

Adobe

InDesign 1

classroom

Cyndi Reese • Fall 2009

Variations on a Theme

Create a series of branded documents

Complete Exercise 8 Variations on a Theme in *Stepping Out With InDesign*. If you have the first printing of the book, there is a typo in the first paragraph of Part 2. It should read: “You will not use (open and customize) any of the templates viewed in Part 1.”

You will create three branded documents which have the same “corporate identity.” Print and submit these three documents.

Checklist for week 8:

- Set of branded documents

from Wikipedia.com



Below is the Adobe logo that I use for InDesign as an ACE (Adobe Certified Expert). Look familiar? I put it on my business cards, website and course materials. The identity is the red A. The red color is Pantone 485C. The font is Myriad Pro. Notice Adobe's formatting adjustments to text width and tracking.



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Even SRJC made subtle changes to its original logo. Did you know that SRJC's school colors are red, white and blue? And that our mascot is the Bear Cub because SRJC was originally thought of as a feeder school to UC Berkeley (Cal Bears)?



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