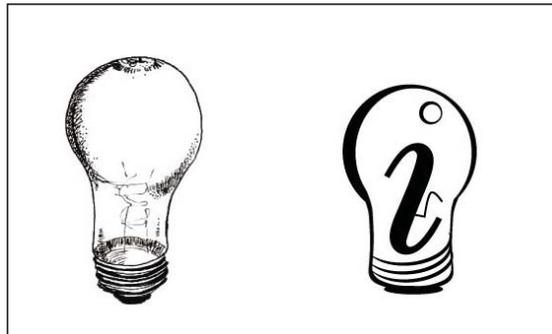


} impact
 } mpact
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i



management;
 control;
 power;
 friendly;

 modern **ideas** for running a
 successful industry;

 twist the notions of what
 I D E A means—

 twist cliché: lightbulb

Creation of a Magazine Title Headline

Impact targeted CEO positions in the corporate atmosphere, but wanted to encourage a slightly less-conservative feel.

My main goal as a designer concentrated on the creation of the headline with a modern font to capture the audience's attention and maintain their interest for more than a few seconds.



 IMPACT

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At this point shifted from lightbulb icon to a phonetic representation or glyph representation of opening “i” letterform. Strategized mixing fonts and common keyboard symbols.

This sheet represents my top 10 ideas. Although anyone of these could be made into a working design, they appear too obtuse for a conservative CEO.

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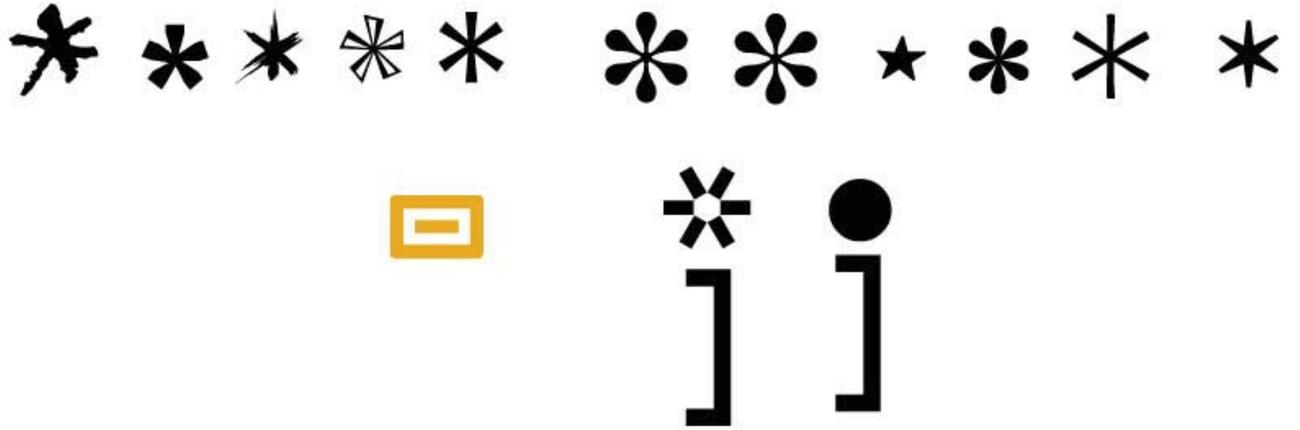
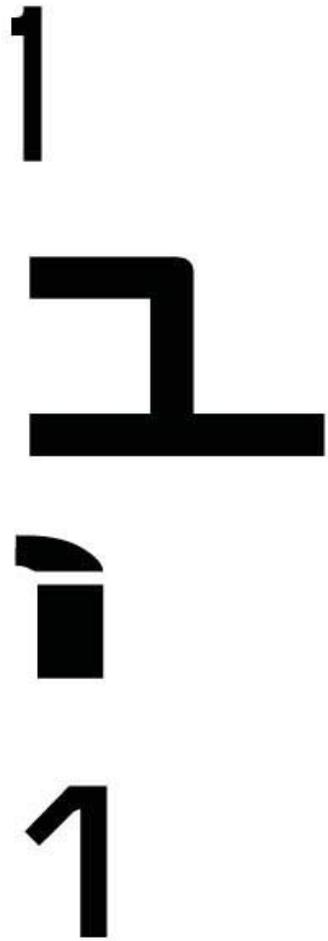


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At this stage I kept trying to force the lightbulb concept. This page shows how I compared my favorite three lightbulb icons with glyph-like representations of "i" letterform.

Last two images here show my break-through idea.



Various different new approaches: numerals and different shapes to replace the tittle.

iMPACT

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Reworking multiple revisionary ideas of previous concepts. At this stage the resolution of the font choice was approved by management.

i[m]PACT

i[m]PACT

i[m]PACT
The Magazine for Support Success

i[m]PACT

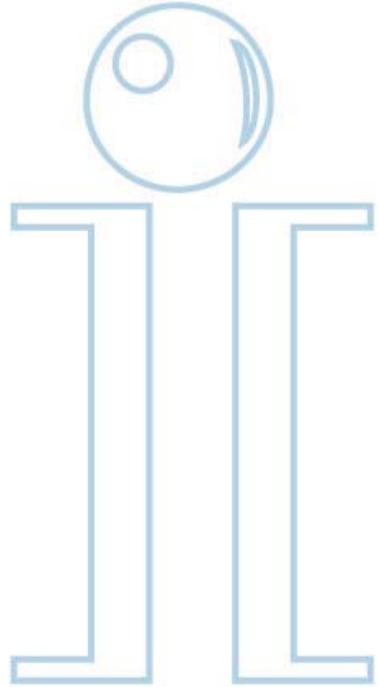
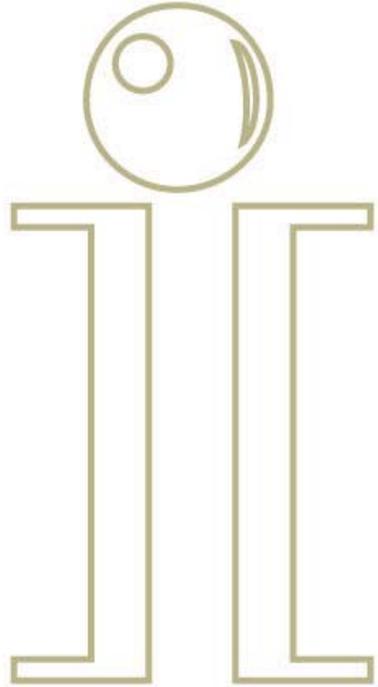
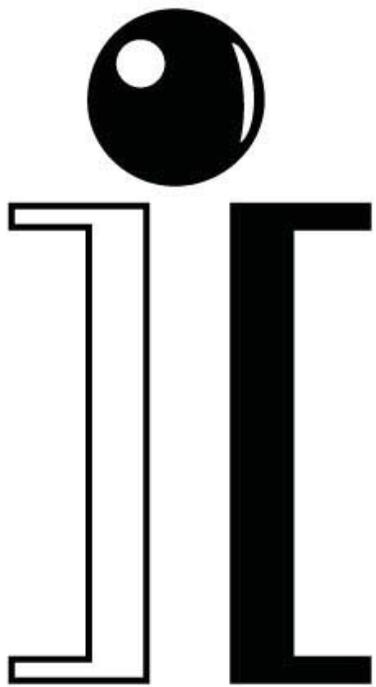
i[m]PACT
The Magazine for Support Success

Reworking the possible concepts that could be taken out of the approved font and opening letter idea. Isolating the possible alternative designs of the title as a 3-dimensional object.

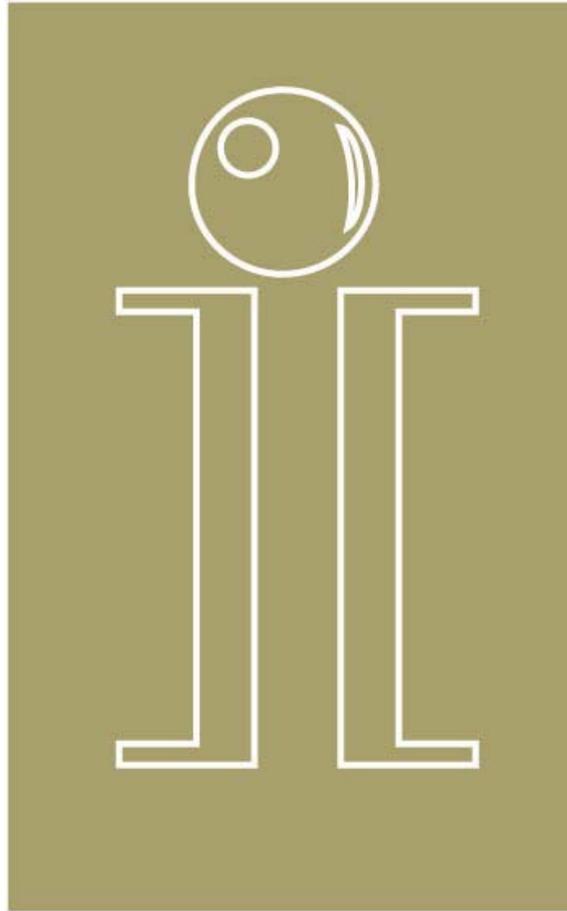


Final three versions based on the original finalized design:

1. high res version for signage and web design, expensive stationary
2. low res version, flat color graphic, 2 color version for biz cards
3. b/w version for fax, less expensive stationary, on-color stationary



Creating icon for showing end of articles; experimenting with various color schemes for multiple quarterly issues. Also this sheet shows experimentation with various spot colors to use for branding the icon.



In the end, I chose the company's established metallic 5-color gold for the first issue. The icon shows a strong conservative introduction to the CEO audience, yet approaches a casual, modern approach — three months later Cingular came out with their “stick figure” icon/mascot. Growl.