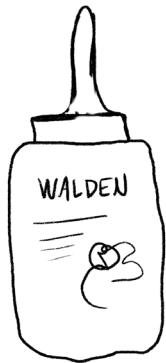
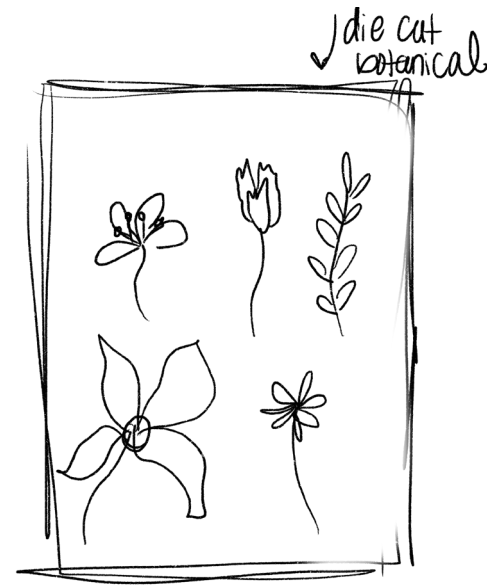
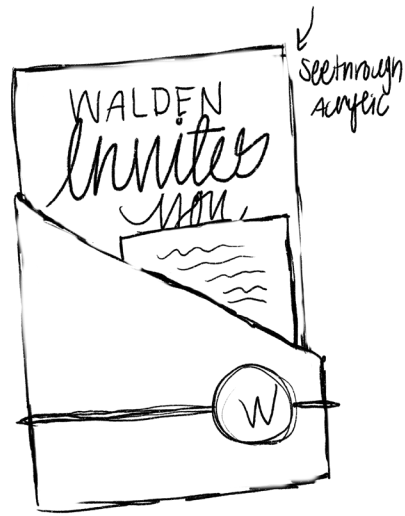
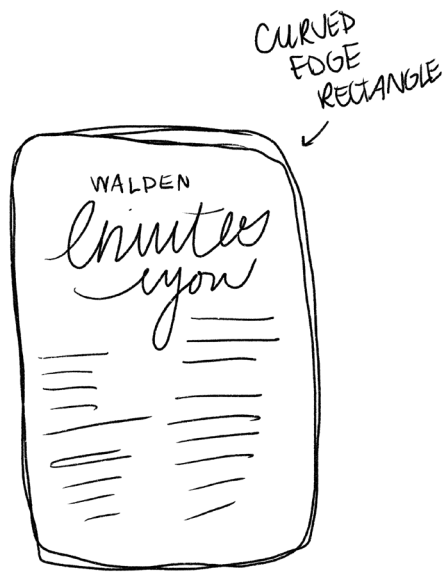
A keepsake will be included to make the invitation more memorable and functional. Ideas include a silk eye mask with embroidered branding, a hand-poured candle with a custom scent, a personalized spa towel, an engraved mindfulness stone, or a custom herbal tea blend. These items reflect the spa's emphasis on self-care and relaxation, ensuring that recipients associate the invitation with a calm and indulgent experience. The luxury spa concept is a stronger choice than the animal shelter event because it seamlessly integrates premium materials, typography, and keepsake items into a unified, high-end design. The use of acrylic fits naturally with spa aesthetics, evoking transparency, water, and tranquility, making this concept an ideal balance of refined design and experiential storytelling.

This project challenges traditional invitation design by integrating materiality, typography, and branding to craft a fully immersive experience. The combination of acrylic, luxurious packaging, and a thoughtfully chosen keepsake ensures that the invitation is not just an announcement, but a memorable introduction to the spa's atmosphere. By focusing on sensory details, high-end finishes, and elegant typography, the final design will feel cohesive, sophisticated, and worthy of a luxury brand experience. The spa concept allows for a seamless blend of design storytelling and tactile interaction, making it a compelling, portfolio-worthy project that pushes creative boundaries.

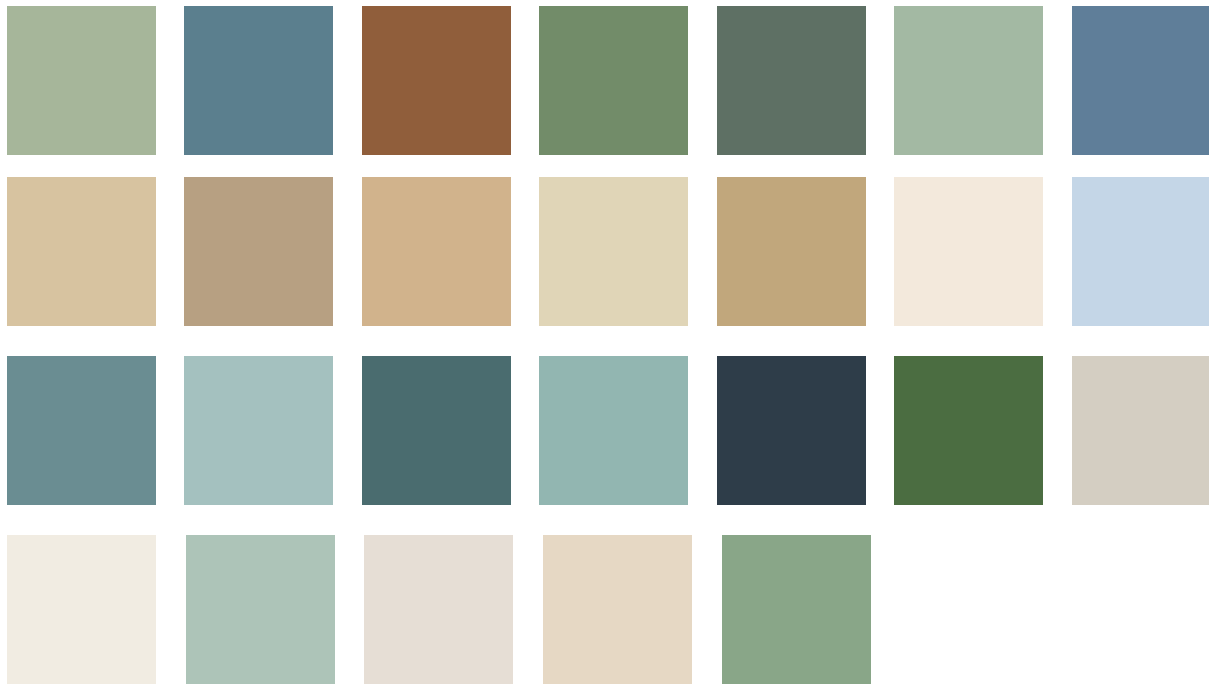
CHOSEN CLIENT: WALDEN



DESIGN RESEARCH



EARLY SKETCHING



This color palette is a strong choice for my project because it aligns with Walden's emphasis on organic materials, a tranquil atmosphere, and a holistic wellness experience. The deep greens and olive tones beautifully represent the forests and natural surroundings that define Walden's retreat-like setting. However, I'm particularly drawn to the soft blues, which introduce a unique contrast to Walden's traditionally earthy aesthetic—just as the spa itself offers a distinct yet complementary experience within the retreat. The blue hues evoke water, reinforcing the calming sounds, flowing movement, and serene ambiance that are essential to the spa experience, from gentle water features to soothing massage soundscapes. This balance between earth and water elements perfectly captures the essence of relaxation and renewal that I want to bring to my design.

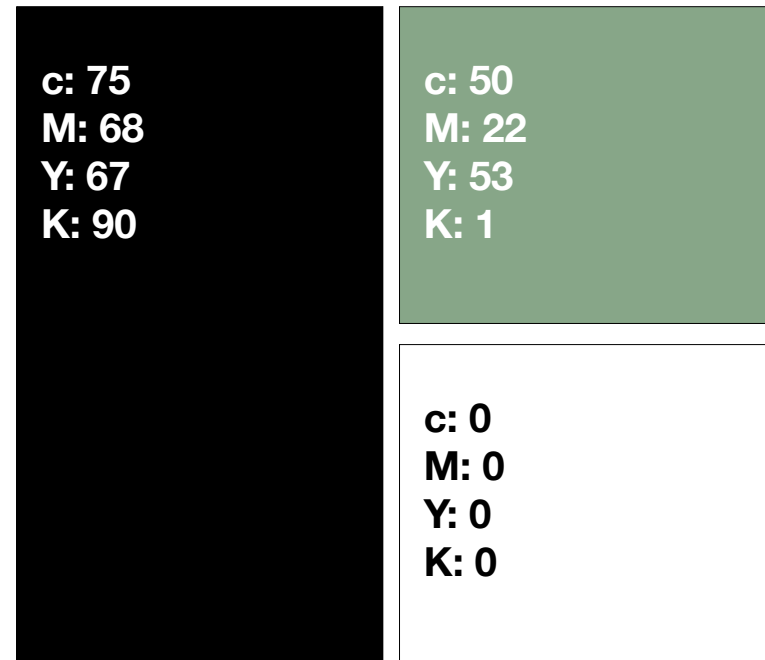
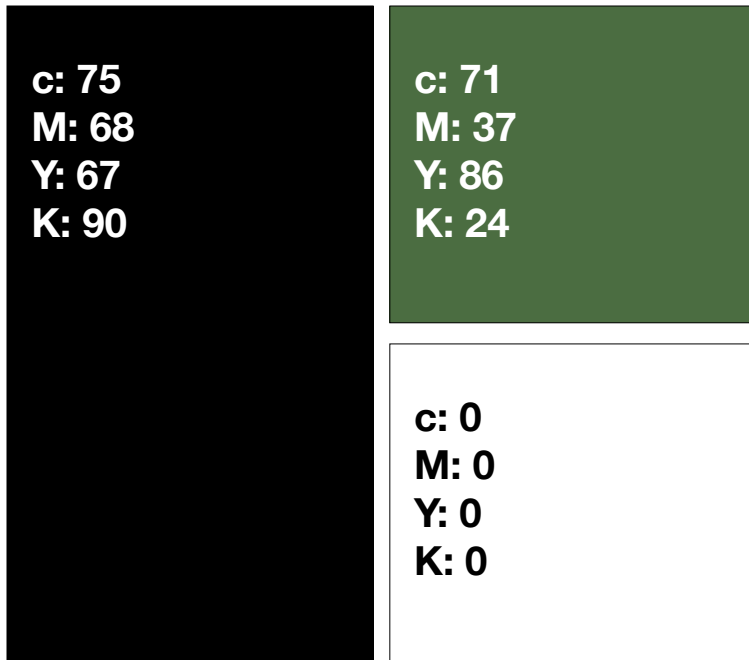
COLOR RESEARCH



After refining my color palette, I selected these nine shades of blue, which I believe offer a fresh and unique way to represent Walden while still maintaining the spa's tranquil and refined aesthetic. The deep slate and navy blues add a sense of depth and sophistication, reminiscent of calm water pools and serene evening skies. The softer misty blues and muted blue-greens introduce a light, airy feel, capturing the essence of spa water, gentle movement, and relaxation. Together, these shades create a harmonious balance between cool, grounding tones and refreshing, open space.

The 2 PMS color restriction pushes the branding in a new creative direction, encouraging exploration beyond Walden's traditional earthy palette. This challenge forces intentional design decisions, leading to an artistic outcome that feels both modern and innovative—a unique approach that hasn't been explored before within Walden's branding.

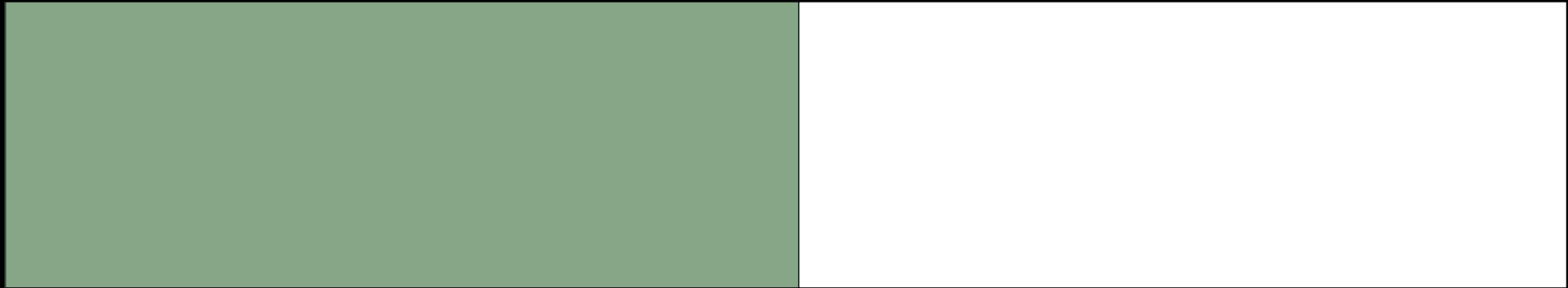
COLOR REFIENMENT



After refining my color palette, I selected this combination of black, sage green, and white, which I believe embodies Walden’s modern luxury and natural tranquility. The deep black adds a sense of depth, exclusivity, and sophistication, reflecting the spa’s serene, intimate atmosphere. Sage green introduces a subtle organic touch, evoking lush greenery, wellness, and relaxation, while white provides contrast, creating a clean, breathable balance that enhances the overall refinement of the design. Together, these shades form a cohesive palette that captures both Walden’s upscale aesthetic and its deep connection to nature.

The addition of silver accents further elevates the branding, selectively applied to the box branding and acrylic invitation for a touch of understated elegance. This refined use of metallic detailing ensures the suite remains minimal yet luxurious, reinforcing a sense of intentionality and exclusivity. By focusing on a restrained, high-contrast palette, this direction enhances Walden’s brand identity, offering a modern yet timeless visual experience that aligns with the retreat’s atmosphere of relaxation and renewal.

COLOR REFIENMENT



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FINAL COLORS

FINAL THOUGHTS ABOUT COLOR MOVING FOWARD

My invitation suite's design and color palette align seamlessly with Walden's branding, reinforcing its identity as a luxurious, nature-inspired sanctuary for relaxation and renewal. Walden's brand emphasizes tranquility, exclusivity, and an immersive connection to nature, all of which are reflected in my sophisticated black, sage green, and white palette, with silver as a refined accent.

The black mirrors Walden's modern, high-end aesthetic, aligning with the refined simplicity seen throughout their branding, interiors, and online presence. It creates a sense of privacy and exclusivity, ensuring the invitation feels like a personal and intimate experience rather than just an event announcement. Sage green ties into Walden's emphasis on wellness, organic materials, and natural surroundings, reflecting the serene landscapes, lush greenery, and commitment to holistic well-being that define the retreat. White elements introduce clarity, balance, and breathability, complementing Walden's airy, light-filled spaces and minimalist approach to design.

The silver accents, used selectively on the invitation box branding and acrylic invitation, add a subtle touch of elegance and refinement. Rather than overpowering the design, silver acts as a sophisticated highlight, much like Walden's approach to intentional, understated luxury. Whether incorporated through logo embossing or delicate metallic details, silver enhances the tactile experience, reinforcing the retreat's commitment to high-end hospitality and thoughtful design. On the acrylic invitation, silver introduces a modern, reflective contrast, much like the interplay of glass, light, and natural materials throughout Walden's spaces.

By merging modern sophistication with natural serenity, my invitation suite captures the essence of Walden's brand, offering guests a sensory introduction to the retreat experience. This suite doesn't just invite—it immerses guests in Walden's world, setting the tone for relaxation, exclusivity, and indulgence.

ABCDEFGHI
JKLMNOP
QRSTUVW
XYZ

abcdefghijkl
mnopqrstuvw
xyz

THE SEASONS

This typeface works perfectly for my Walden project because it balances modern sophistication with natural elegance, aligning seamlessly with the retreat's branding. The refined letterforms exude a sense of luxury and exclusivity, mirroring the high-end spa experience Walden offers. Its clean, structured lines enhance readability and clarity, ensuring the invitation remains minimalist yet impactful, while subtle organic curves introduce a softness that reflects Walden's tranquil, nature-inspired identity. This combination of precision and warmth makes the typeface an ideal choice, reinforcing the retreat's harmony between modern luxury and serene relaxation.

A B C D E F G H

I J K L M N O P

Q R S T U V W

X Y Z

a b c d e f g h i j k l

m n o p q r s t u v w

x y z

Sloop

Sloop is the perfect script typeface for my Walden project because it embodies refined elegance, fluid movement, and timeless sophistication, aligning seamlessly with the spa's luxurious and tranquil identity. Its high-contrast strokes and delicate flourishes evoke a sense of grace and exclusivity, mirroring Walden's emphasis on personalized luxury and relaxation. The flowing, calligraphic letterforms bring a handwritten artistry to the design, reinforcing the feeling of thoughtfulness and intimacy that defines a high-end spa experience. Beyond its visual appeal, Sloop maintains versatility and readability, offering a perfect balance of expressive elegance and polished refinement. Its graceful

**ABCDEFGHIH
IJKLMNOP
QRSTUVWXYZ
XYZ**

**abcdefghijkl
mnopqrstuvw
xyz**

AVENIR

Avenir is the perfect typeface for my Walden project because it embodies modern precision, timeless elegance, and refined simplicity, aligning seamlessly with the spa's luxurious yet tranquil identity. Its clean lines, balanced proportions, and open letterforms create a contemporary yet inviting aesthetic, making it ideal for a high-end, editorial-inspired design. The subtle humanist touches soften its geometric structure, ensuring it feels warm and approachable while maintaining a sleek, sophisticated presence. As a versatile sans-serif, Avenir provides a strong typographic hierarchy, with bold weights that command attention in key messaging and lighter styles that ensure clarity and refinement in supporting text. Its timeless yet progressive character reinforces Walden's commitment to exclusivity, wellness, and modern luxury, making it an essential element in creating a polished, immersive invitation experience.

ABCDEFGHI
JKLMNOP
QRSTUVW
XYZ

abcdefghijkl
mnopqrstuvw
xyz

MYRIAD PRO

Myriad Pro is the perfect typeface for my Walden project because of its modern simplicity, clean geometry, and versatile functionality, aligning seamlessly with the spa's refined yet approachable branding. Its open letterforms and balanced proportions create a sense of clarity and sophistication, making it an ideal choice for both display and body text within the invitation suite. The sleek, sans-serif structure reflects Walden's commitment to modern luxury and effortless elegance, while its subtle humanist qualities ensure warmth and readability. Myriad Pro's versatility allows it to work harmoniously across different design elements, from invitation details to RSVP instructions, maintaining a polished, contemporary aesthetic that enhances the exclusivity and tranquility of the Walden Spa experience.

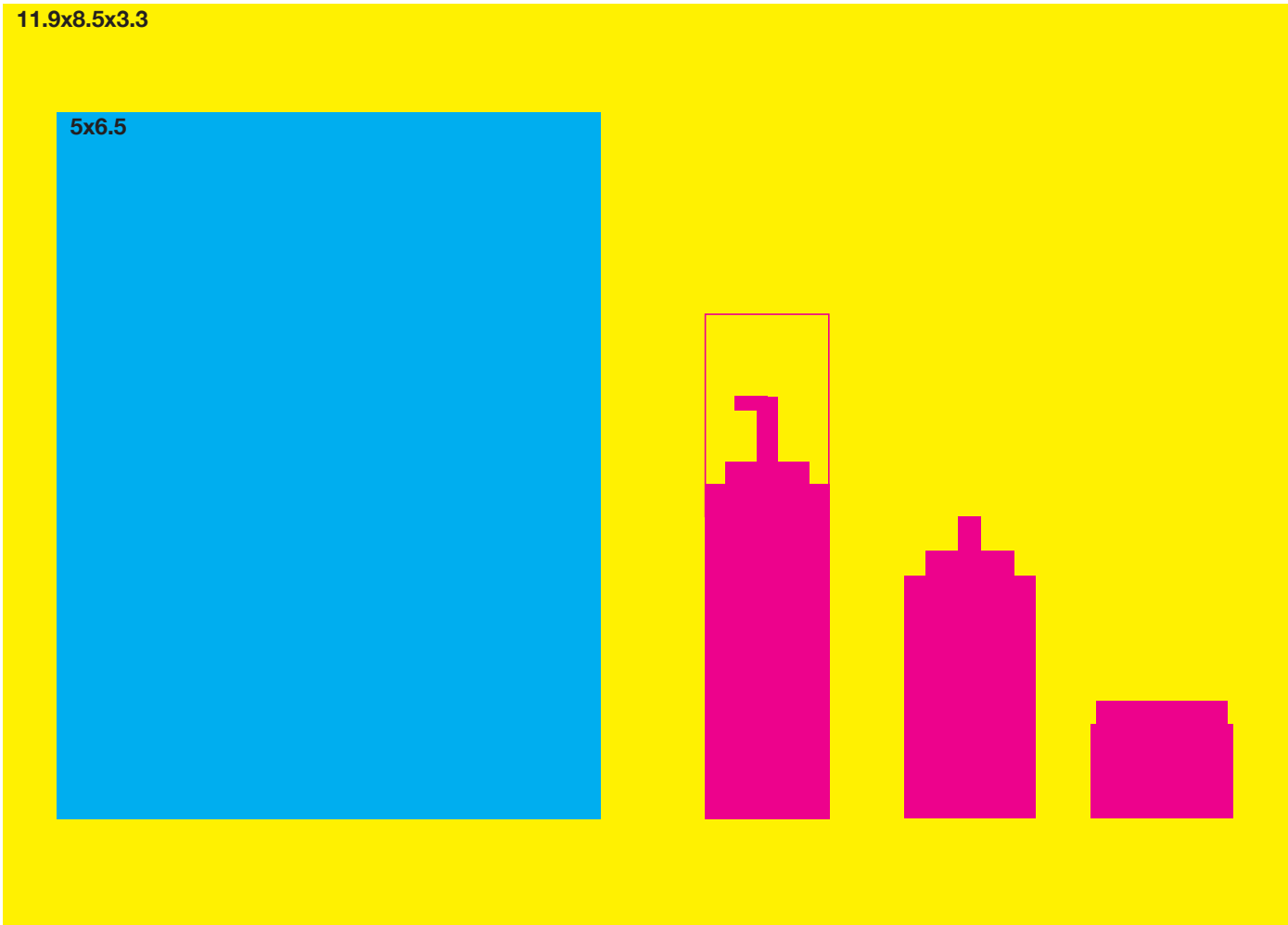
5x6.5" Corporate Invitation
(Acrylic/Plexiglass)

4x5.5" Die Cut Botanical Motif
(Cardstock)

3.5x5" Event Details Card

3x4.5" RSVP Card QR

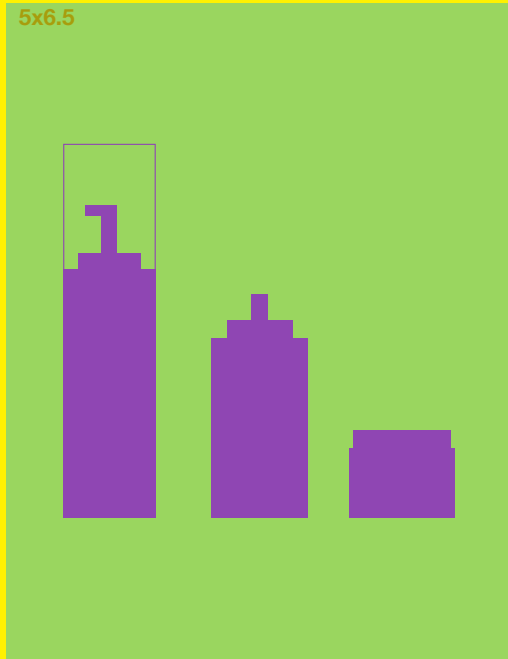
**INVITATION
SUITE MOCK**



11.9X8.5" BOX ROUGH

8x8x4

5x6.5



Bottom View

8x8x4

5x6.5



Top View

8X8X4" BOX ROUGH



INVITATION BOX

Black Gift Box 11.9" x 8.5" x 3.3" with Magnetic Closure Lid Gift Box for Presents, Bridesmaid Gifts Box, Cute Box, Birthday Gift box, Luxury for Gift Packaging, Magnetic Gift Box for Wrapping Gifts.



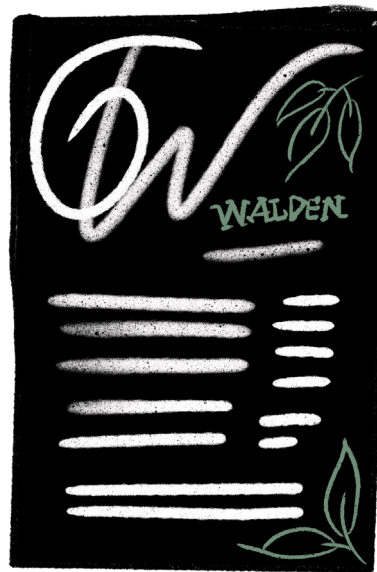
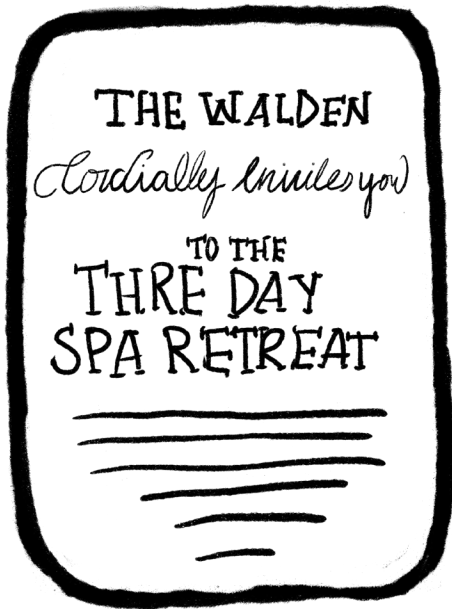
ACRYLIC SHEETS

Plexiglass Sheets 1/8 Inch Thick - 2 Pack of 8x10" Clear Cast Acrylic Sheets for Laser Cutting, Signs, Glass Replacement, DIY and Crafts Project.

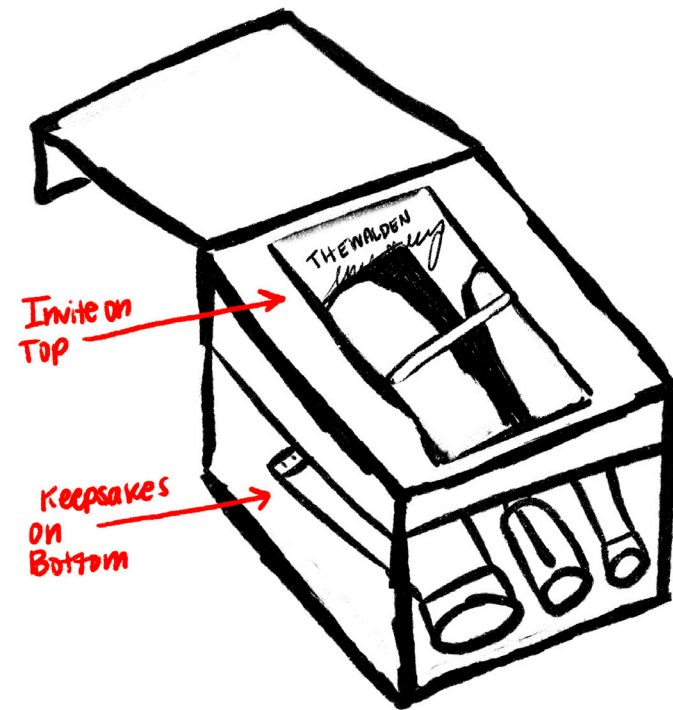
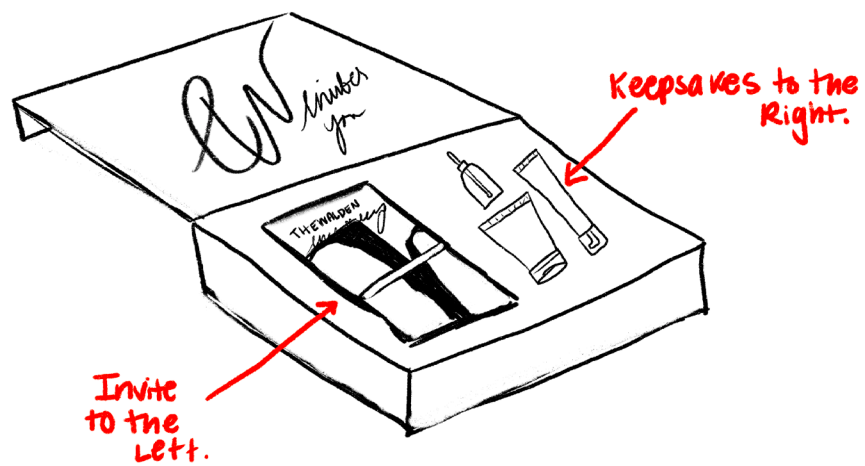
AMAZON BUYS



**INVITATION
SKETCHING MOCKS**



INDIVIDUAL SKETCHES



INVITATION BOX SKETCHES

<p>THE THREE DAY ESCAPE Relax, rejuvenate, and unwind with luxury spa services and wellness experiences at Walden Style Suites.</p> <p><i>Spa Retreat</i></p> <p>DATES March 15 - 17, 2025</p> <p>LOCATION The Walden, Ohio</p> <p>RSVP waldenretreat.com</p>	<p>THE WALDEN SPA RETREAT</p> <p>Escape to a three-day rejuvenation experience designed to restore balance and relaxation. Enjoy a two-night stay in a Walden-style suite, six 60-minute spa treatments, unlimited yoga, and daily spa snacks, all crafted for your well-being. Complimentary yoga classes at Dharma Yoga Ohio are included to enhance your retreat.</p> <p>SINGLE \$2,000 DOUBLE \$3,500</p> <p>(INCLUDES 12 60-MINUTE OR 8 90-MINUTE SPA SERVICES)</p> <p>AVAILABLE Sunday - Thursday Only Advance booking required. Blackout dates may apply.</p>	<p>THE THREE DAY ESCAPE Relax, rejuvenate, and unwind with luxury spa services and wellness experiences at Walden Style Suites.</p> <p><i>Spa Retreat</i></p> <p>DATES March 15 - 17, 2025</p> <p>LOCATION The Walden, Ohio</p> <p>RSVP waldenretreat.com</p>	<p>THE THREE DAY ESCAPE Relax, rejuvenate, and unwind with luxury spa services and wellness experiences at Walden Style Suites.</p> <p><i>Spa Retreat</i></p> <p>DATES March 15 - 17, 2025</p> <p>LOCATION The Walden, Ohio</p> <p>RSVP waldenretreat.com</p>
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<p>THE WALDEN <i>Cordially Invites You</i> To The Three Day Spa Retreat</p> <p>Indulge in an exclusive escape of relaxation and rejuvenation. Luxurious spa services, serene yoga sessions, and tranquil surroundings await you</p>	<p>THE WALDEN <i>Cordially Invites You</i></p> <p>TO THE THREE DAY SPA RETREAT</p> <p><i>Indulge in an exclusive escape of relaxation and rejuvenation. Luxurious spa services, serene yoga sessions, and tranquil surroundings await you.</i></p>	<p>THE WALDEN <i>Cordially Invites You</i> To The Three Day Spa Retreat</p> <p>Indulge in luxury with spa services, serene yoga, and tranquil surroundings for ultimate relaxation.</p>
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TYPE ROUGHS

Kindly
RSVP

Kindly
RSVP

Kindly
RSVP
BY MARCH 25, 2025, BY SCANNING THE QR CODE
TO CONFIRM YOUR ATTENDANCE AND SCHEDULE
YOUR SPA EXPERIENCES

TYPE ROUGHS

WALDEN

Formally invites you

THE WALDEN SPA RETREAT

A private evening of renewal, curated just for you.

BECAUSE YOU DESERVE TO ESCAPE.

This exclusive invitation grants you access to an intimate wellness experience at Walden Spa, where relaxation meets luxury. Enjoy a tailored spa journey, complete with personalized treatments, sensory experiences, and indulgent refreshments.

YOUR EXPERIENCE INCLUDES

A signature spa treatment designed to restore balance

Access to exclusive relaxation lounges & guided meditation

Personalized skincare selection to enhance your wellness ritual

LIMITED TO AN INTIMATE GUEST LIST, PLEASE CONFIRM YOUR ATTENDANCE.

Walden
Spa

The Walden Spa Retreat
is a private event and is not available for public sale.
Reservations are subject to availability and are made on a first-come, first-served basis.
A confirmation email will be sent to the email address provided upon booking.
Cancellation policy: 30 days in advance of the event date.
For more information, please contact us at reservations@waldenspa.com

TYPE ROUGHS

THOUGHTS MOVING FOWARD

Invitation Box & Keepsake Concept

For this project, I wanted to create a luxury invitation experience that extends beyond paper, immersing guests in the essence of The Walden Spa Retreat. Instead of a standard invitation suite, I chose to design an 11.9" x 8.5" x 3.3" invitation box to hold both the 6" x 6.5" invitation suite and a collection of skincare keepsakes. This approach transforms the invitation into an interactive, sensory-driven moment, reinforcing the retreat's focus on relaxation and indulgence.

within the box, maintaining a cohesive, spa-like aesthetic that balances natural elements with modern sophistication. To further enhance the guest experience, the skincare keepsakes will be elegantly packaged, offering a tangible preview of the retreat's serene atmosphere. From the botanical motifs to the refined typography and textures, every detail is curated to evoke tranquility and exclusivity.

Production & Application Considerations

To execute the packaging and applied elements, I am currently weighing my options between using the Cricut or Xyron at school. The Cricut would allow for precise cutting and application of my designs onto the invitation suite and packaging, ensuring sharp details and professional alignment. Alternatively, the Xyron could provide a streamlined adhesive application process, making it easier to affix custom labels onto the skincare products and box components.

thoughtful branding, and a multi-sensory unboxing experience, this invitation suite extends beyond a simple announcement—it becomes a tactile and immersive introduction to the retreat, setting the tone for relaxation and renewal.

The invitation suite will be neatly housed

By merging carefully selected materials,

THE WALDEN

*Cordially
Invites
You*

TO THE
THREE DAY SPA RETREAT

*Indulge in luxury with spa services,
serene yoga, and tranquil surroundings
for ultimate relaxation.*

FINAL ACRYLIC INVITE



FINAL BOTANICAL MOTIF



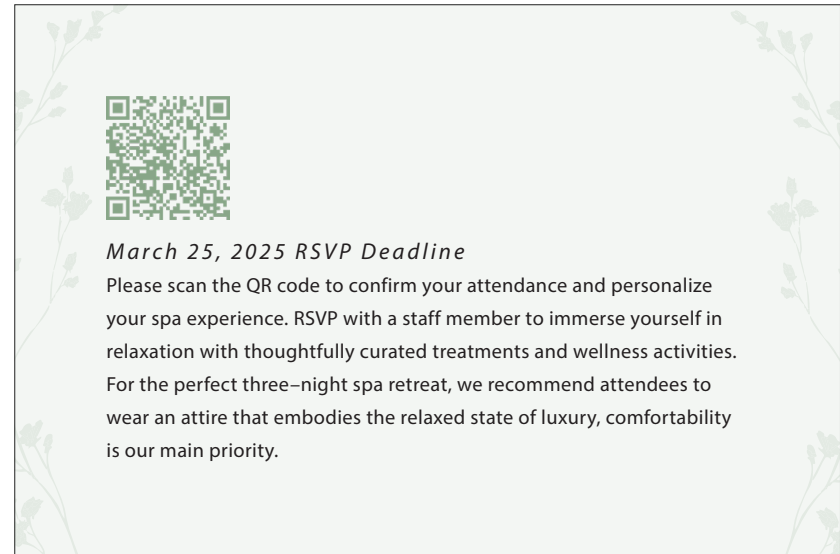
APRIL 5-7, 2025

Escape to a luxurious two-night retreat in a Walden Style Suite, where tranquility and renewal await.

Indulge in six personalized 60-minute spa treatments, unwind with unlimited yoga, and savor thoughtfully curated spa snacks each day. This exclusive experience also includes complimentary yoga sessions at Dharma Yoga Ohio, creating the perfect balance of relaxation and rejuvenation.

Available Sunday through Thursday.

FINAL EVENT CARD



FINAL RSVP CARD



FINAL VINYL CUT



FINAL VINYL CUT

Repair & Night Balm Nourishment & Overnight Renewal

Deep Nourishment for Restorative Overnight Renewal.

0.5 fl. oz. (15 mL)



A rich, velvety balm that melts into the skin, working overnight to restore moisture and improve skin texture.



Scan QR code below for full Ingredients.



Renewal Eye Cream Serum Hydrating & Brightening

A Revitalizing Eye Serum for Brighter, Rejuvenated Skin.

0.5 fl. oz. (15 mL)



A lightweight yet potent eye cream designed to reduce puffiness, brighten dark circles, and smooth fine lines.



Scan QR code below for full Ingredients.



Radiance Age Restorative Serum

A Silky, Lightweight Serum for Timeless Glow

1.7 fl. oz. (50 mL)



This serum is designed to rejuvenate the skin, promoting a youthful glow. Its clean ingredients and clinical-level actives make it suitable for various skin types.



Key Ingredients:

Marine Peptide Complex

Supports collagen production for a firm, youthful glow.

White Tea Extract

A powerful antioxidant to protect against environmental stressors.

Fermented Green Algae

Hydrates and rejuvenates the skin's moisture barrier.

Botanical Retinol Alternative (Bakuchiol)

Smooths texture without irritation.

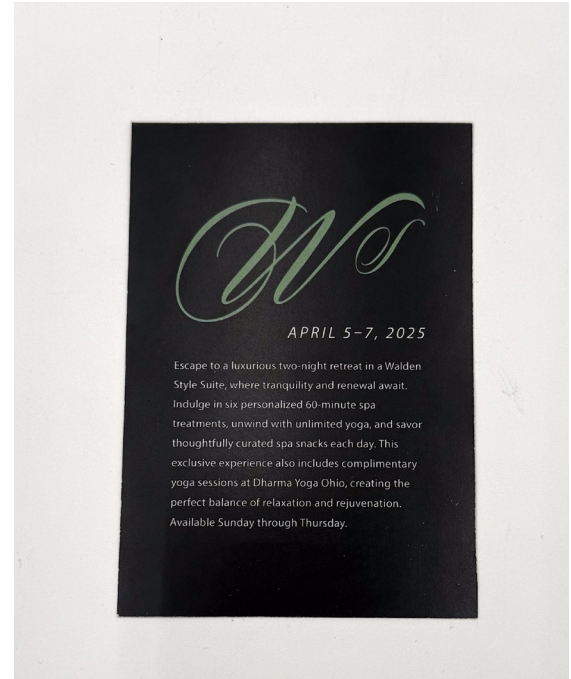
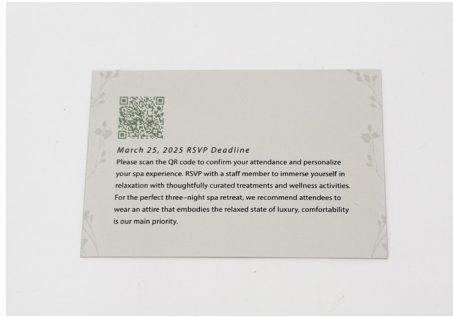
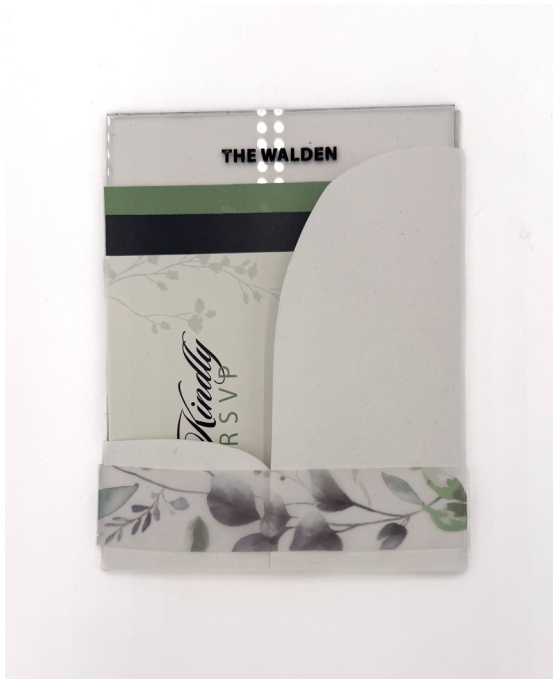


FINAL SKINCARE LABELS



FINAL MOCKUPS





FINAL MOCKUPS



FINAL MOCKUPS

Wednesday Feb 19: 2 hours

Thursday Feb 20: 2 hours

Saturday Feb 22: 5 hours

Monday Feb 24: 1.5 hours

Tuesday Feb 25: 30 min

Friday Feb 28: 1 hour

Monday Mar 3: 1 hour

Tuesday Mar 4: 1 hour

Thursday Mar 6: 1.5 hours

Friday Mar 7: 1 hour

Monday Mar 10: 1 hours

Tuesday Mar 11: 1.5 hours

Friday Mar 14: 1.5 hours

Monday Mar 17: 4 hours

Tuesday Mar 18: 30 min

Total: 24.5 hours

TIMESHEETS



DESIGN BY CHANCE

TYPOGRAPHY IV 2025 SPRING

