





FABER-CASTELL
since 1761



Faber-Castell

The brief

Faber-Castell Mixed Media Pad

As part of our work with West Design, we created a cover design for Faber-Castell's new mixed media pad and sketch pad. The design was required to sit perfectly within Faber-Castell's well established brand.



Logo concept

We worked within Faber-Castell's precise brand guidelines when using their logo and emblems.



Faber Blue
C = 100 M=94 Y=33 K=30



Pastel Blue
C = 67 M=31 Y=25 K=1



White
C = 000 M=000 Y=000 K=000



Colour palette

Faber-Castell work within a strict colour palette. The 'Faber Blue' was established as part of the new range of pads. The 'Pastel Blue' was selected by us and was chosen as it complimented the range of photography on each pad cover.



Layout

These new pads sit perfectly within the large Faber-Castell range, whilst also standing out as a newcomer to the range.



Faber-Castell

Mixed media pad



