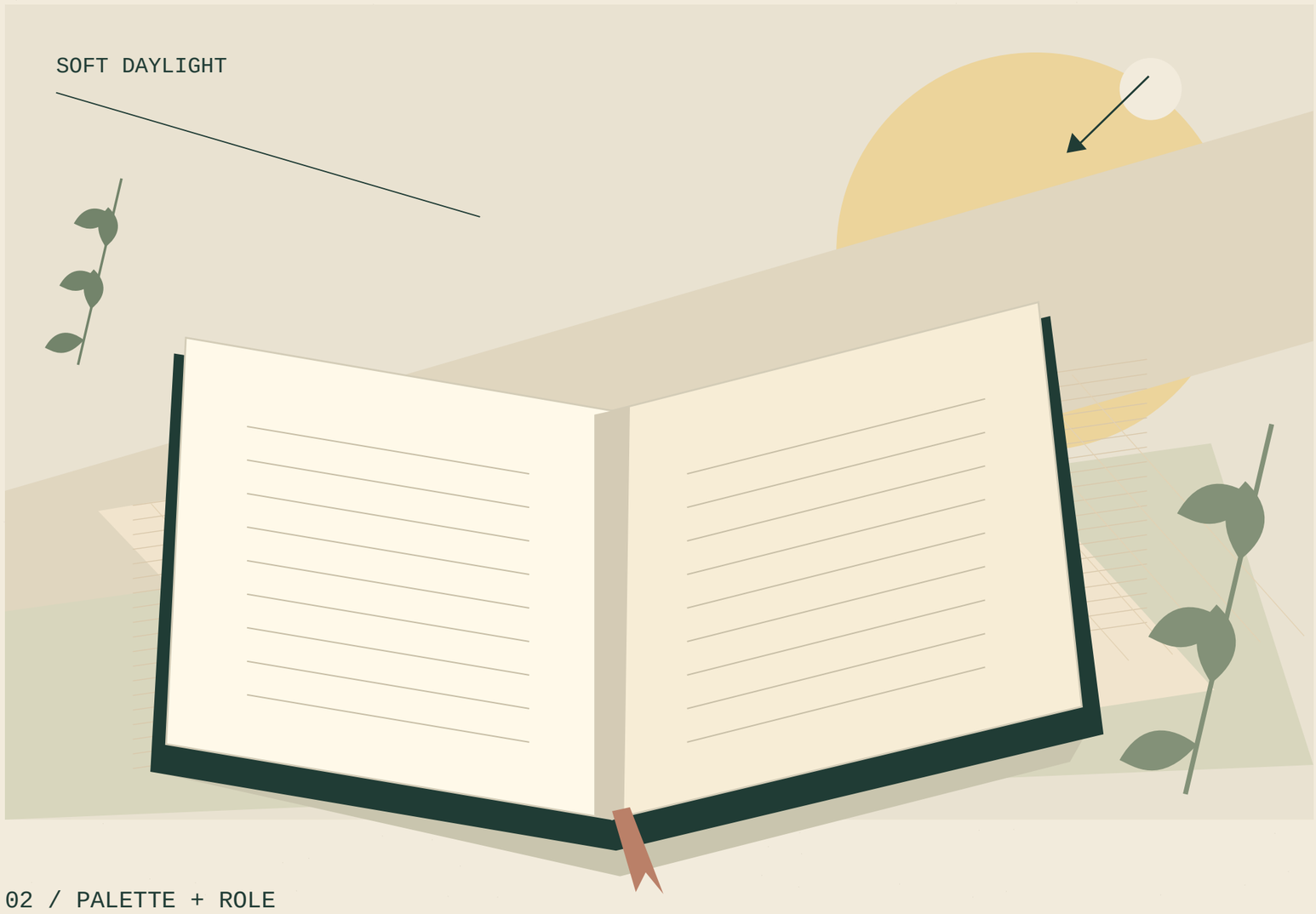
Open-Air Reading

A quiet outdoor gathering, translated into one coherent visual direction.

01 / THE DIRECTION



Keep it open.

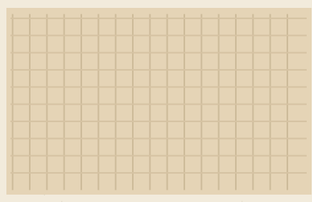
A reading event should feel like an invitation to slow down, not a busy retail promotion.

LIGHT

One soft diagonal shadow; bright space left for the headline.

MATERIAL

Warm uncoated paper, woven linen and a quiet botanical mark.



LINEN

UNCOATED PAPER

02 / PALETTE + ROLE

Deep green	Warm paper	Sage	Sunlight	Terracotta
#203C35	#F2EBDC	#839178	#E2BD69	#BA8068
Headlines	Main field	Quiet structure	Small focal point	Fine accents

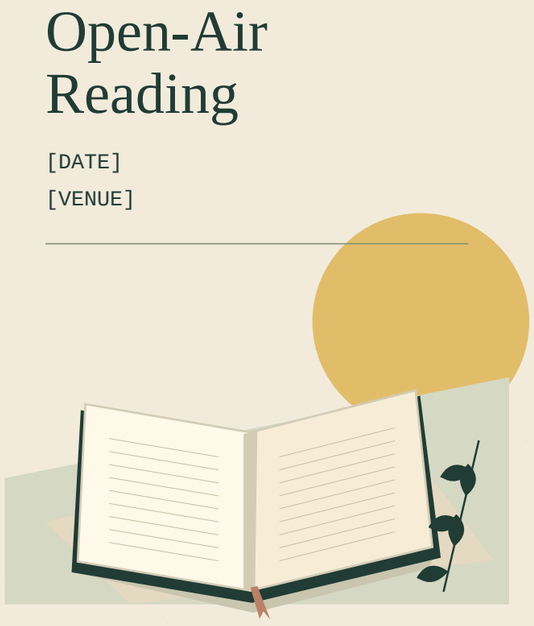
03 / TEST THE DIRECTION IN REAL FORMATS

POSTER / 3:4



Text-safe top third; artwork stays below.

MOBILE CROP / 4:5



Crop the edges, not the message. Keep title, date and venue together.

Keep the outer margin.

Do not stretch the artwork.

TYPE + COMPOSITION

Read outdoors.

Display / Times Roman

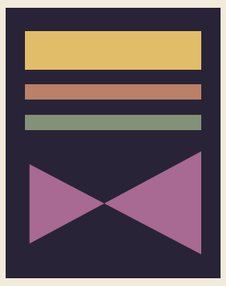
Event details / Helvetica

Labels / Courier

Hierarchy: title first, date and venue second, supporting copy last.

Leave generous top and outer margins. Let the diagonal light guide the eye into the book.

WHY THIS / NOT THAT



Reject: neon + clutter

Competing accents and crowded text suggest nightlife rather than quiet reading.

One direction. Three reasons.

01 **Paper feels approachable.**
The warm field softens the layout.

02 **Green anchors the words.**
Dark type stays clear on pale paper.

03 **Light creates a pause.**
One focal point leaves room to read.