

THE BOX
OF
Good
Fortune

Objective

To create a unique product initially based on a chosen object (jade elephant). Feng Shui objects have a long history of attracting positive energies into one's living space. When placed properly in a home, certain key objects work together to create a balanced, healthy environment. The jade elephant, along with other "Good Fortune" objects, are known to bring prosperity into one's home. My goal was to create an easy to use product that would allow people to understand the basics of Feng Shui as well as teach them how to bring prosperity into their homes through the use of 6 Good Fortune objects.

Typographic System

GT Sectra Fine Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

GT Walsheim Pro Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f
g h i j k l m n o p q r s t u v w x y z

GT Sectra Fine Medium for headers

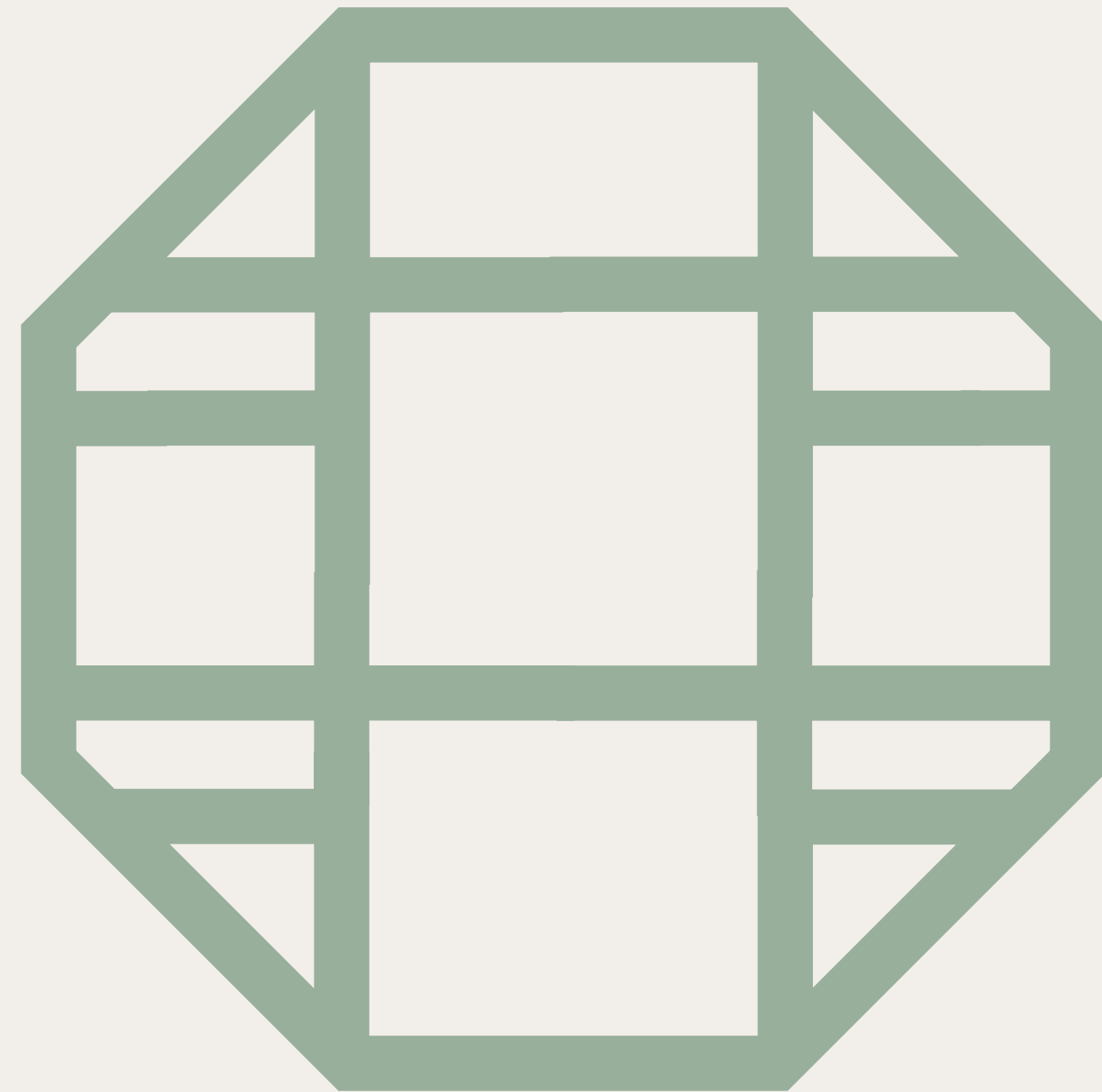
GT Walsheim Pro Light for body copy

GT Sectra was chosen for its sharp edges and distinct angles that resemble Chinese letterforms, while GT Walsheim Pro is suitable due to its modern, geometric look that contrasts but compliments sharp-cornered GT Sectra.

Wordmark

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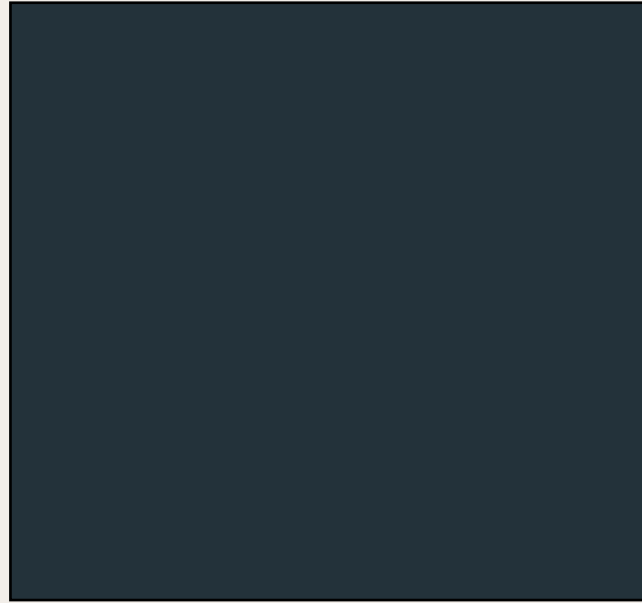
Center-aligned
Multiple line breaks
Sub header 36px
Header 130px



Ornament used occasionally in
collateral items

Colors

Primary



Secondary



Application



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6 objects,
a manual,
& info cards

Everything you need to begin
activating new and healing
energies into your home.

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objects,
manual,
info cards

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