



Subaru

Academic - Annual Report

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Individual Project

Skills Used: Self-management, Time Management, Planning and Organizing

Software Used: Adobe Illustrator, Adobe InDesign, Adobe Photoshop

Content Strategy

Background

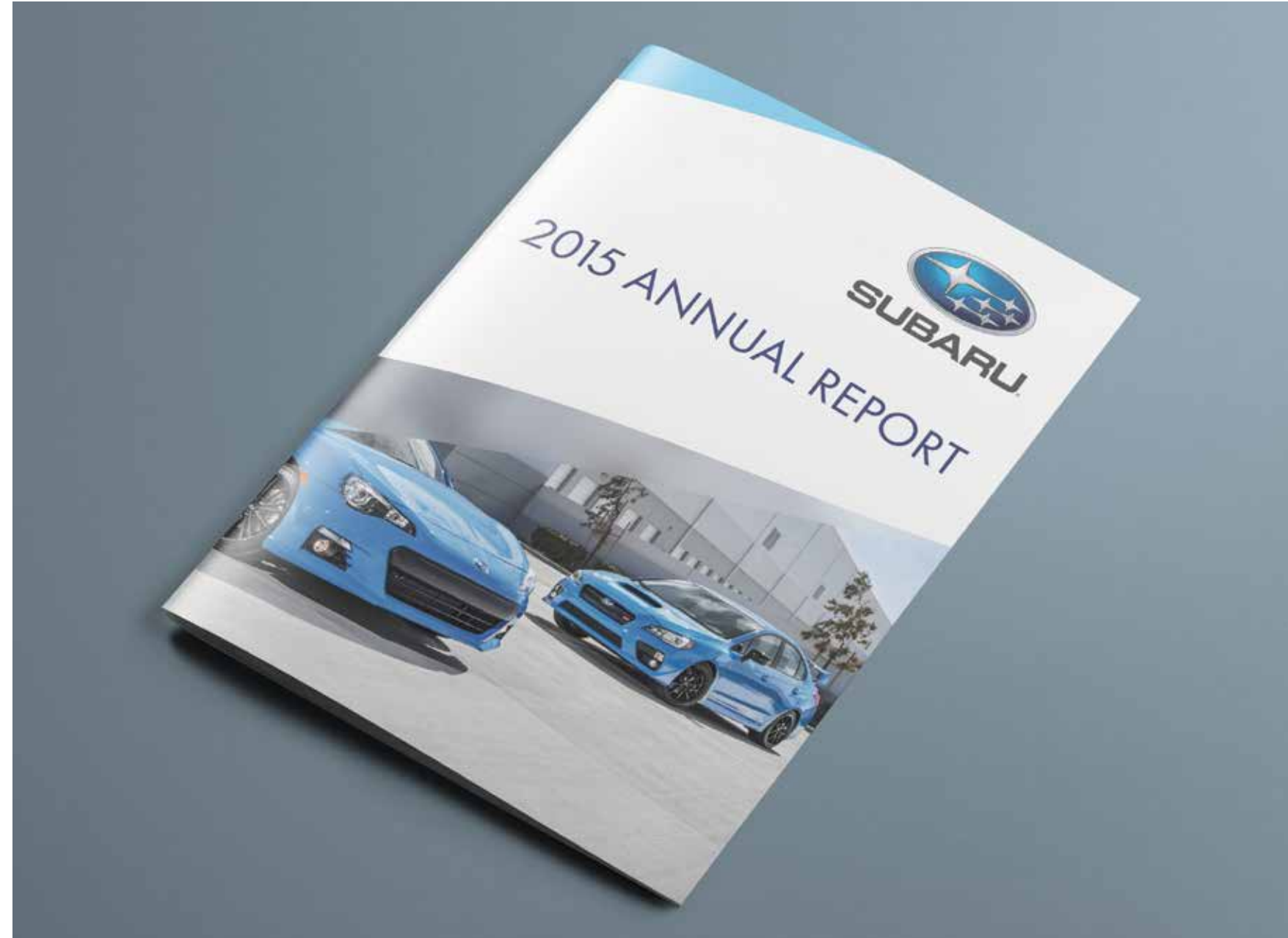
Subaru, the automotive branch of Fuji Heavy Industries Ltd., is the twenty-second largest automotive manufacturer in the world. Known for its safe, reliable all-wheel drive vehicles, Subaru has seen a huge increase in revenue in the past couple of years. The problem is showcasing this success in Subaru's 2015 annual report.

Opportunity

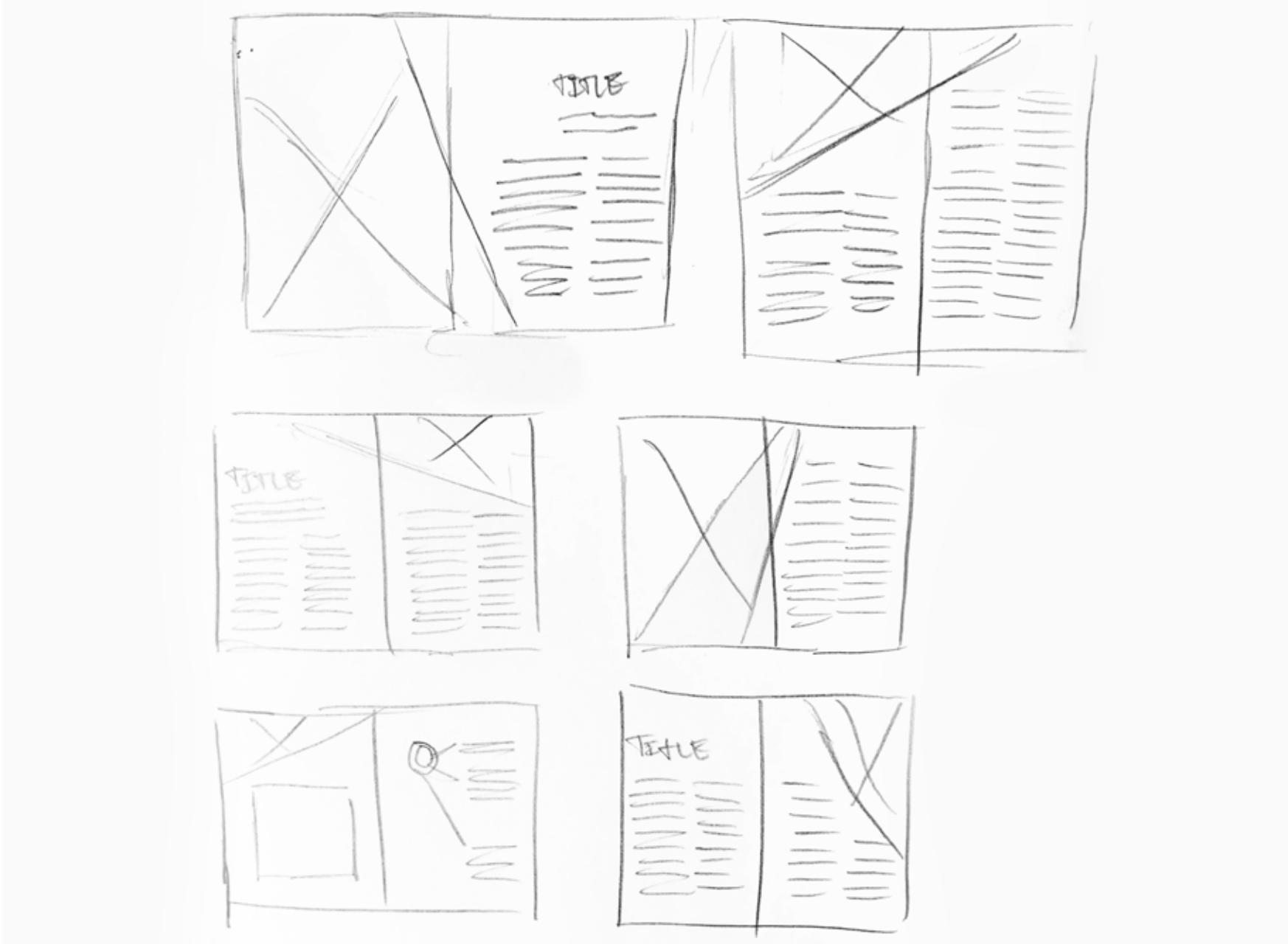
This latest 2015 annual report can illustrate to shareholder's Subaru's mantra, "Confidence in Motion". It's also an opportunity to use Subaru's new automotive color, Hyper Blue.

Tone

To capture the idea of "Confidence in Motion", using triangular shapes and angles. The new Hyper Blue is the primary color for graphics and other elements in the layout. Lastly, the frosted triangle shapes are to suggest the blur of speed without using conventional motion blur.



Sketches



Subaru

Style Guide

Typeface

SECTION TITLE

Futura PT, Book, All Caps, 38 pt

SUBSECTION TITLE

Futura PT, Book, All Caps, 11 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 laboremdus essi dis evelese ctature pore ne laccabore quis dolorpos volupti onectiae qui con eatepe dolupta comnimil idenet maximint vel endebis maximodis sus et ea conem fugia.

Avenir, Light, 8 pt., Leading 11 pt.

Color

RGB 107, 198, 239

CMYK 52, 4, 0, 0

RGB 78, 186, 161

CMYK 66, 2, 46, 0

RGB 1, 33, 104

CMYK 100, 94, 28, 24

RGB 50, 47, 47

CMYK 68, 64, 63, 61

RGB 222, 219, 192

CMYK 13, 9, 26, 0

