

## PDF Design Guidelines

27 June 2019



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# Font



Heading

Body

Font

FONT

Mont Heavy

FONT

Blanch Condensed

Font

**Beyond Infinity** 

ฟอนต์ Font

Mitr (TH/EN)



Heading Blanch Condensed

Subheading Blanch Condensed

AQUIA LORESTEM

Heading Mont Heavy

Subheading Beyond Infinity

### Usage



Gent della que reicimodiae vellam entum

**Heading** Mitr Bold

Um ra seque volut labo. Taeruptatem invel magnamus

**Subheading** Mitr Medium

Faccaborum endae. Voloribus molupta del most et quiduntion pa dolor rerum ventum eium sant labore, officimilist et et volupistia corerum nisquam inciet accae dolorit, conse porruptatin rem rem as ea poreheniatur magnien ditatur, solor maion cuptatia

**■ Body** Mitr Light

# Icon



### lcon













Outlined + Rounded Corner

# Color



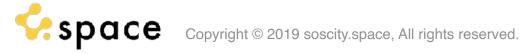
### Europe

Cool Colors Blue, Green, Purple

#### Asia

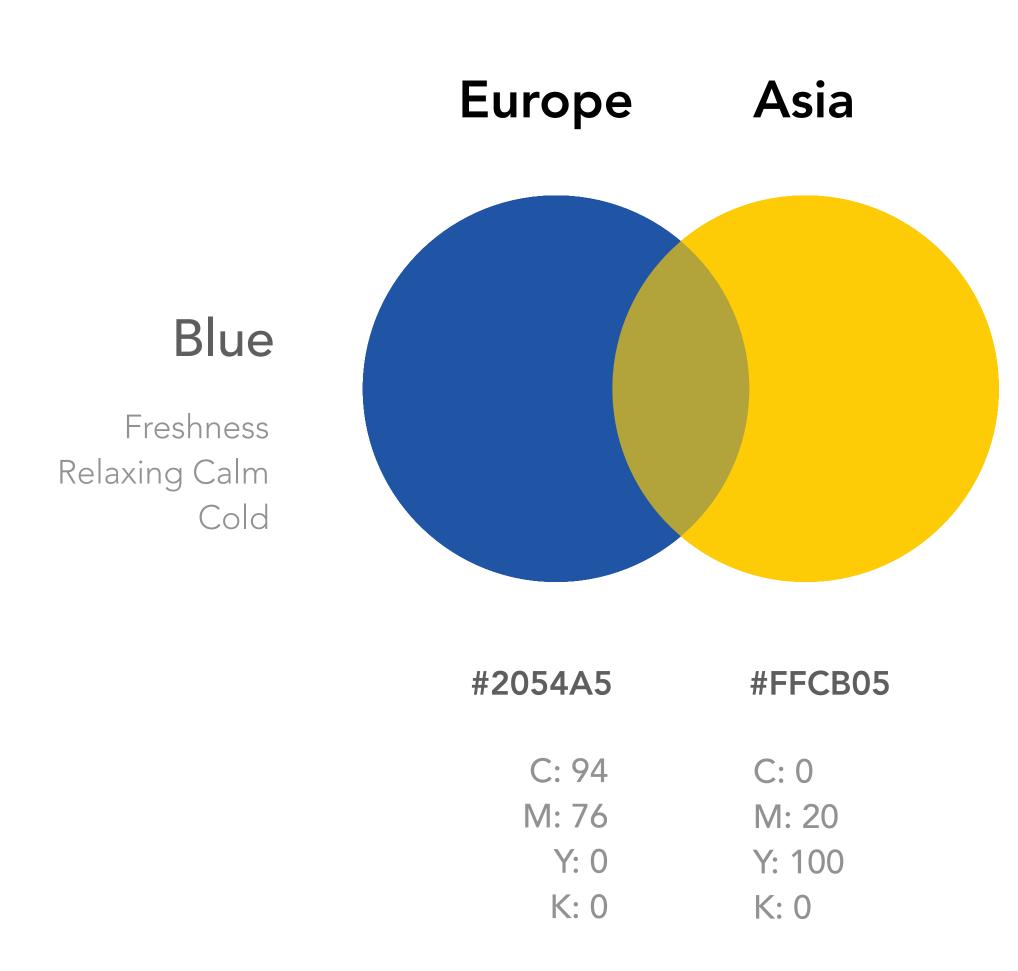


Warm Colors Yellow, Orange, Red



Primary

### Primary

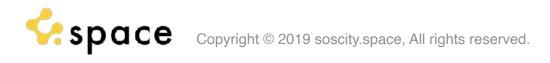


Yellow

Happiness

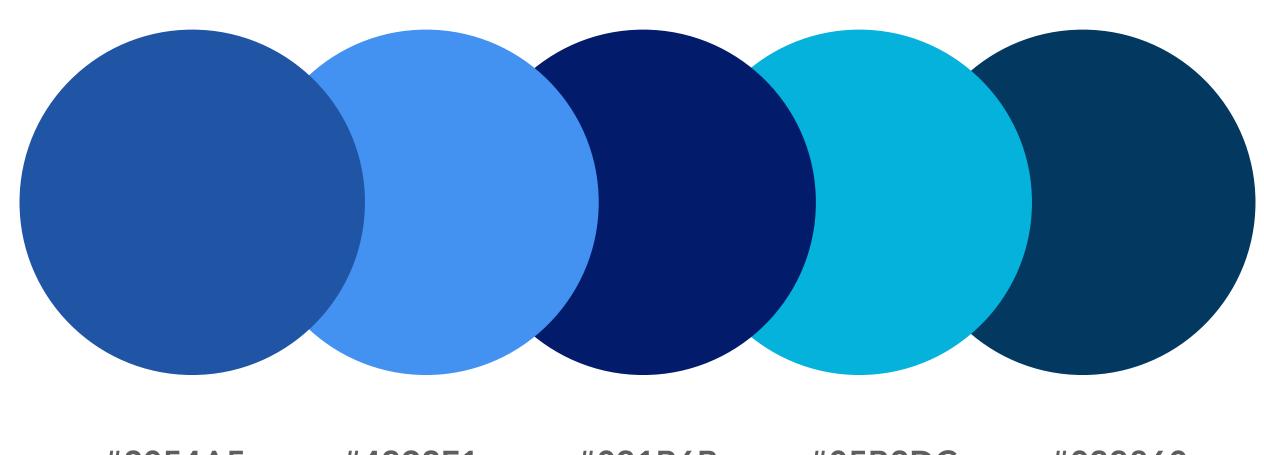
Warmth

Cheerfulness



# Secondary

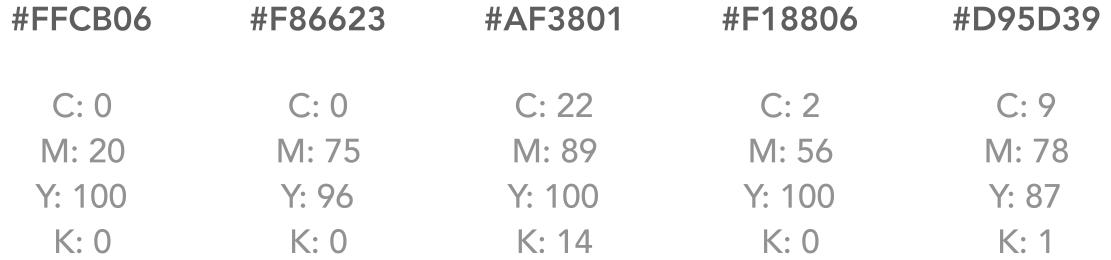
### Europe

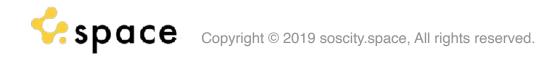


# <b>2054A5</b> C: 93	# <b>4392F1</b> C: 66	# <b>031B6B</b> C: 100	#05B2DC C: 71	#033860 C: 100
Y: 1	Y: 0	Y: 27	Y: 7	Y: 37
K: 0	K: 0	K: 22	K: 0	K: 27

### Secondary

Asia





# Design



#### Europe

Title



**Bold Font** Mont Heavy

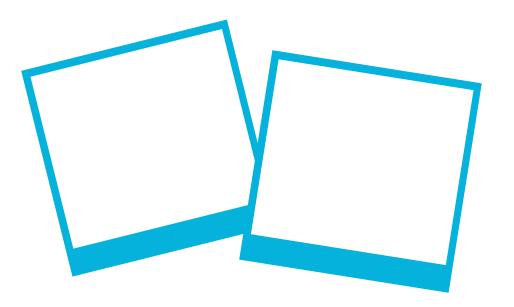
**Script Font** Beyond Infinity



Asia

**Condensed San Serif Font** Blanch Condensed

### Europe

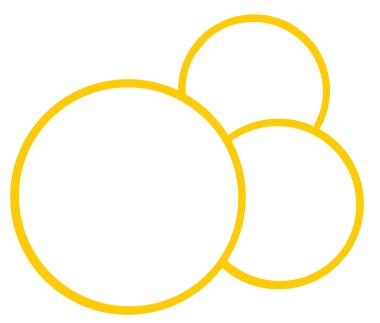


#### Et doluptae

Lorem ipsum dolor **Quisque Nec** Consectetur elit **Egestas Nib Borasint** caeeicatatia

Square + Sharp Edge

#### Asia

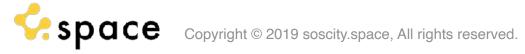


Et doluptae

Lorem ipsum dolor **Quisque Nec** Consectetur elit **Egestas Nib Borasint** caeeicatatia

Circle + Rounded Edge

### Shape



# Layout



# Europe

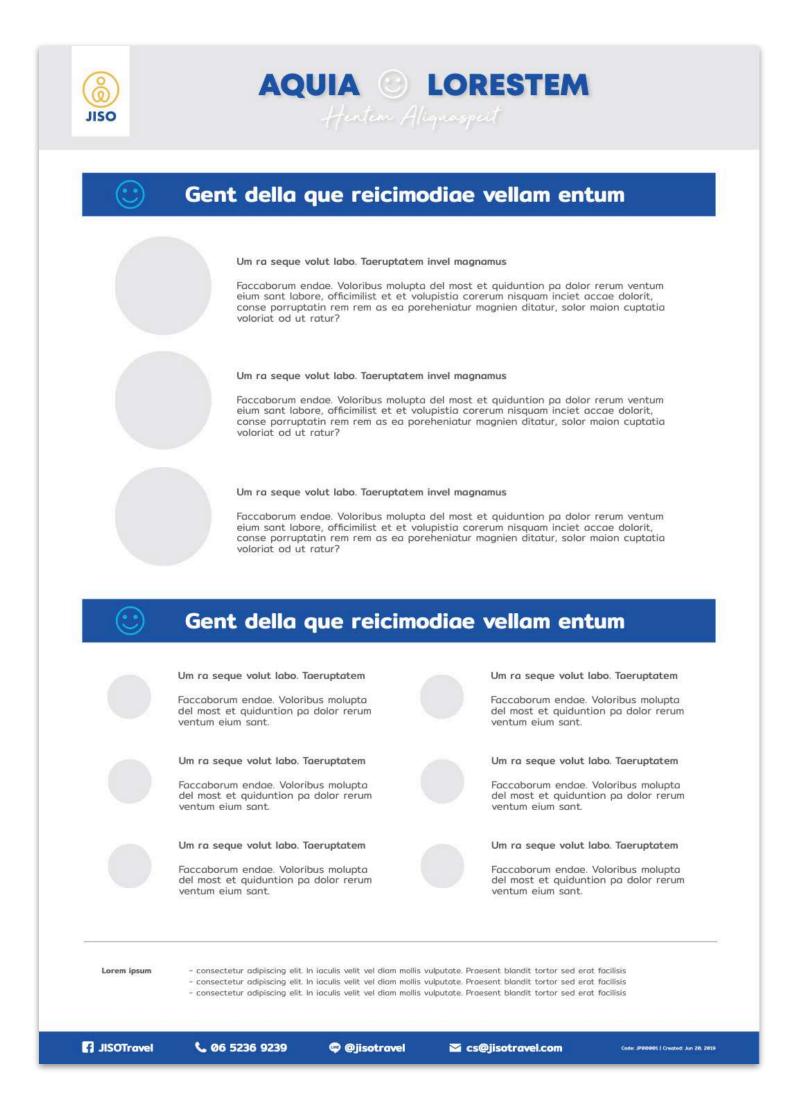


# 1. SinglePackage

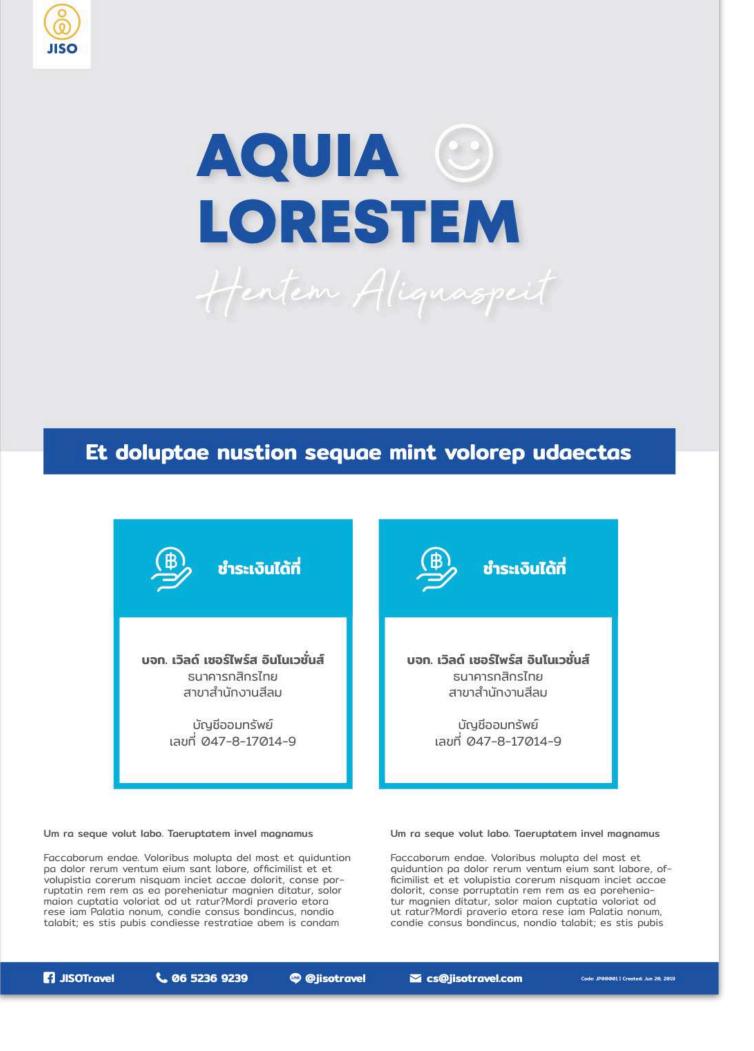




**OVERVIEW** PAGE 1 OF 4 **DETAILS (TABLE)** PAGE 2 OF 4



**DETAILS (CHECKLIST)** PAGE 3 OF 4



**SUMMARY + CONTACT** PAGE 4 OF 4

# 2. ltinerary อัสระ

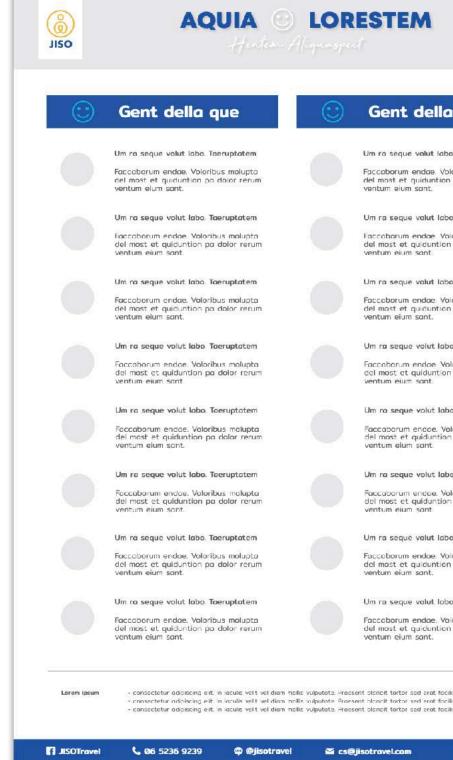


OVERVIEW
PAGE 1 OF 3



#### (B) CHECKLIST





**DETAILS**PAGE 2 OF 3





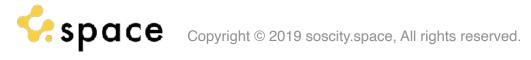


# 3. Itinerary Modular



OVERVIEW + DETAILS + CONTACT
PAGE 1 OF 1

# Asia



# 1. SinglePackage





**OVERVIEW** PAGE 1 OF 4 **DETAILS (TABLE)** PAGE 2 OF 4



**DETAILS (CHECKLIST)** PAGE 3 OF 4



**SUMMARY + CONTACT** PAGE 4 OF 4

# Itinerary อิสระ

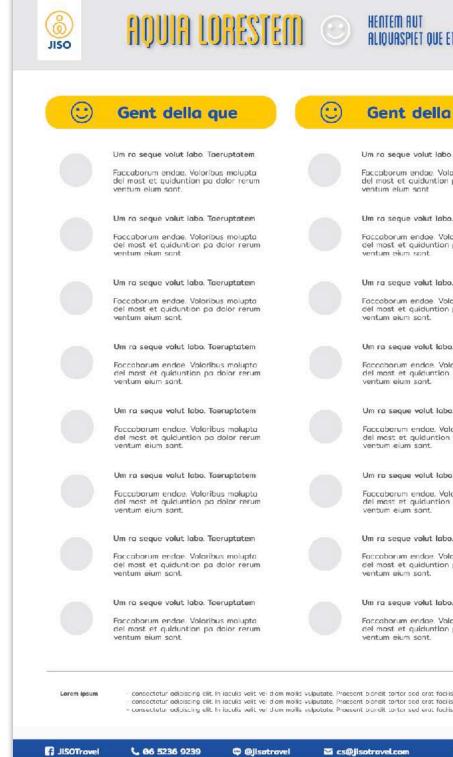


**OVERVIEW** PAGE 1 OF 3



#### **CHECKLIST**

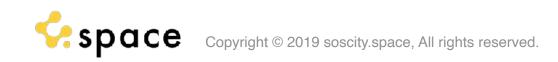




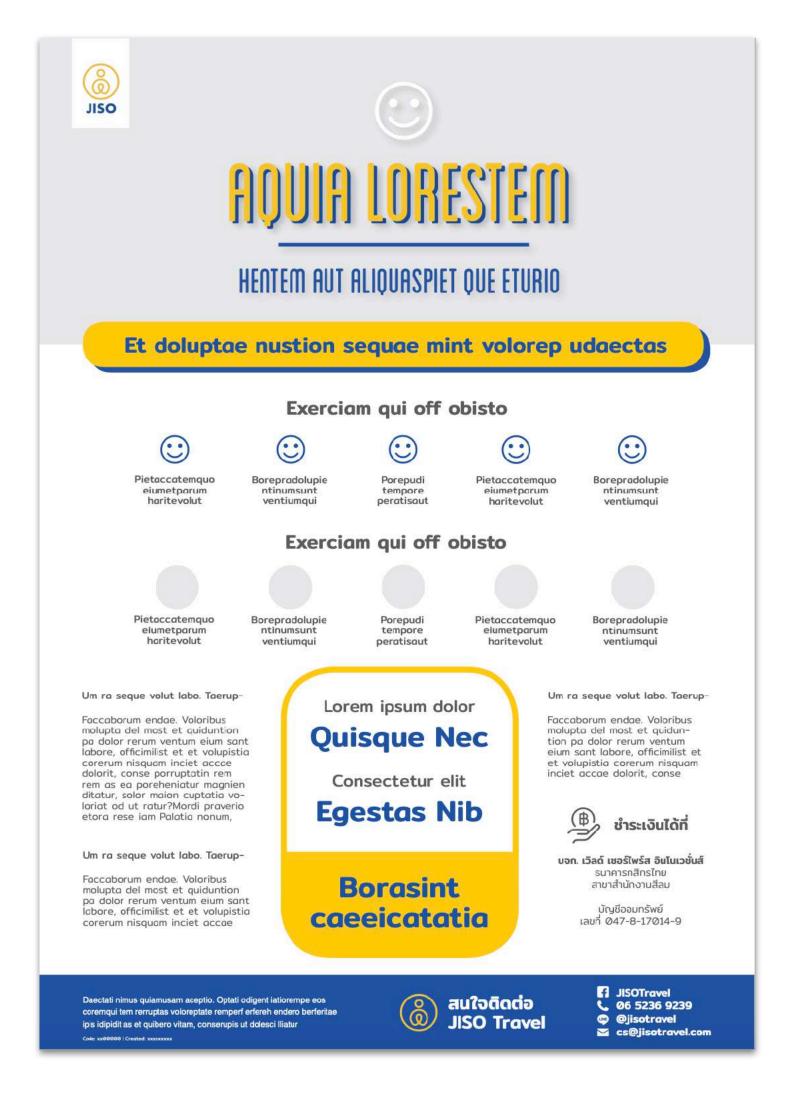
**DETAILS** PAGE 2 OF 3







# 3. Itinerary Modular



OVERVIEW + DETAILS + CONTACT
PAGE 1 OF 1

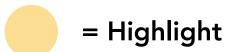
# Printing



### 1. Cover



KIRORO SKI RESORT PACKAGE (PAGE 1 OF 3)







Header (15%)

**Body** (80%)

Footer (5%)

KIRORO SKI RESORT PACKAGE (PAGE 2 OF 3)

KIRORO SKI RESORT PACKAGE (PAGE 3 OF 3)

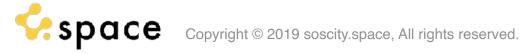
2. Main

### 3. Back Cover



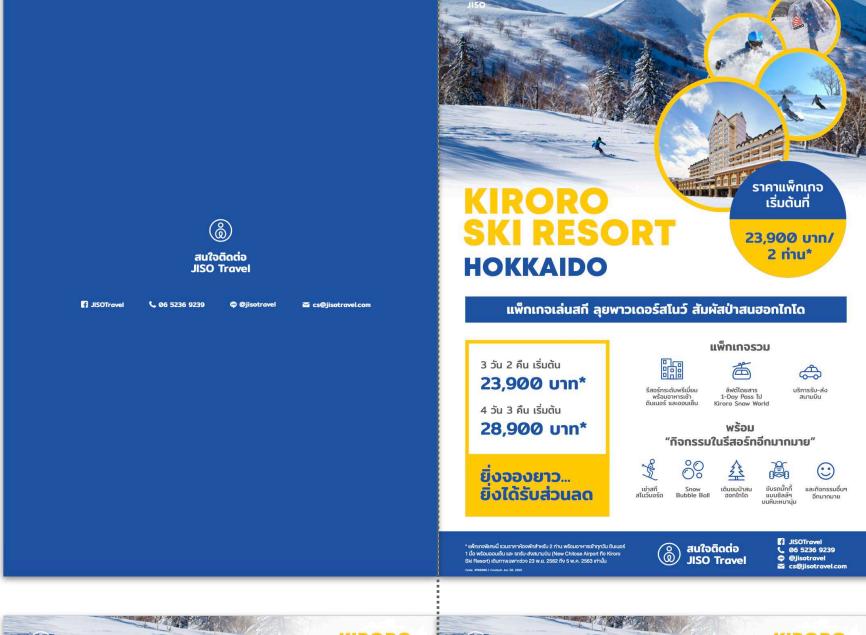
**Body** (30%)

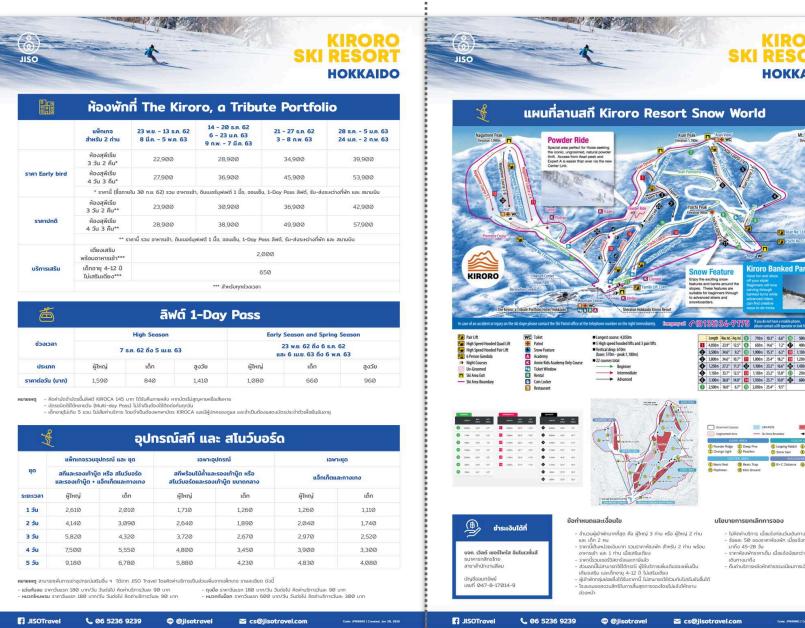
KIRORO SKI RESORT PACKAGE BACK COVER (SAMPLE)





### Printing





- A3 Paper size
- Page number should be even
- Fold in half

# Mockup

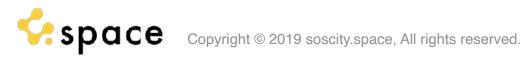
\* These images are rendered for guide purpose only, actual result may vary depending on ambient factors







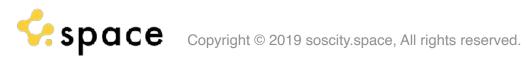




# Mockup

\* These images are rendered for guide purpose only, actual result may vary depending on ambient factors

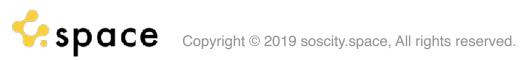




## Mockup

\* These images are rendered for guide purpose only, actual result may vary depending on ambient factors





# Thank You

