

Color Harmony

Monochromatic with Accent Color

Base Color

Color	HSV	RGB	CMYK	LAB	HEX
Black	0 0 0	0 0 0	0 0 0 100	0 0 0	000000
Dark Gray	0 0 10	25 25 25	0 0 0 90	9 0 0	191919
Light Gray	0 0 80	204 204 204	0 0 0 20	82 0 0	CCCCCC
White	0 0 90	229 229 229	0 0 0 10	91 0 0	E5E5E5
Red	0 100 100	255 0 0	0 100 100 0	53 80 67	FF0000

Helvetica

Released 1957
Designer(s) Max Miedinger, Eduard Hoffmann
Category San-serif

Helvetica is one of the most widely used neutral, san-serif typefaces. Its association with corporations and governments due to its popularity may lead to the perception that it's boring but the typeface itself is nothing but banal or mundane. The clarity and proportions make it powerful without being imposing. It has that no-nonsense, we-mean-business attitude that is especially apparent when enlarged.

There are 26 types of liqueur on the poster. It is intended as a decorative item for bars, both businesses and those set up in individual homes. Helvetica was selected in order to contrast the content and the look of the poster – i.e. the typeface that is as sober and structured looking as it gets, contrasted with 26 types of highly inebriating substance. The color scheme is based on the same idea of contrast where an entirely monochromatic palette (essentially a grayscale) is accented by a bright, undiluted red, the former bolstering the seemingly innocuous look of the poster and the latter representing the underlying content.

19

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		

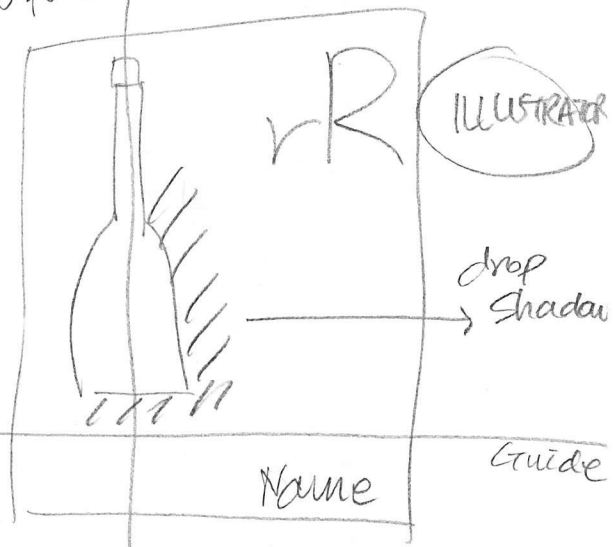
Accent color
RED / WHITE / BLACK

[Pre-process images]



PHOTOSHOP

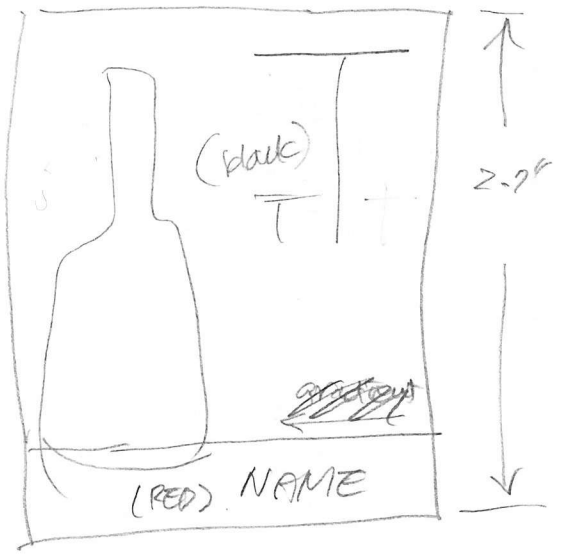
[post-Place fill effects]



ILLUSTRATOR



shading



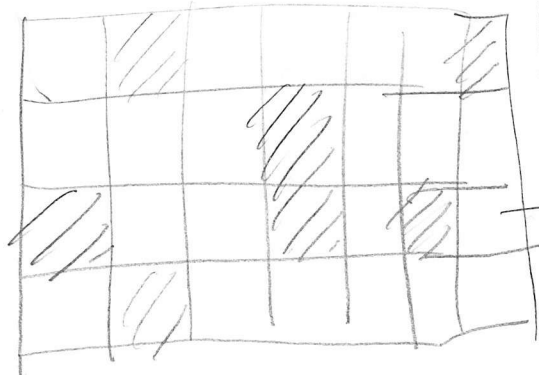
(RED) NAME

2.29

2.4 in

Helvetica Bold

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Guide

random shading to make it visually interesting