



ISAAC STYLE GUIDE
10/12/06

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2.



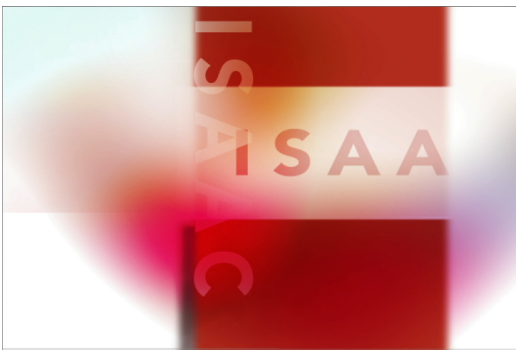
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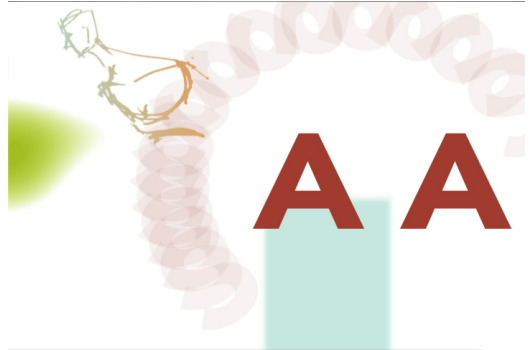
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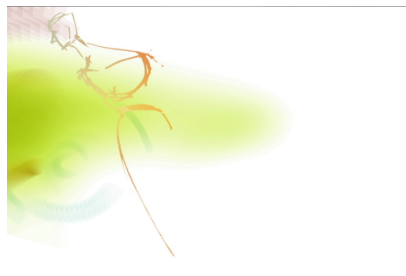


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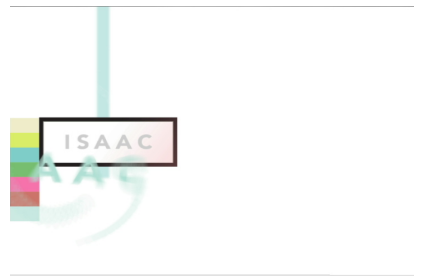
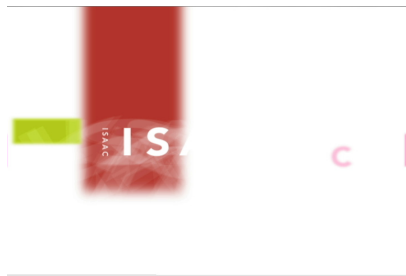
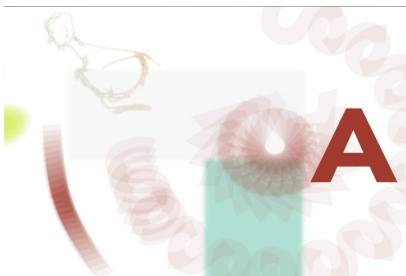
3 SEC+ PAD

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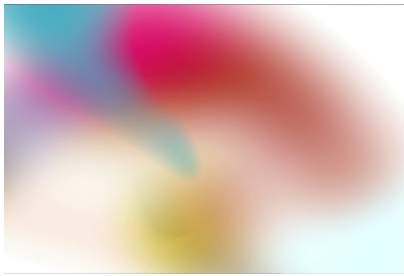
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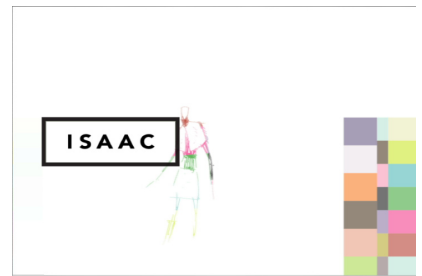
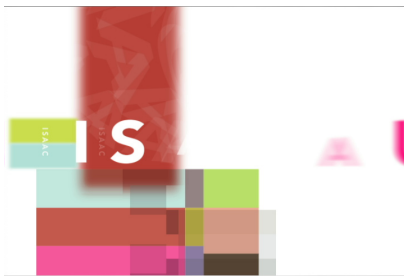
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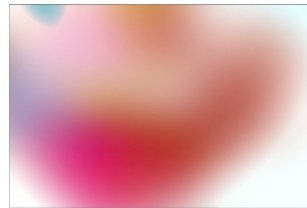


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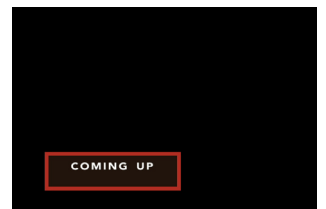
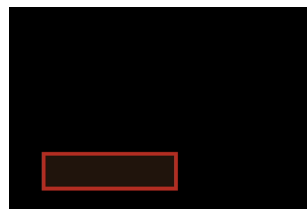
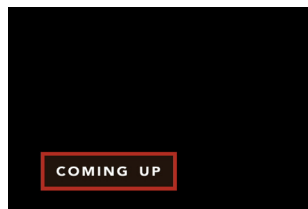
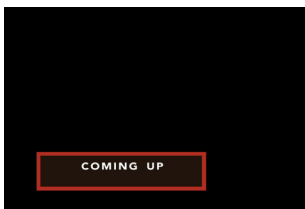
V2.



3 SEC+ PAD



SAMPLE



FILL

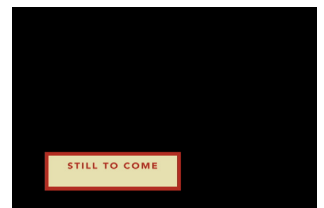
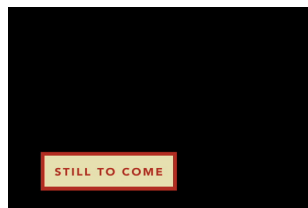


MATTE

- THESE ELEMENTS EXIST SEPERATELY FROM MASTER, I.E. LOWER 3RDS, LOGO OUT, BUMPS, AND CLEAN VERSIONS.



SAMPLE



FILL



MATTE

- THESE ELEMENTS EXIST SEPERATELY FROM MASTER, I.E. LOWER 3RDS, LOGO OUT, BUMPS, AND CLEAN VERSIONS.



AVENIR HEAVY
LINE 1: SIZE 20 50 KERNING
11 CHARACTERS MAX
LINE 2: SIZE 15 25 KERNING
15 CHARACTERS MAX
LEFT JUSTIFIED, UPPER CASE ONLY
BARS/BACKGROUND ANIMATE
TIMING: 3 SEC





AVENIR HEAVY
LINE 1: SIZE 20 50 KERNING
18 CHARACTERS MAX
LINE 2: SIZE 15 25 KERNING
27 CHARACTERS MAX
LEFT JUSTIFIED, UPPER CASE ONLY
BARS/BACKGROUND ANIMATE
TIMING: 3 SEC





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SKETCHES & ANSWERS
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WHAT YOU DON'T KNOW

GENERIC

FABULOUS RED VELVET CAKE

INGREDIENTS:

- 2 tablespoons unsweetened cocoa powder
- 2 ounces red food coloring
- 1 cup buttermilk
- 1 teaspoon salt
- 1 teaspoon vanilla extract
- 1/2 cup shortening
- 1 1/2 cups white sugar
- 2 eggs
- 2 1/2 cups all-purpose flour, sifted
- 1 1/2 teaspoons baking soda
- 1 teaspoon white vinegar



TEXT



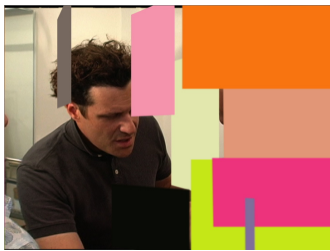
SAMPLE



FILL



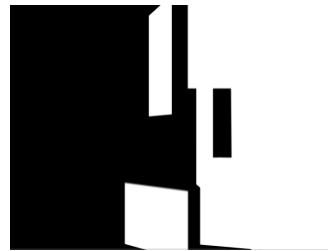
MATTE



SAMPLE



FILL



MATTE



FILL



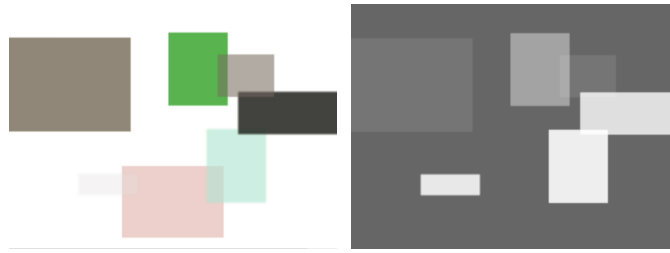
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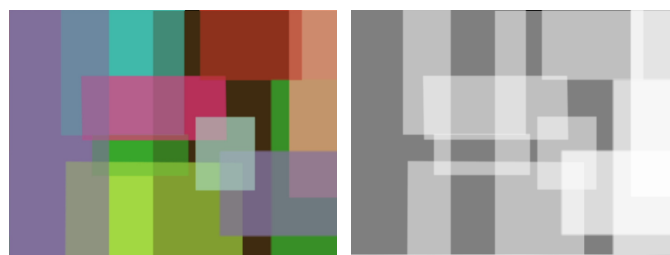


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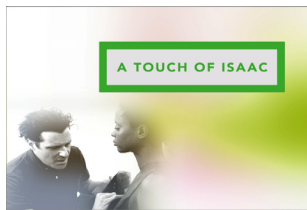
FILL

MATTE



FILL

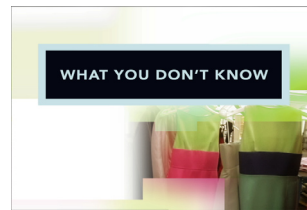
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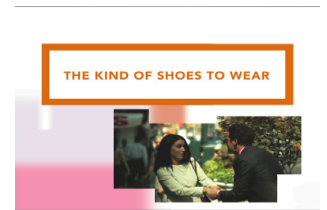
A TOUCH OF ISAAC



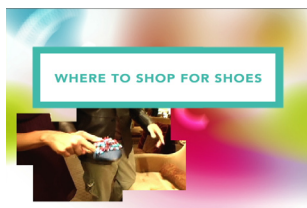
GENERIC



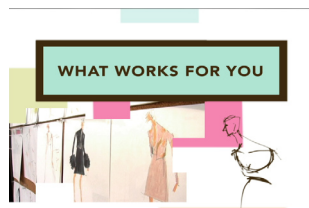
EXTENDED 1



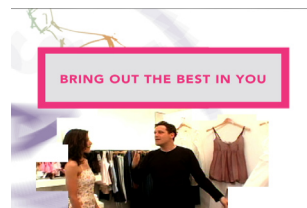
EXTENDED 2



EXTENDED 3



EXTENDED 4



EXTENDED 5



ISAAC &...



SKETCHES & ANSWERS

