

**Sophie Jane & Marcus Schultz  
needed a poster, flyer for Drum  
Media and CD work.**

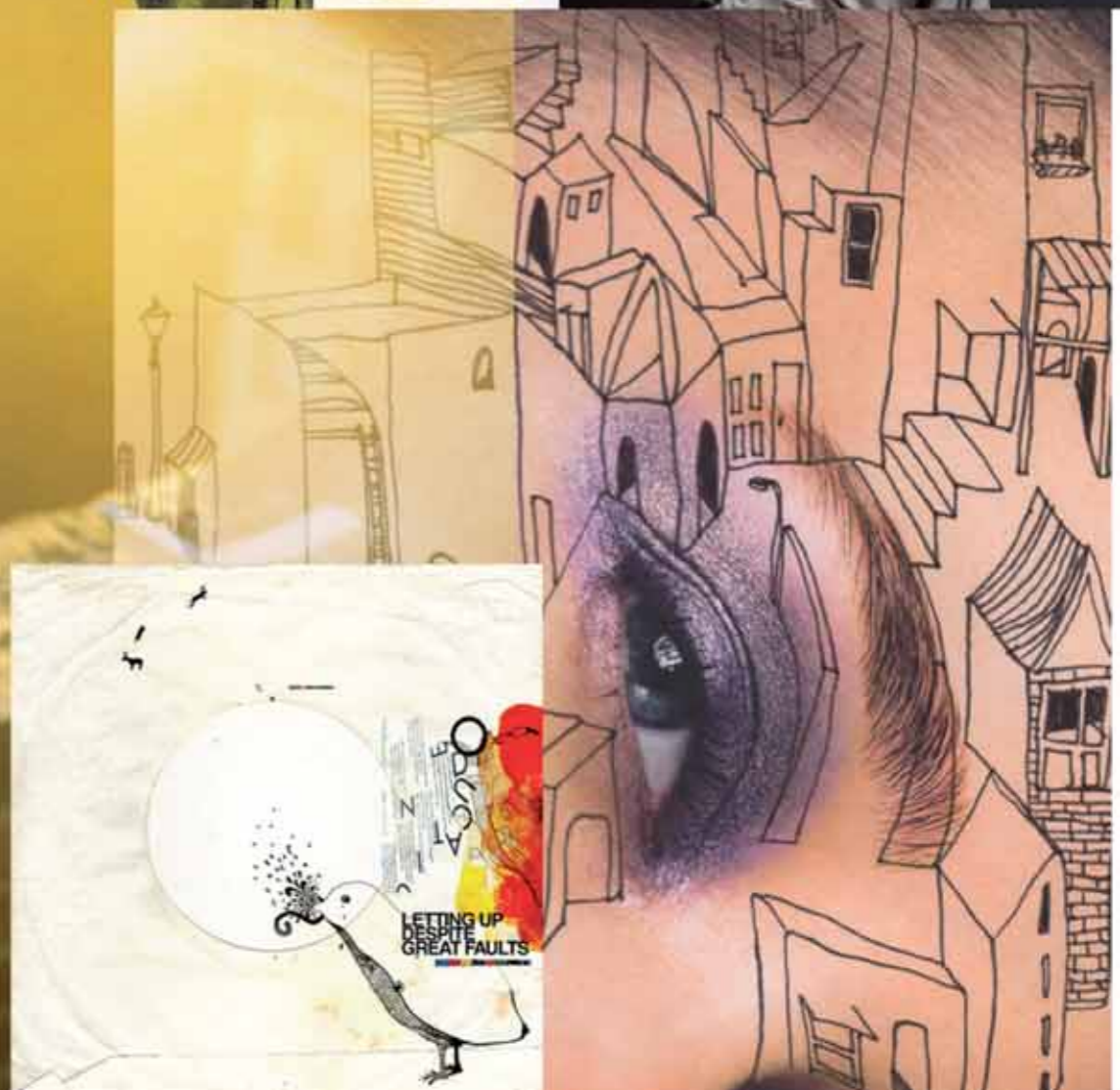
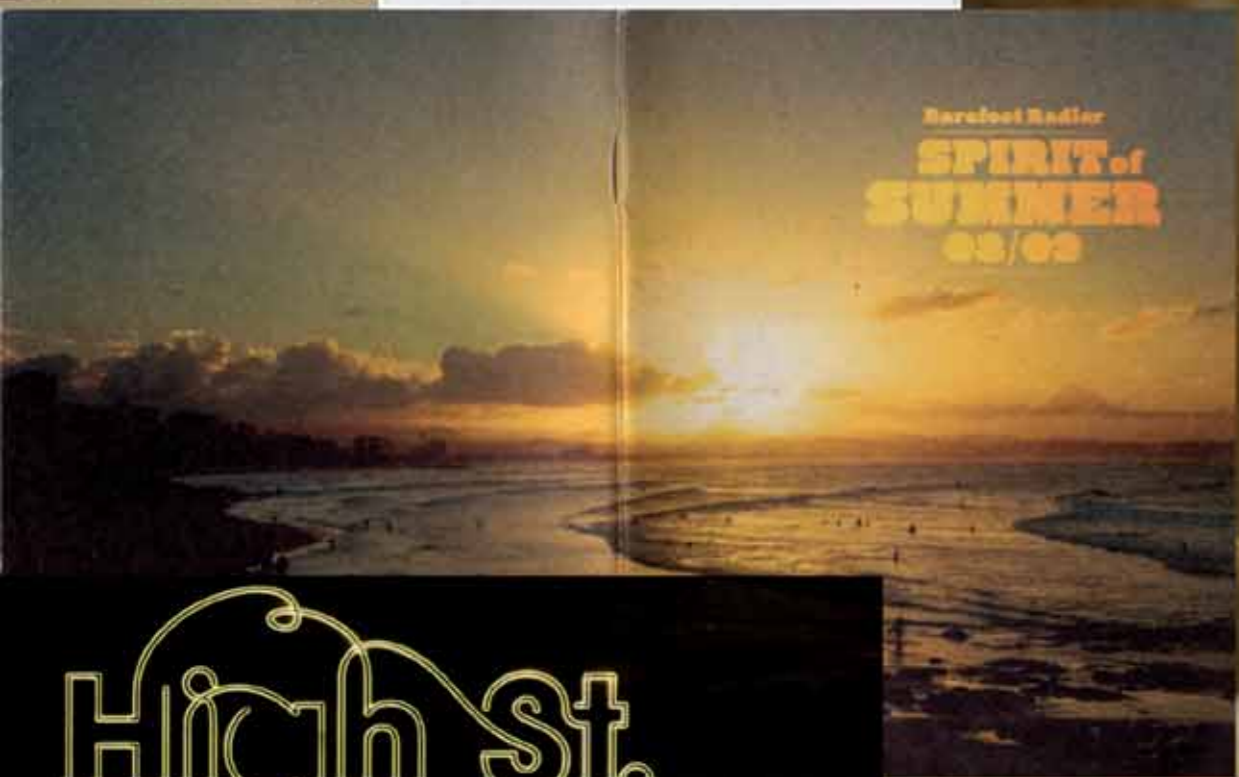
**Designer heroes May and Natasha came  
to the rescue.**

**We started with research.**

she said

of provocative fun  
uses her brows  
favourite shades of "I

UD



High St. Fashion Collective  
PERMANTLE

**Followed by logotypes.**

sophie jane

Sophie Jane

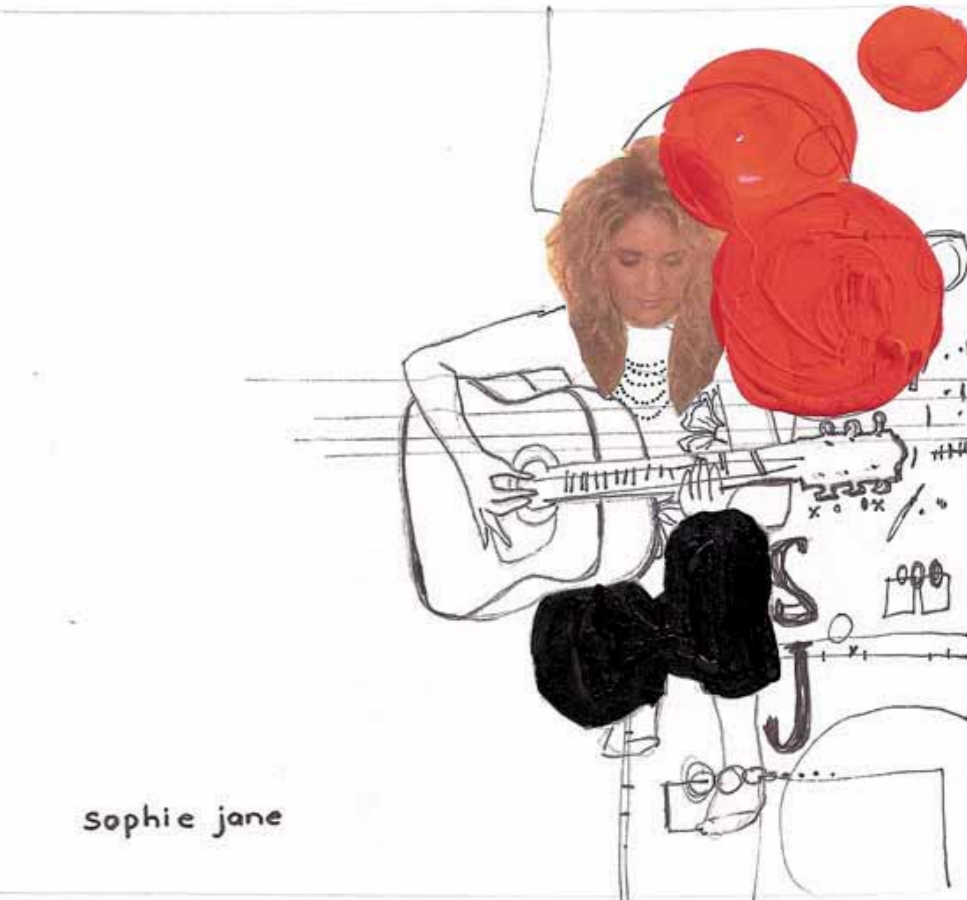
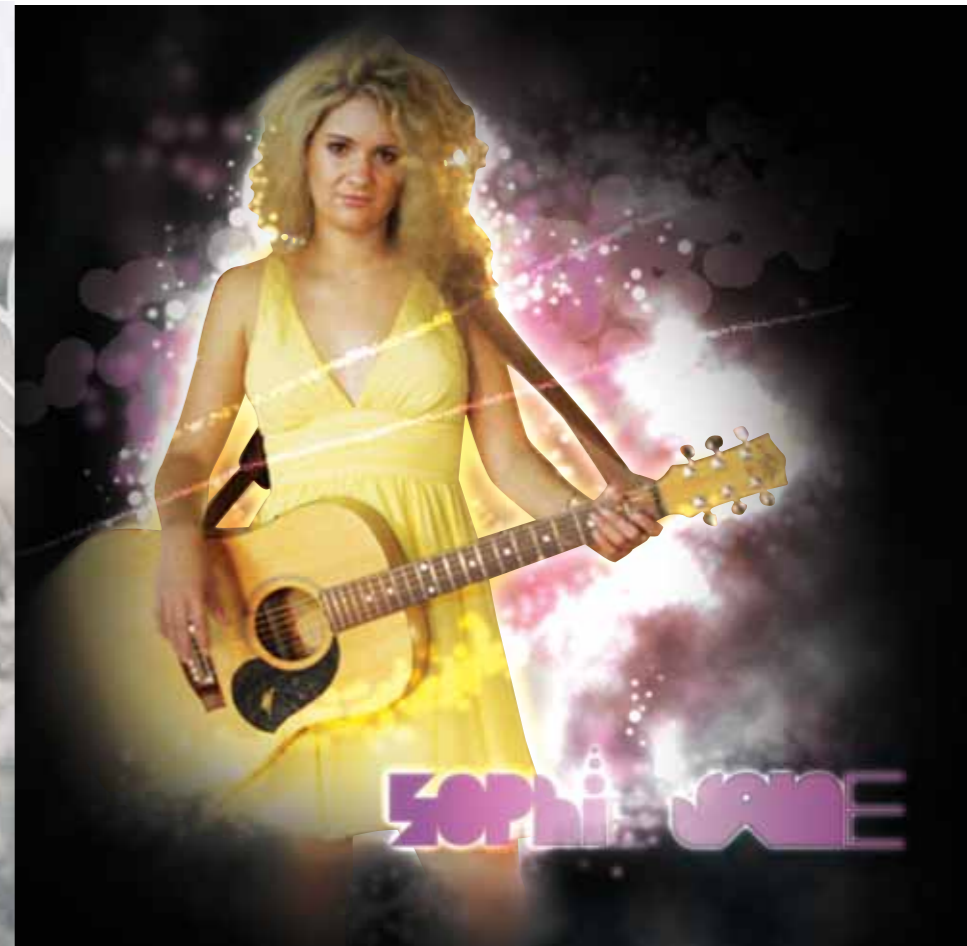
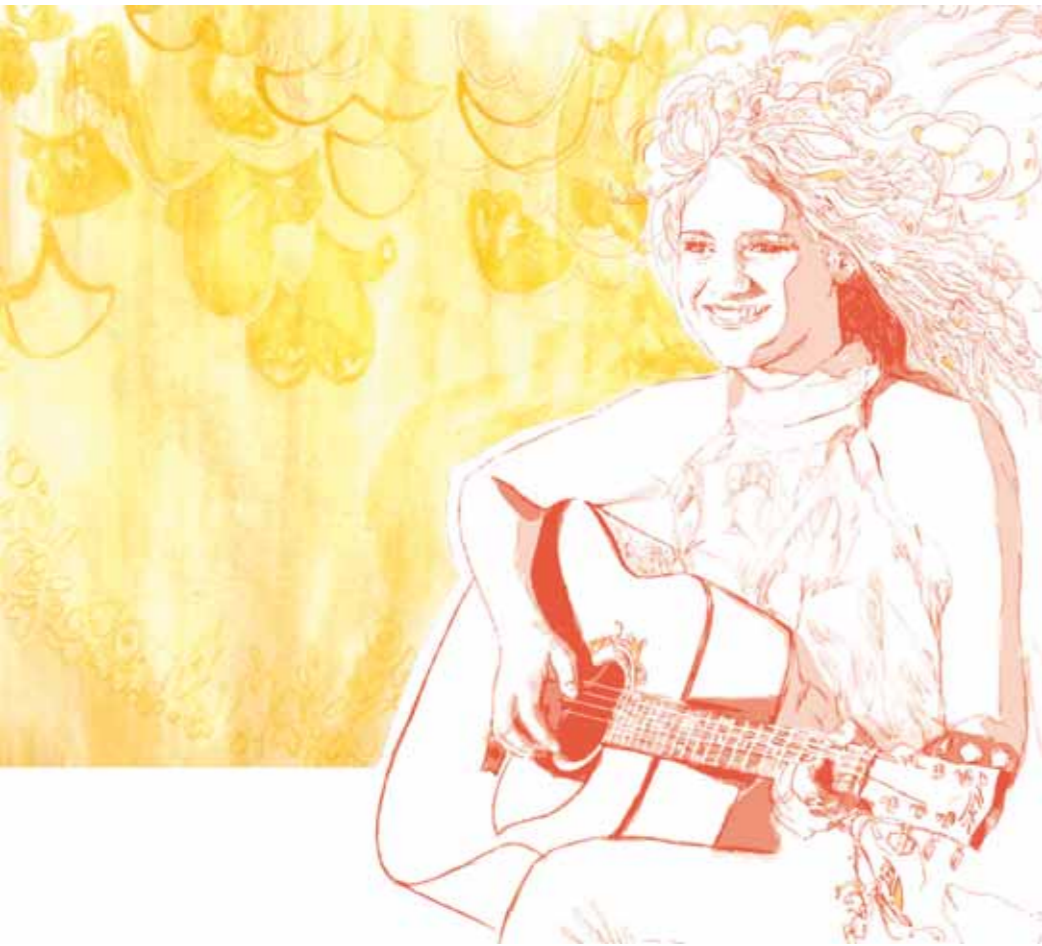
sophie jane

**SOPHIE JANE**

Sophie  
Jane

Sophie  
Jane

**Followed by concepts.**



**We'd hit a few problems now.  
Marcus and Sophie had requested us  
to use the photographs provided.  
They were low resolution and not very  
flattering. So we turned to illustration  
to save the day.**

**The posters/flyers.**

A stylized, hand-drawn illustration of a crowd of people's heads and shoulders, rendered in white and black outlines with some red and orange accents. The crowd is arranged in a circular pattern, framing the central text. The background is a warm, textured gradient of orange and red.

# Sophie Jane ep launch

sunday july 26 at the  
indi bar

doors open 7 pm

**sophie jane**  
with special guests

**the morning night**

**james teague**

for more info:  
[myspace.com/sophiejane](http://myspace.com/sophiejane)





Sophie Jane

**EP Launch**

Sunday July 26 at the Indi Bar  
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The Morning Night  
James Teague  
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**The CD covers.**



