kendal sparks
graphic designer

portfolio

Linkin Park

Content Strategy

Background
Linkin Park is a multi-platinum selling band known worldwide. Their first album, Hybrid Theory, was released in 2000 with critical acclaim. Fifteen years later, Linkin Park's latest album, The Hunting Party, shows they are still going strong and entertaining fans.

Opportunity
To commemorate their successful career, a special edition package containing all their major albums. The package could also include collateral to make it more appealing for fans.
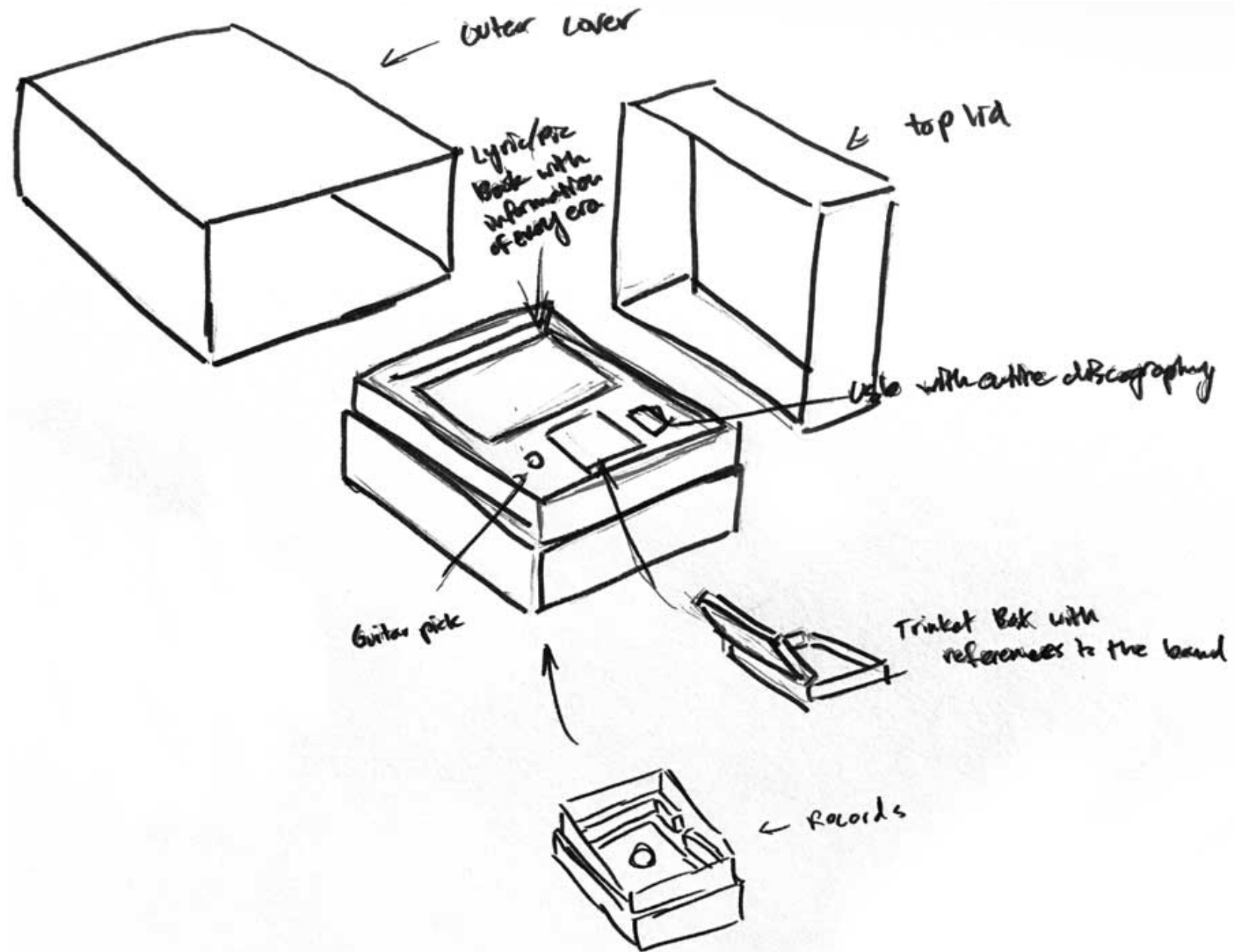
Tone
The tone of the design will be dark with white accents, reminiscent of Linkin Park's later album artwork and designs.

Sketches

Package Sketch

outer cover

top lid

Lyric/etc Book with information of every era

info with entire discography

Guitar pick

Trinket Box with references to the band

Records

Linkin Park

Style Guide

Typeface

LINKIN PARK

Industry Inc., Stencil, All Caps, 30 pt

LINKIN PARK

Roboto, Bold, All Caps, 30 pt.

Body Copy
Lorum Ipsum Ehendamus aut aut labo. Beatur aut quaspici beatur adi ipienistotas que volorescid unt. Corempeditis unt alita niae cum et ut adit volorrovit laborem dus essi dis evelese ctature pore ne laccabore quis dolorpos volupti onectiae qui con eatempe dolupta comnimil idenet maximint vel endebis maximodis sus et ea conem fugia.
Avenir, Regular, 9 pt., Leading 11 pt.

Color

RGB	232, 230, 229
CMYK	8, 7, 7, 0
HEX	#E8E6E5

RGB	48, 46, 46
CMYK	69, 64, 63, 62
HEX	#302E2E

RGB	17, 16, 15
CMYK	73, 67, 66, 83
HEX	#11100F

Package

Box

Linkin Park

Package

Inside Tray

Under Tray

Linkin Park

Package

Vinyls

Book

Linkin Park

Package

Memorabilia

USB and Guitar Pick