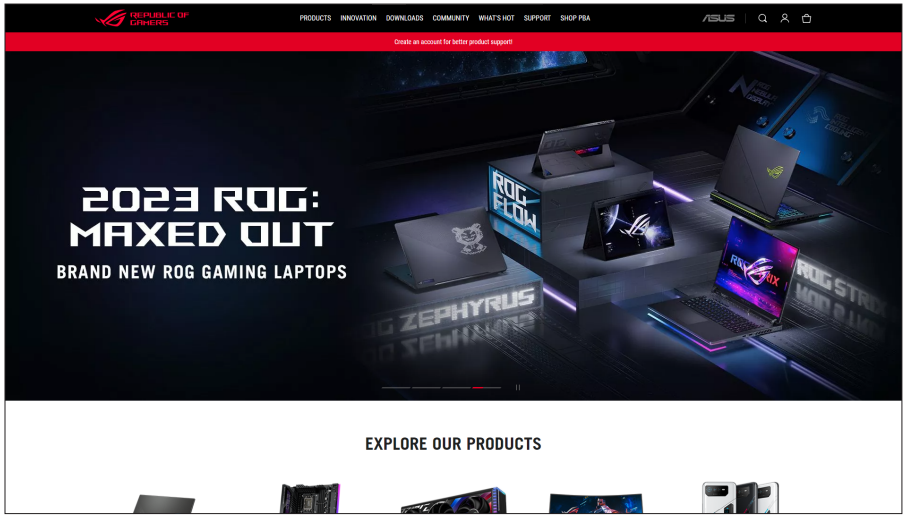
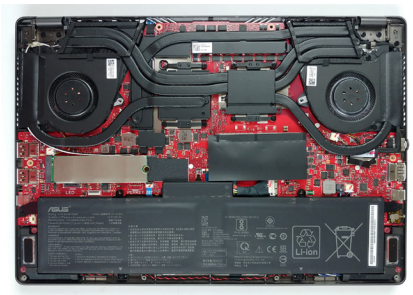
Self-Mailer

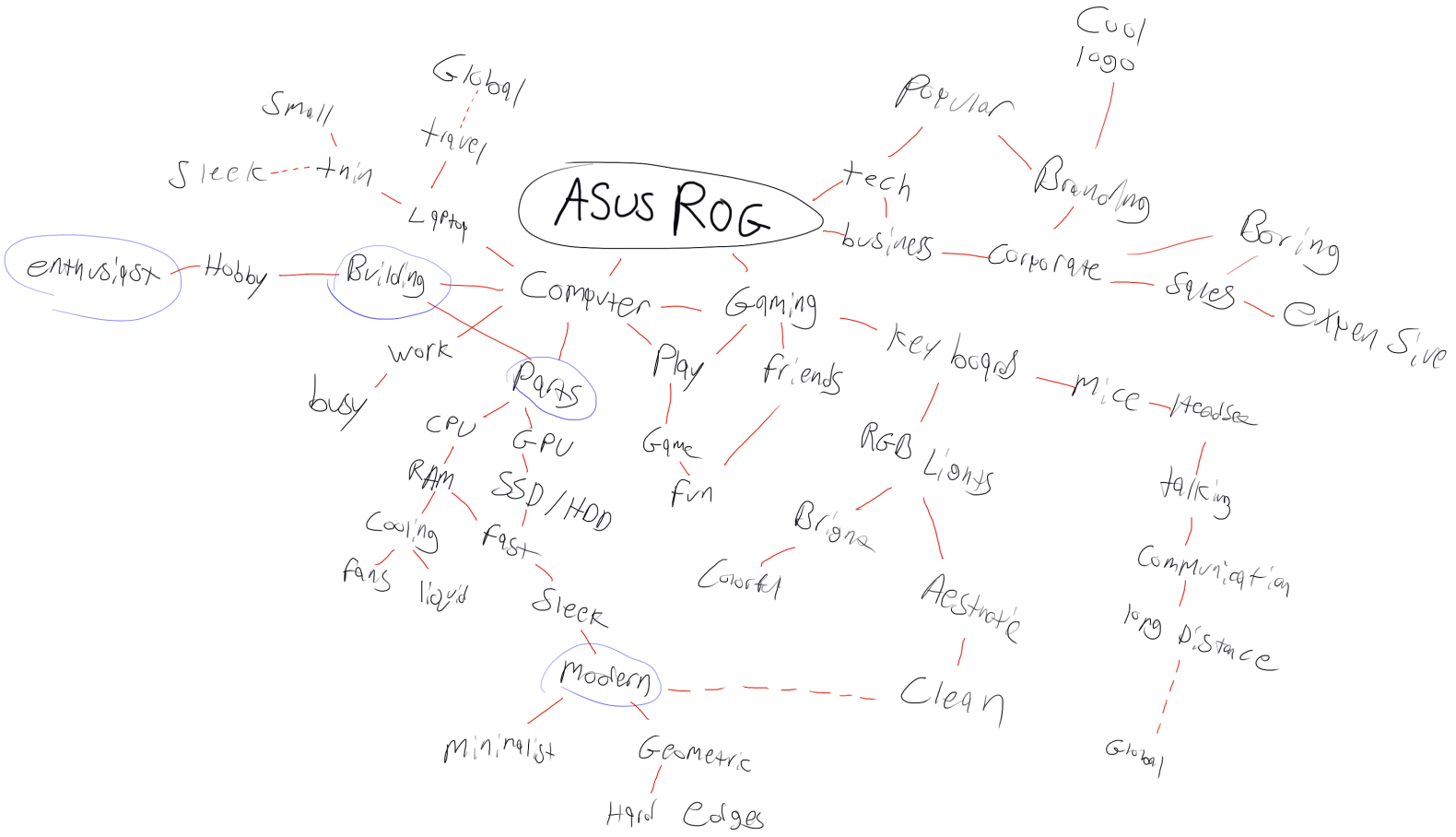
Preston Sasz | Typography 4 | Spring 2023

2012
SPRING
FOREVER 21
21
FOREVER 21
SPRING
HAS ARRIVED
4/1
30%
OFF
ANY ONE ITEM


REPUBLIC OF GAMERS
PRODUCTS
INNOVATION
DOWNLOADS
COMMUNITY
WHAT'S HOT
SUPPORT
SHOP PBA
ASUS
Create an account for better product support!
2023 ROG:
MAXED OUT
BRAND NEW ROG GAMING LAPTOPS
ROG FLOW
ZEPHYRUS
EXPLORE OUR PRODUCTS



Mood Board


ASUS ROG
Computer
Gaming
Building
Parts
Modern
Clean
Popular
Branding
Cool logo
tech
business
Corporate
Boring
Sales
Expensive
Global
travel
Small
Sleek
thin
Laptop
enthusiast
Hobby
work
busy
CPU
GPU
RAM
SSD/HDD
Cooling
fans
liquid
fast
Sleek
Play
friends
Game
fun
key boards
mice
Headset
RGB Lights
Brigna
Colorful
Aestrotic
talking
Communication
long Distance
Global
Minimalist
Geometric
Hard Edges

Word Map

Asus Rog
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Xolonium
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Roboto
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Final Pairing:

The typefaces used on the final product were ones that ASUS typically uses for their own branding. Other considerations such as Arial, Anton and Courier New where thought about at one point but in the end it was best to stick to the ASUS ROG brand to keep that look and feel for the self-mailer.

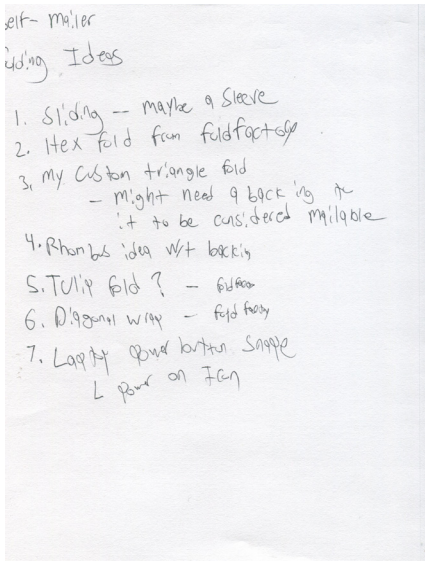
Type Considerations:

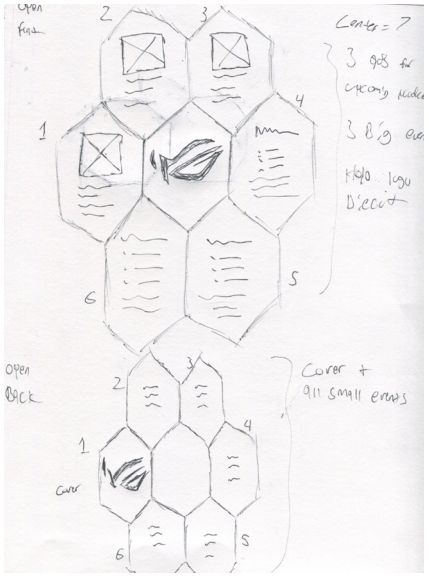
Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

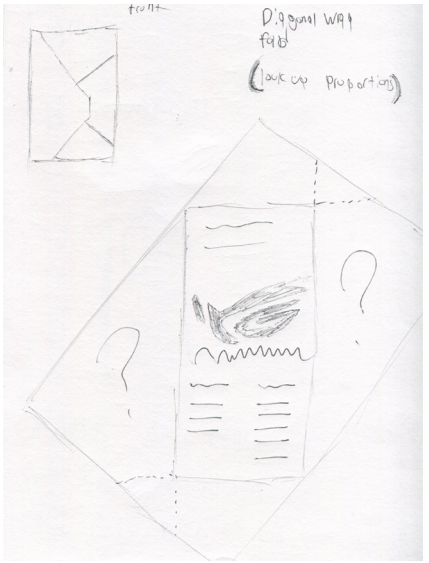
Anton
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

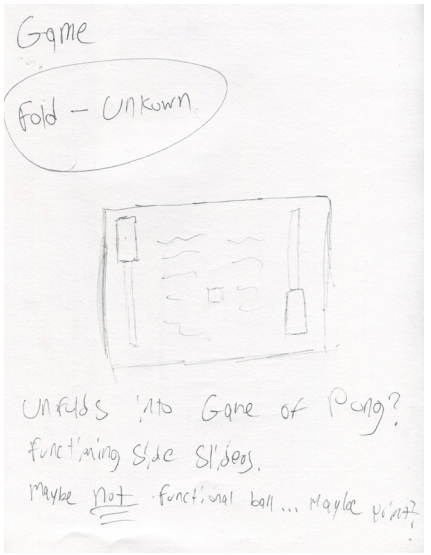
Courier New
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

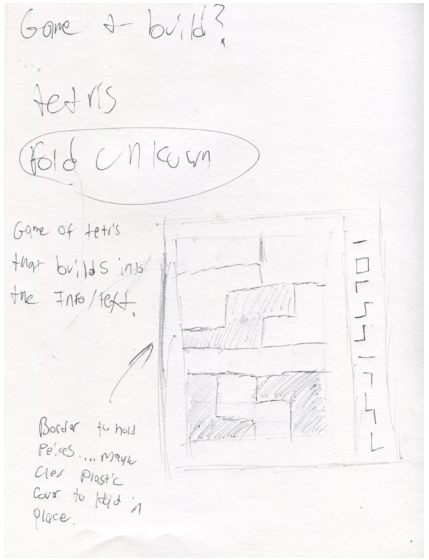
Type Pairings

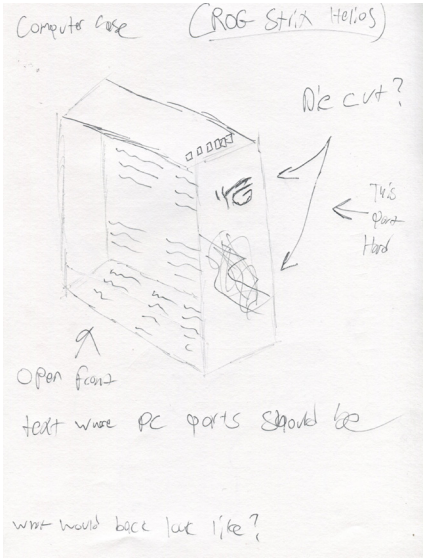

elf- mailer
ulding Ideas
1. Sliding -- maybe a Sleeve
2. Hex fold from foldfactory
3. my Custom triangle fold
- might need a backing to it to be considered mailable
4. Rhombus idea w/t backing
5. Tulip fold ? - foldfactory
6. Diagonal wrap - fold factory
7. Laptop power button Snapper
L power on Icon

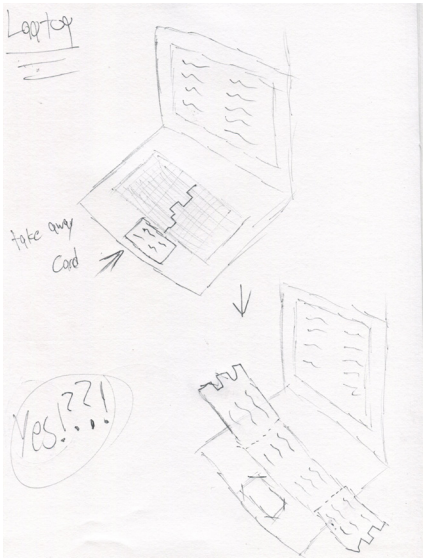

open front
Center = ?
3 gods for upcoming modules
3 Big ev
Hello logo Diecut
open Back
Cover + all small events
Cover


front
Diagonal wrap fold
(look up proportions)

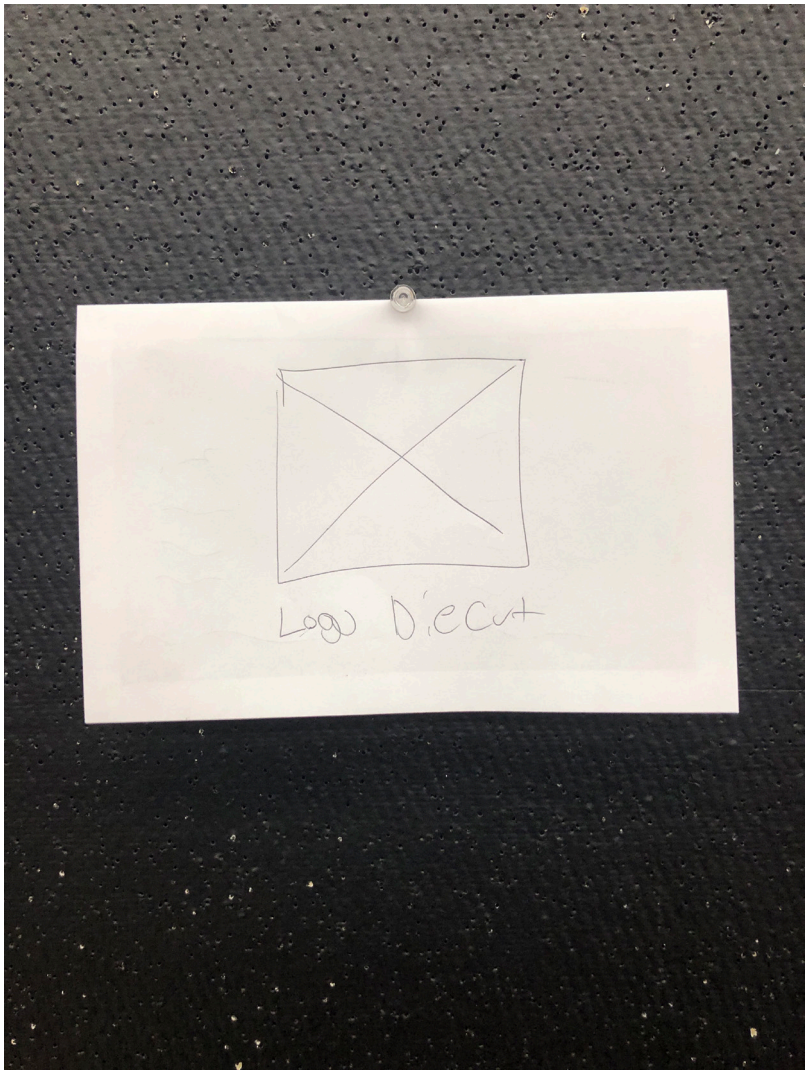

Game
Fold - Unkown
Unfolds into Game of Pong?
functioning side slideos.
maybe not functional ball ... maybe print?

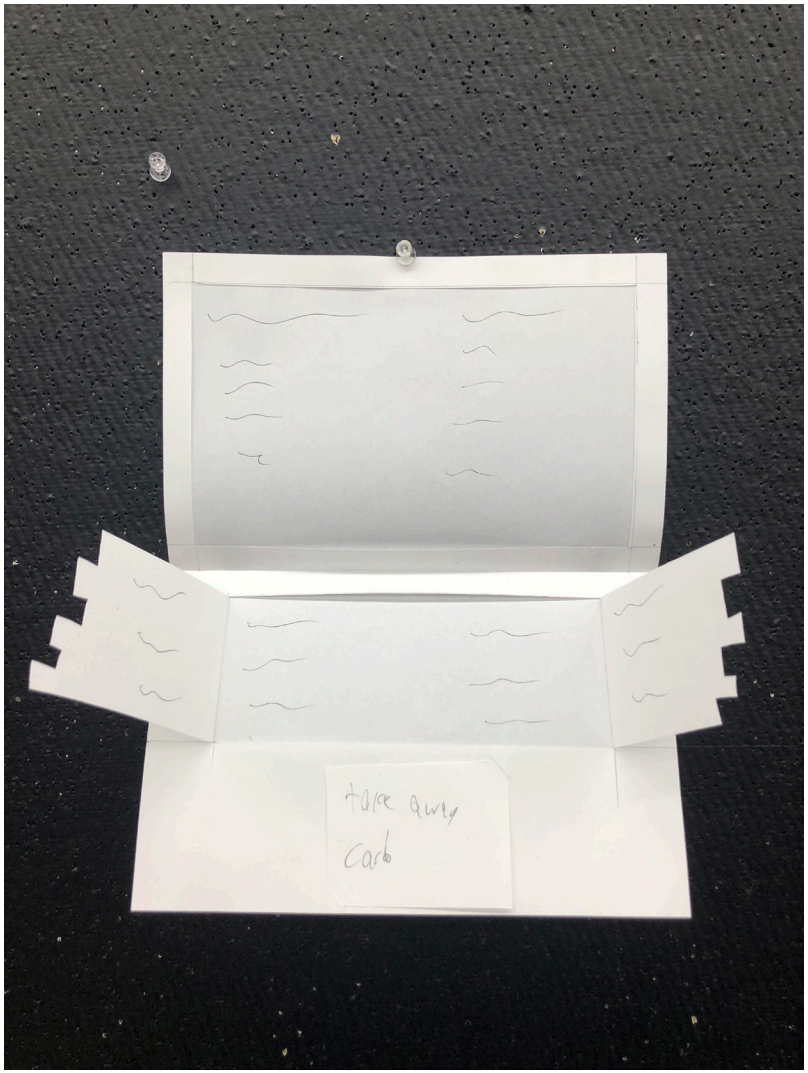

Game + build?
tetris
fold unkown
Game of tetris that builds into the Info/text.
Border to hold Peices ... maybe Clear Plastic Cover to hold in place.


Computer Case
(ROG Strix Helios)
Die cut?
This part Hard
Open front
text where PC parts should be
what would back look like?

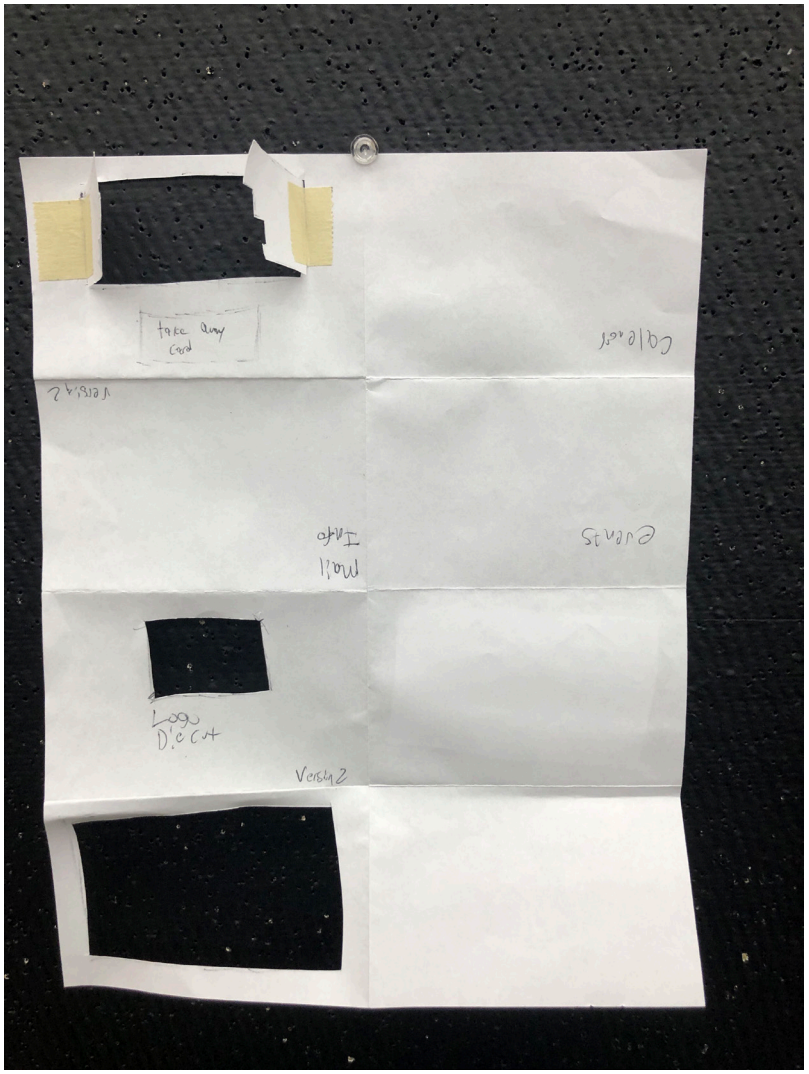

Laptop
take away Card
Yes!??!

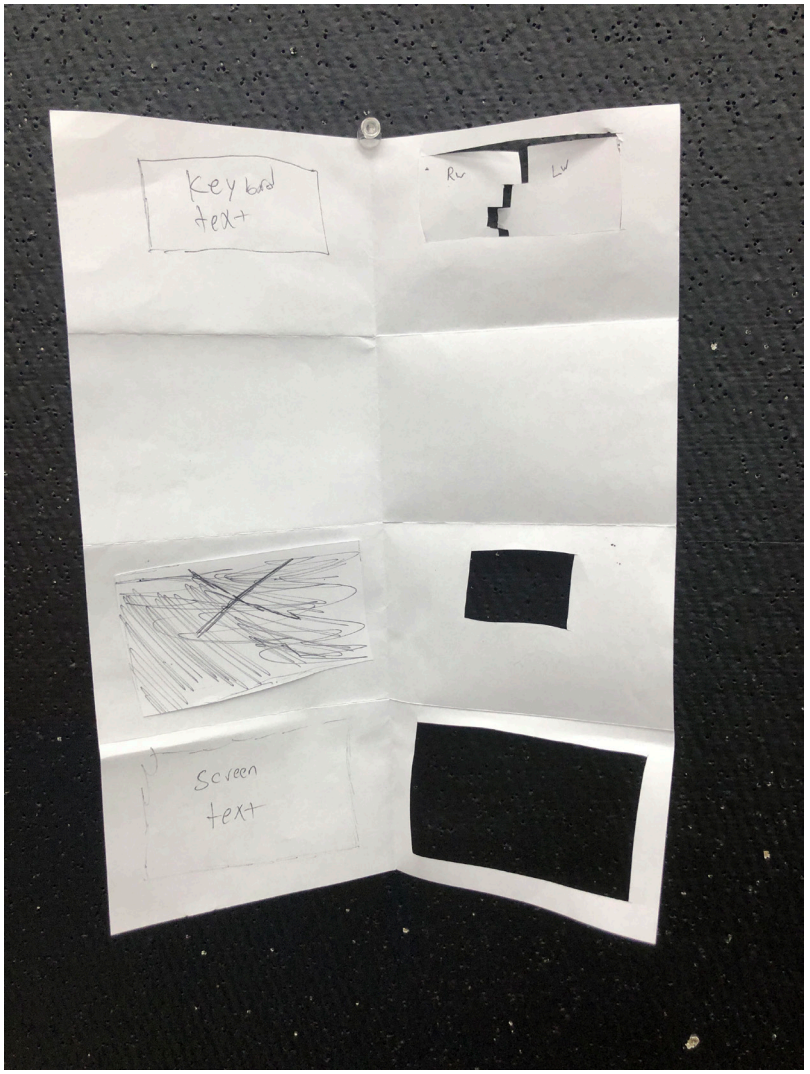
Sketches



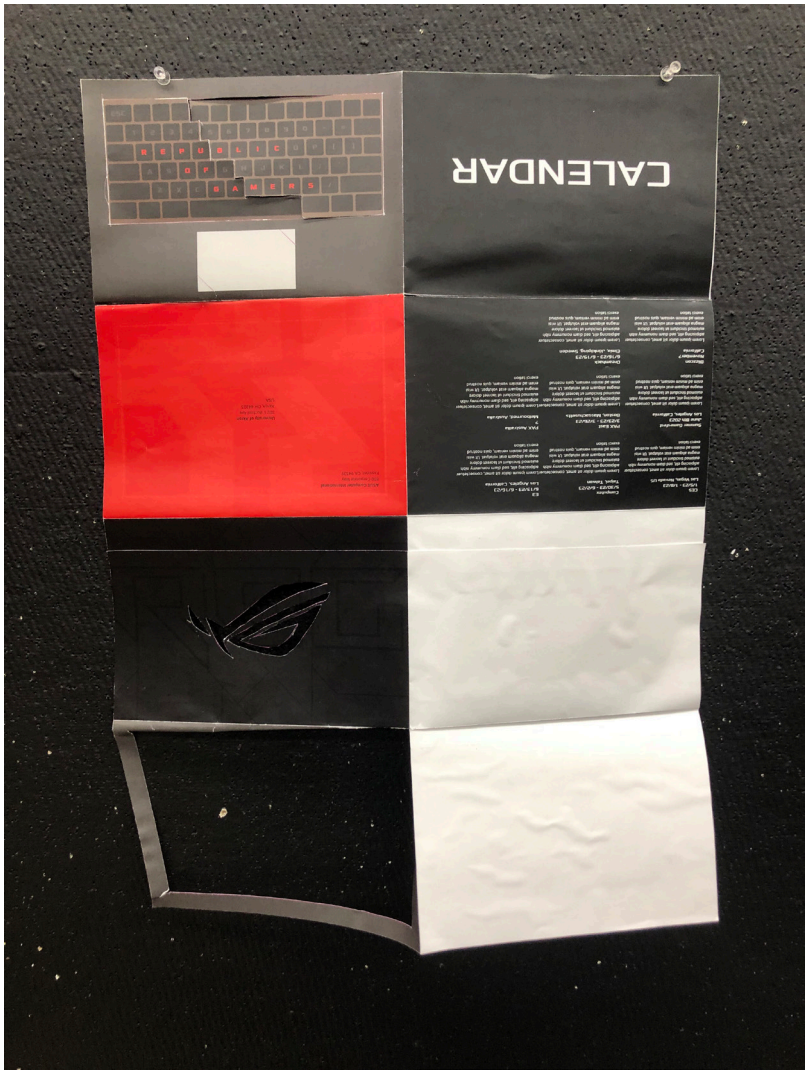


Mockups


take away card
Calendar
Versin 2
Mail Info
Events
Logo Die cut
Versin 2


Keyboard text
Rw
Lw
Screen text

Mockups

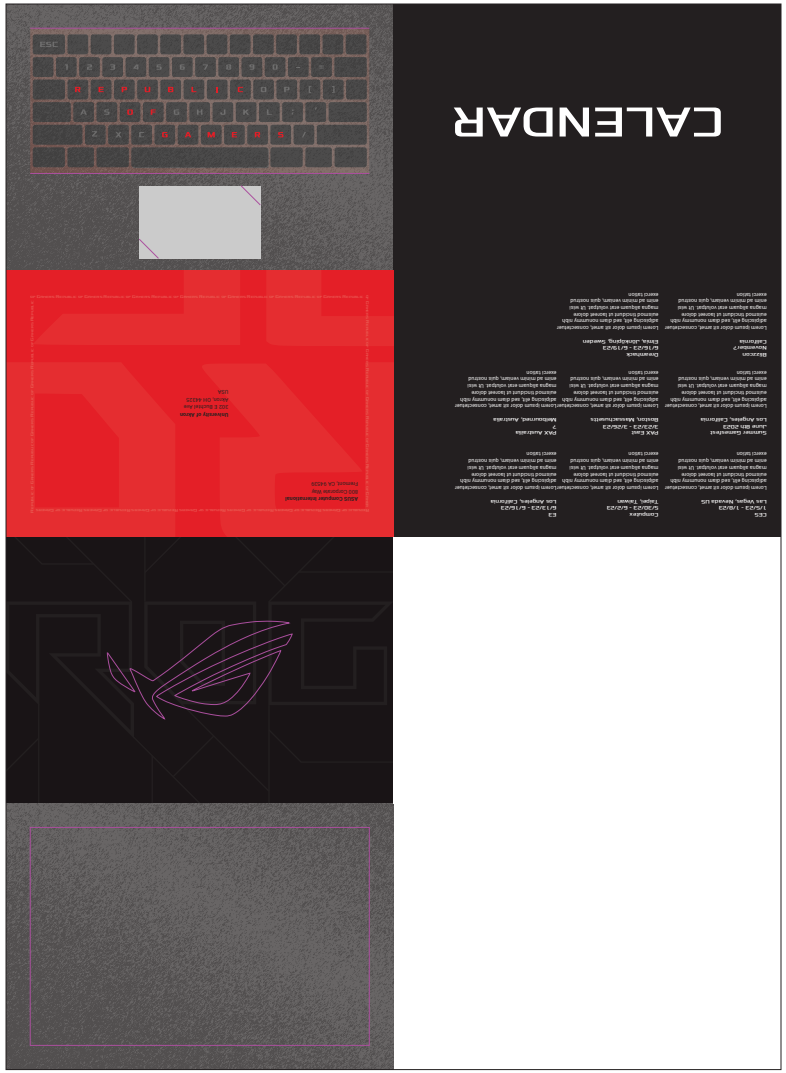


Mockups

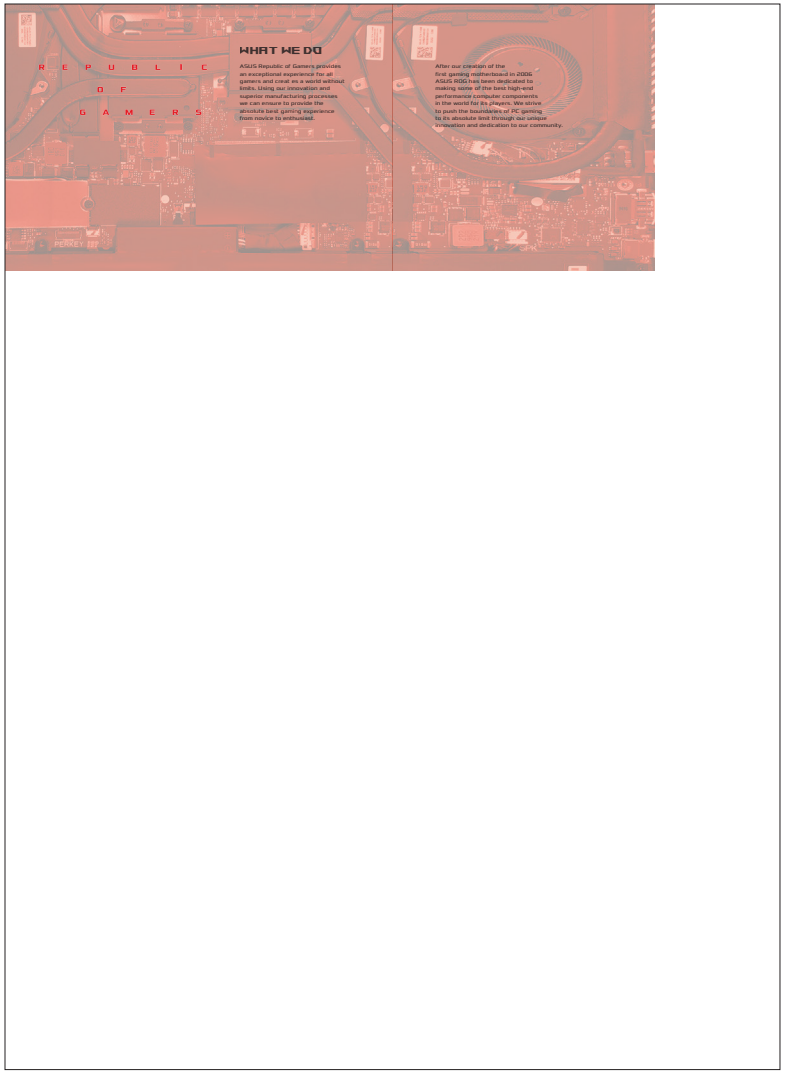
WHAT WE DO
REPUBLIC
OF
GAMERS

ROG EVENTS
The Big Ones!
CES
1/5/23 - 1/8/23
Las Vegas, Nevada
Computex
5/30/23 - 6/4/23
Taipei, Taiwan
E3
6/13/23 - 6/16/23
Los Angeles, California
ROG EVENTS
PAX East
3/23/23 - 3/26/23
Boston, Massachusetts
Summer Games Fest
June 8th 2023
Los Angeles, California
Dreamhack
6/16/23 - 6/19/23
Jönköping, Sweden
PAX Australia
10/6/23 - 10/8/23
Melbourne, Australia
Blizzcon
11/3/23 - 11/4/23
Anaheim, California
CALENDAR

Mockups



Digital Versions



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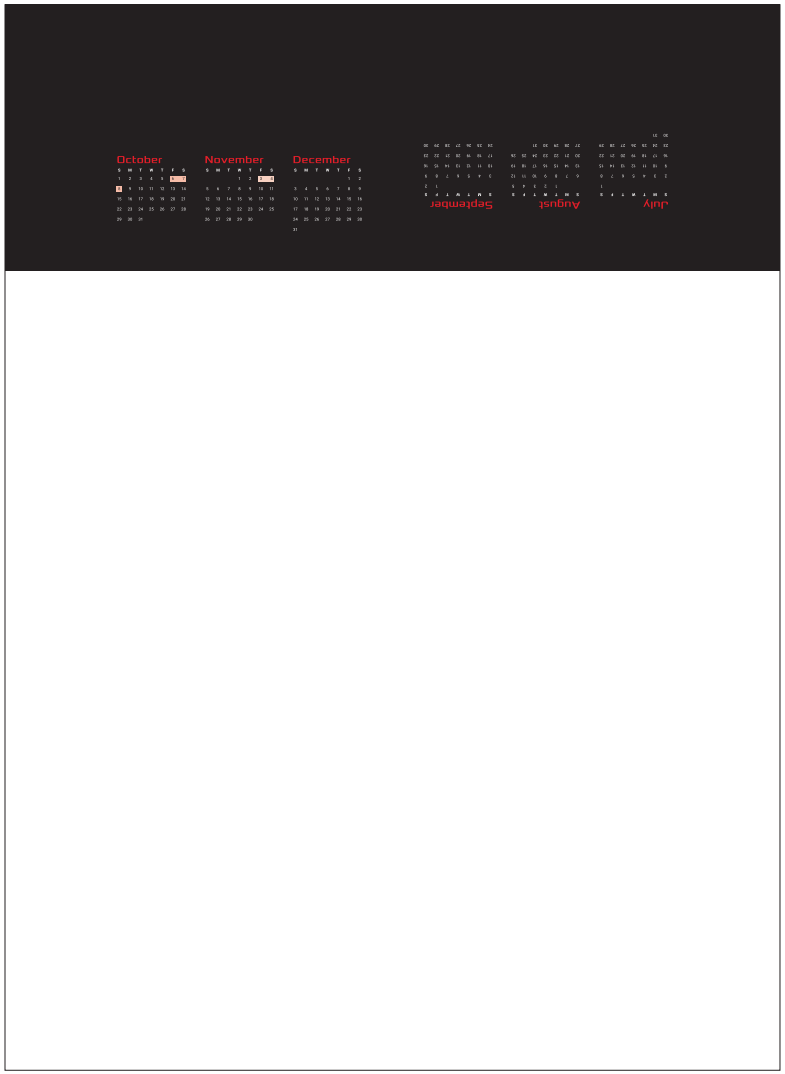
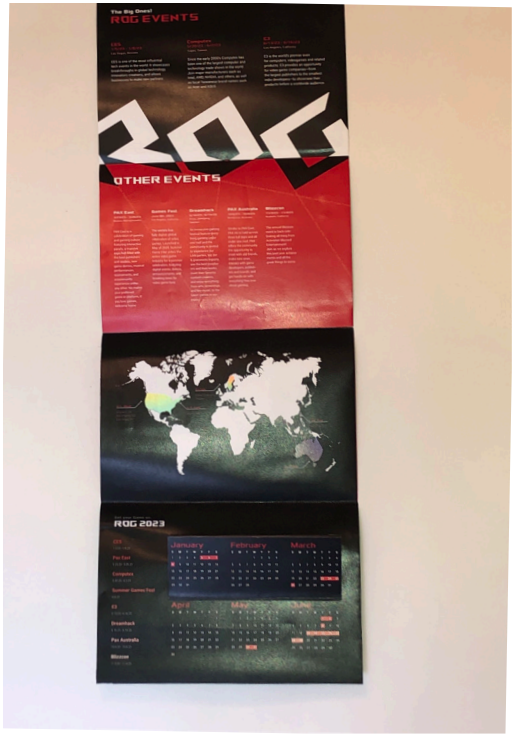


Final: Print Ready



Final: Assembled