

EMAIL CAMPAIGN EXPLORATIONS

Original



Exploration



— Enlarge logo, remove the underline

— Font option that has high contrast in thicks and thins; bolder but still sophisticated

— Integrate the product description into the design composition

— Underscore the Italic brand with a graphic shape that evokes an italic slant

ITALIC

INTRODUCING

The Cashmere V-Neck Sweater



ITALIC

INTRODUCING THE

Cashmere V-Neck Sweater



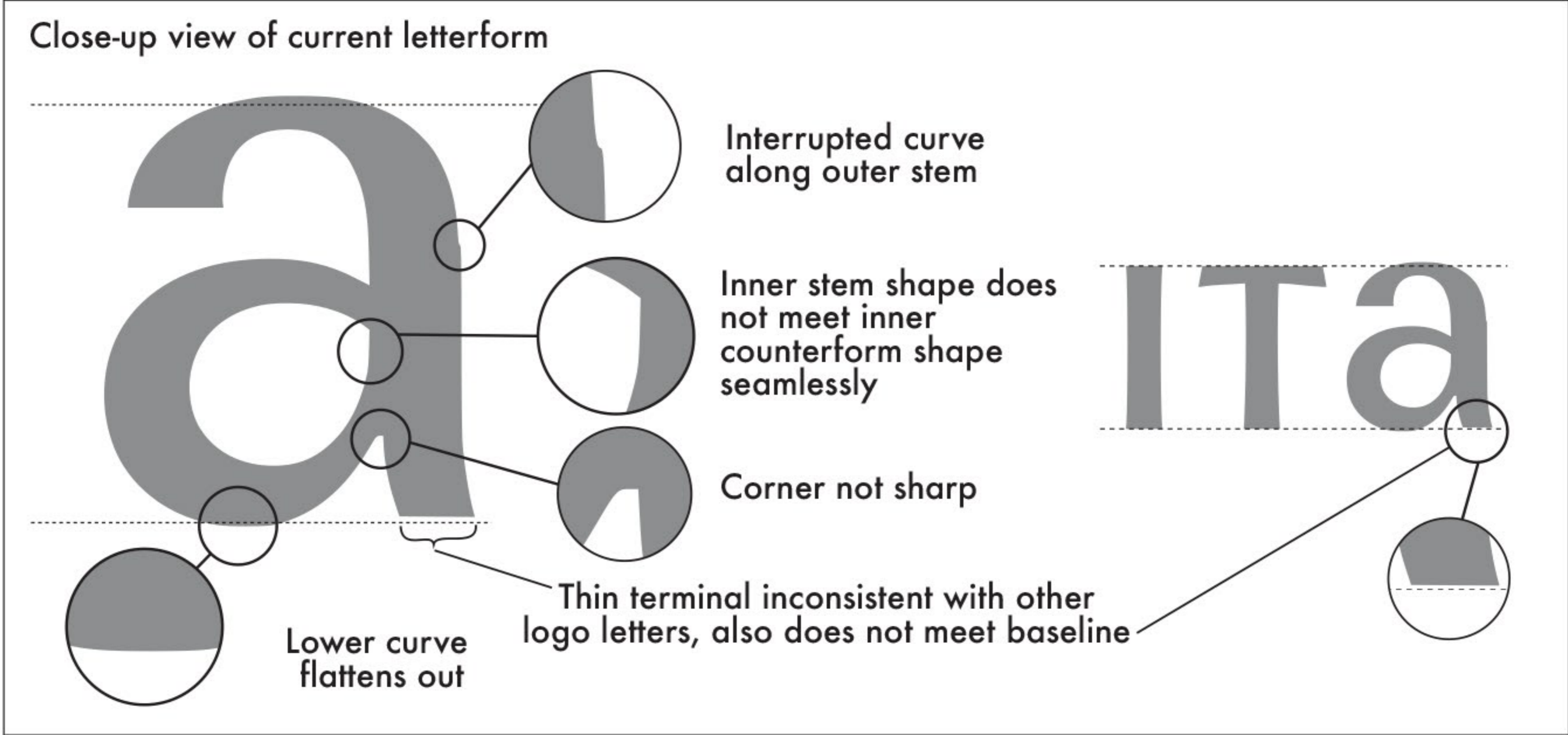
— Original version is made of separate elements that do not interact. Exploration version presents all elements as one design.

ITALIC LOGO STUDY

ITa LIC

The 'a' letterform in the Italic logo has some typographic inconsistencies that can be strengthened to improve overall brand presentation.

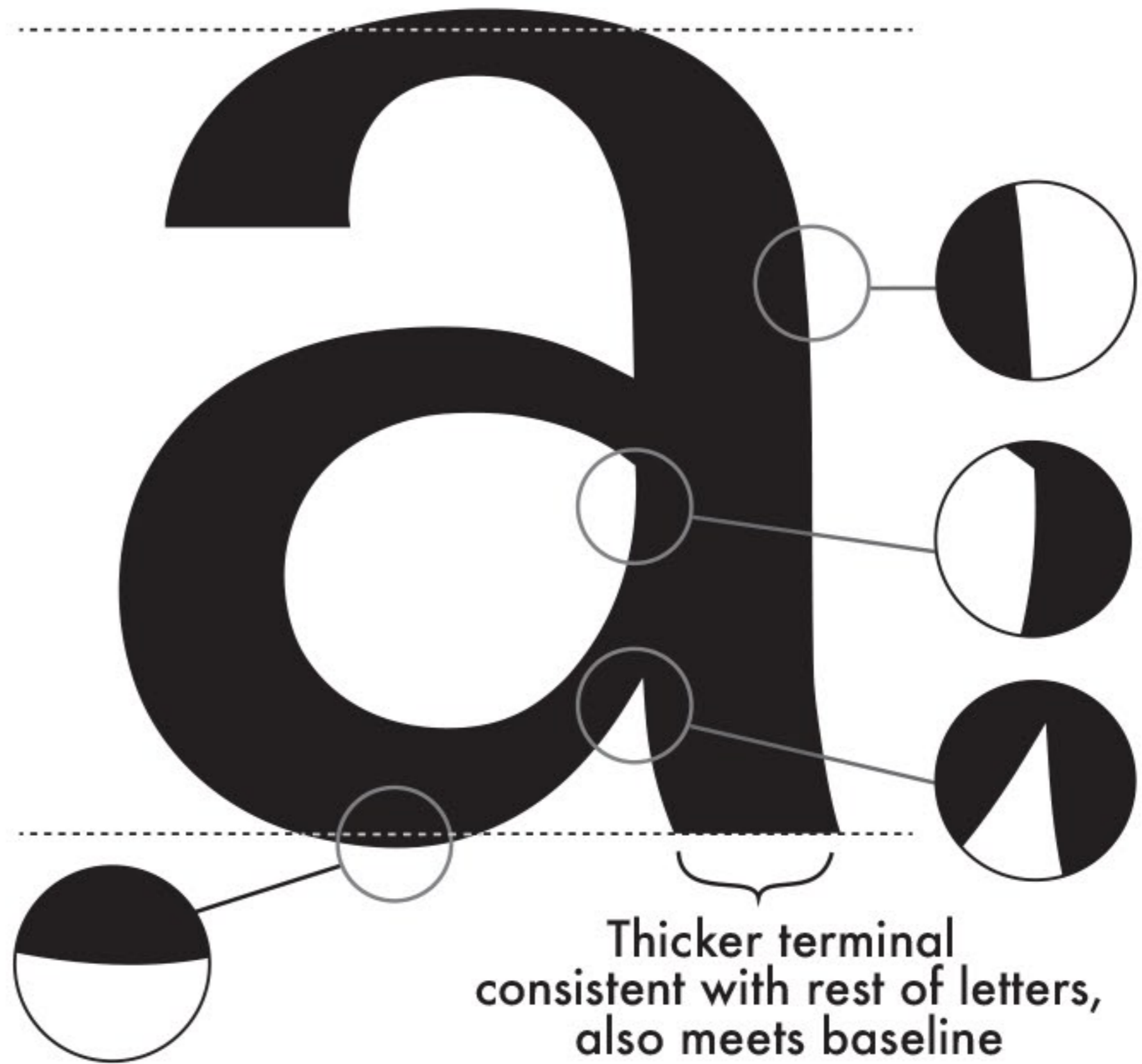
Source file: "safari-pinned-tab.svg"



Close Up view of revised letterform

ITa LIC

Revised logo in use



LIMITED

EDITION



JAPANESE TEXT
TOTE COLLECTION

HO-QUADDOOY
 하이잉!
Fun!
 ROBOTS AND ICE CREAM®
 오레잉 @ 하이잉-잉잉®

Keep your
TABLE DRY!
 11oz.
 Ceramic
 Mugs →

れ!
 おいしい!
 © ROBOTS AND ICE CREAM

Shop Now!
robotsandicecream.com

DAN BELTRAN
danbeltran@danbeltran.com



GRAPHIC TEES

WITH

GREAT TASTE!

SINCE 2005

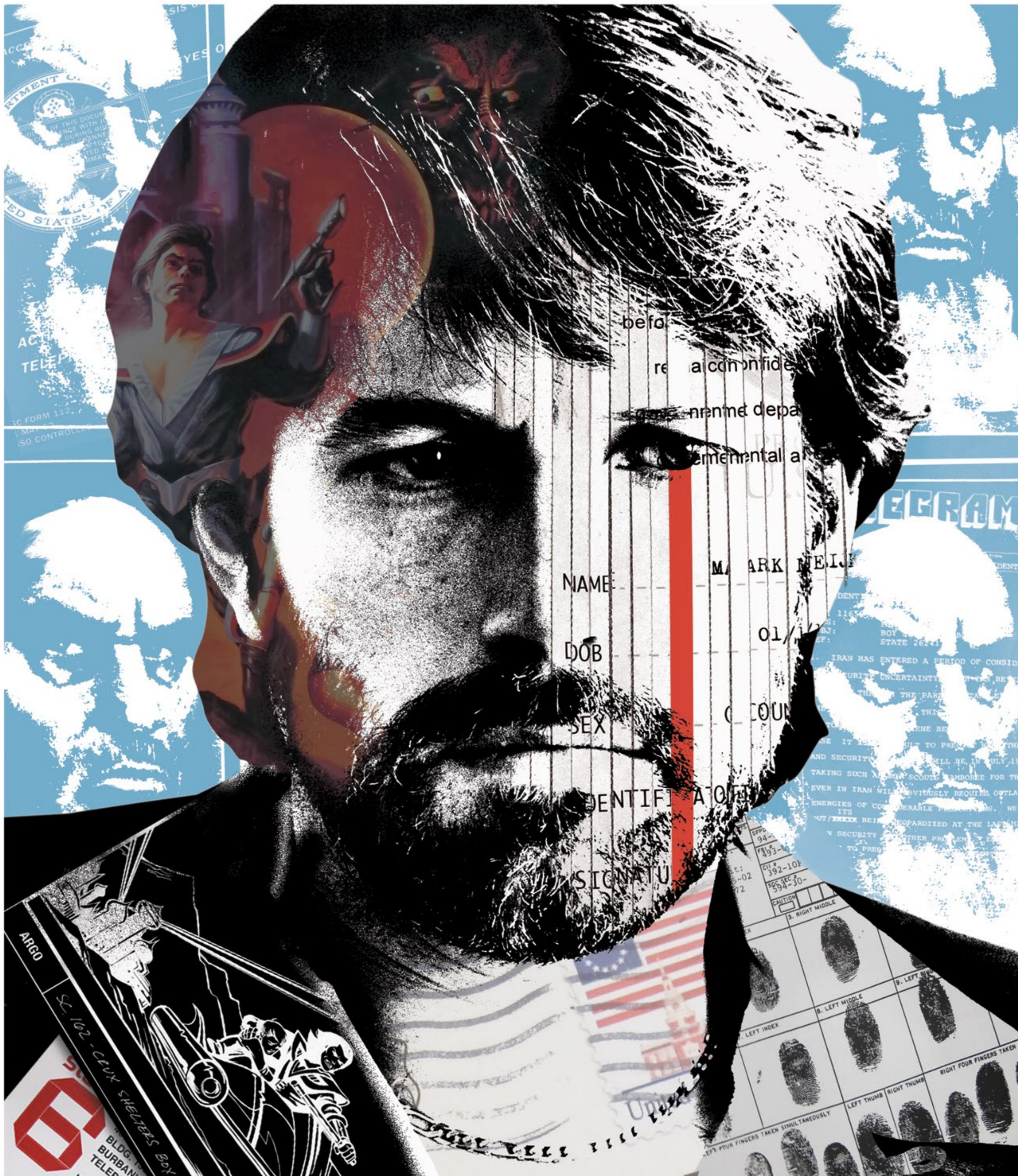
Beltran

ONLY AT → **ROBOTS AND ICE CREAM.COM**

DAN BELTRAN
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ARGO

DECLASSIFIED EDITION



DAN BELTRAN
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LOGO AND PACKAGING DESIGN

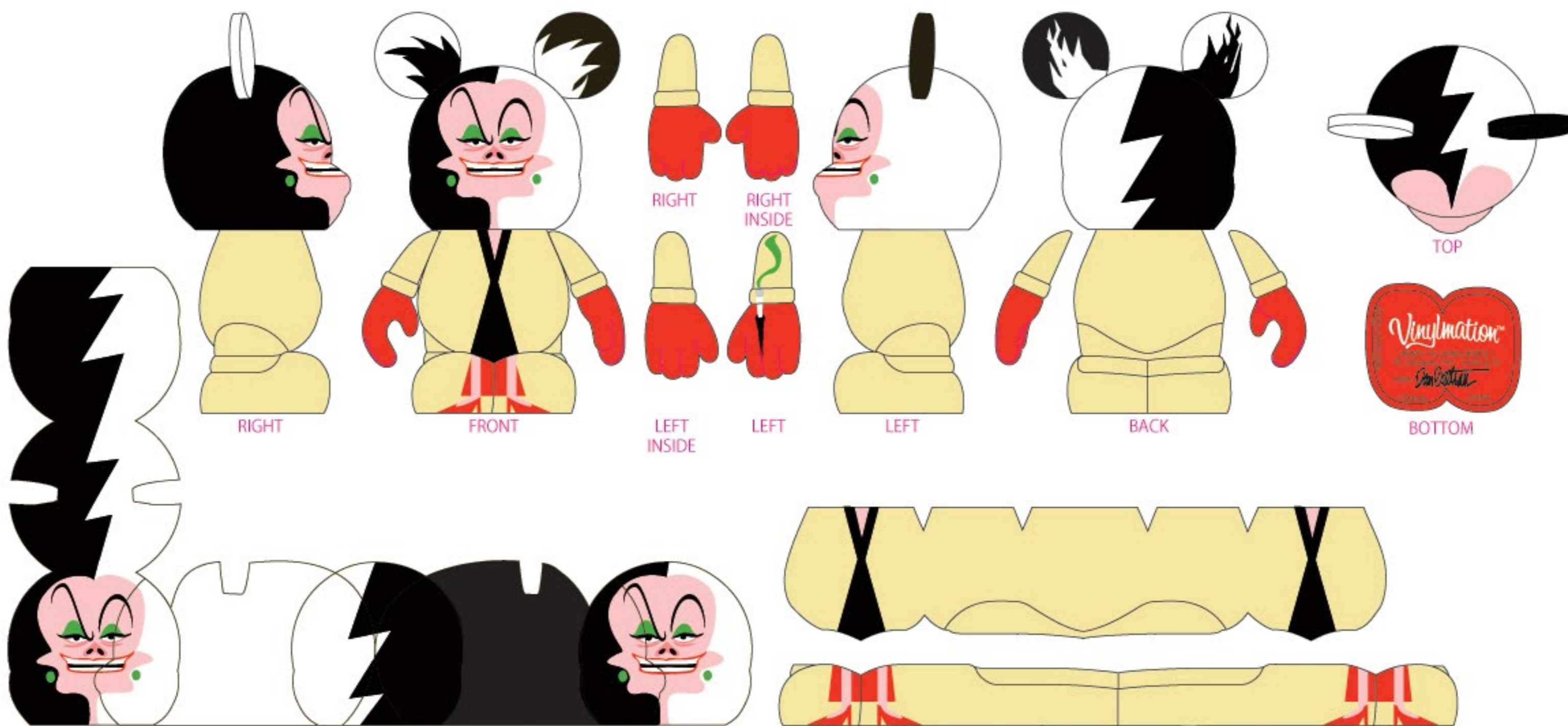


Vinylmation Villains

Artist:
Dan Beltran



ARTWORK AND PAINT GUIDE



ART REFERENCE ONLY: REFER TO SPEC PACKAGE FOR DETAILS
3 INCH VINYL TEMPLATE
 PAGE 1 OF 1

ITEM NAME: VINYLIMATION Disney Store 1: CRUELLA 3 inch	JOB #: TEST CRUELLA	ARTIST: BELTRAN
DATE: 04.26.2010	MERCHANT: ONGACO	

ACTUAL SIZE OF VINYL

FINAL ART
 APPROVED FOR PRODUCTION

已定稿作品	최종 작품	งานศิลปะต้นสุดท้าย
可複製	제작 승인됨	ได้รับอนุญาตให้ทำซ้ำ

BLACK WHITE PMS 1767 PMS 302 PMS 460 PMS 485 PMS 1777 PMS 000 PMS 000

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 danbeltran@danbeltran.com

GREETINGS
FROM



THE ENCHANTED FOREST



Greetings from
SLEEPING BEAUTY'S CASTLE



GREETINGS FROM
WONDERLAND

Greetings from



NEVERLAND

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danbeltran@danbeltran.com



40TH
ANNIVERSARY
EDITION

JON VOIGHT
NED BEATTY
BURT REYNOLDS
RONNY COX



DELIVERANCE
A JOHN BOORMAN FILM

DAN BELTRAN
danbeltran@danbeltran.com

DO YOU NEED

*A last-minute costume?
Door sign? Imaginary friend?*

*Hi, kids! I'm
printable!*



*Cut him out!
Have a staring
contest!*

*Hide him in
the fridge and
scare your Mom!*

MEET

CONAN-STEIN

Your Halloween Pal

©TeamCoco

ART BY DAN BELTRAN

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 danbeltran@danbeltran.com