Client: Natalia Mager

Project Title: "Guide to the National parks of US"

Concept: The magazine will provide directions to the park and all information about. Tourists have an ability to take with them as brochure-type. It will be amazing images and text. Guide to the National parks of US has many competitors in the development community, mostly travel magazines who say they 'do it all, who write about everything.

Aesthetic Summary: Guide to the National parks of US is an award-winning journal providing information for the best popular parks in United States. Known as the most buying periodical magazine. Have online presence and identity – to promote the company's unique approach and vision to a audience. The guide would like to promote additional abilities including print and interactive identity campaigns. In addition, a significant goal is make the magazine being sold in all tourist agencies.

Magazine Guide the target audience includes regular people – tourists, foreign visitors. These individuals are looking any information about national parks, not just regular parks, but the most popular must see. These individuals may have already heard about parks but looking for additional information "How. Where. When".

Copy: informational

Color Scheme: Vibrant colors, experienced, modern, elegant, communicative Information should be easy to navigate and attract peoples vision. I decided to go from cool colors to warms. The picture will say by it self.

Typefaces: serif, Verdana. The header of each page will be Bold in some elegant way.
Layout Notes: How it was done
Visual References: one picture per page, finding in Google