

# The Adobe Designer Templates Guide

## The inspiration behind the Adobe® PageMaker® Plug-In Pack templates

*plus tips from the designers who created them*

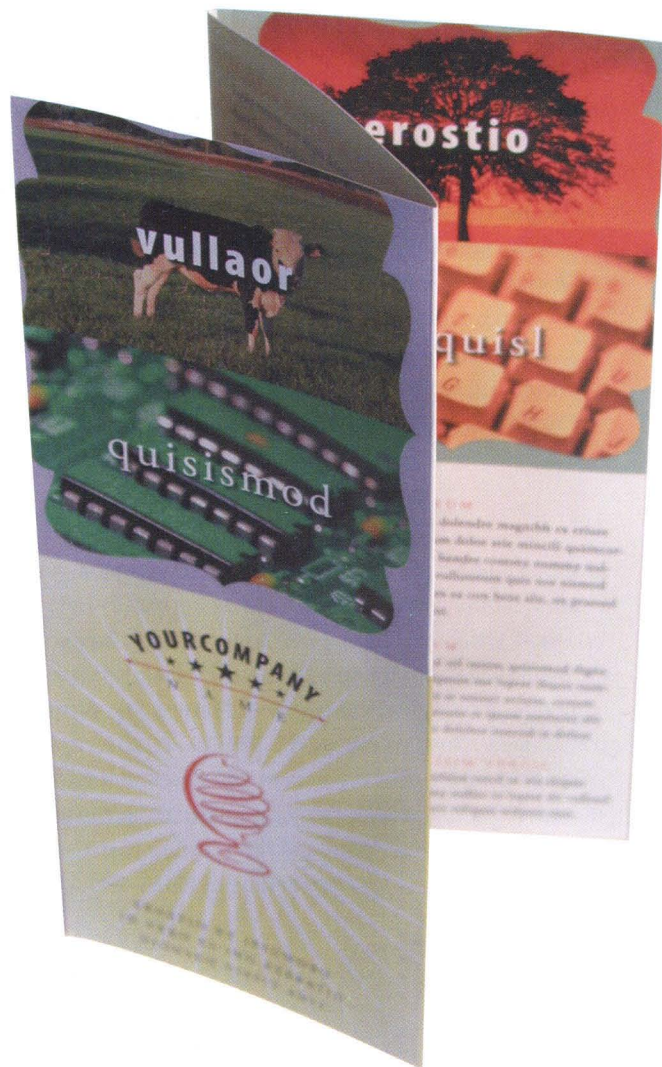


# High-Tech Corporate Identity

Gee + Chung Design

## InDesign Tip

**Copying and pasting Adobe Illustrator graphics.** Copy and paste editable Adobe Illustrator® graphics into Adobe InDesign files. To make sure that the graphic remains editable, choose Edit > Preferences > General (Windows) or InDesign > Preferences > General (Mac OS), or uncheck Prefer PDF When Pasting, and click OK. Then, when you paste Illustrator graphics into InDesign, you can edit their shape, the colors or gradients applied, and more. To make sure that the graphic remains editable, choose Edit > Preferences > General (Windows) or InDesign > Preferences > General (Mac OS), or uncheck Prefer PDF When Pasting, and click OK. Then, when you paste Illustrator graphics into InDesign, you can edit their shape, the colors or gradients applied, etc.





Earl Gee

Designer Earl Gee is fearless about creating bold designs. "To me there is nothing risky about being innovative," says Gee. "It's far riskier to look dull and boring, and miss the chance to be unique."

This template set dramatically illustrates his point. Gee has created the framework for a powerful identity system. Several bold elements—the star with the warm yellow radial gradient behind it, the corporate logo, the red text, and the scroll-like frame—create a consistent identity across all of the pieces. Secondary elements—the stylized globe and the use of die-cuts—plus four possible cool-toned accent colors provide the ability to create distinctive product identities within this overall corporate identity. The best way to use these templates? Be bold, and push your creative limits.

**"Be bold and push your creative limits," says Gee.**



## Inspiration *iAsiaWorks*

### *A unique attention to detail*

For Earl Gee, every design choice matters. No element is merely decorative: It either contributes to what the client wants to communicate, or it doesn't belong on the page. Gee created his inspirational design for a Web-hosting provider with an Asian focus. This collateral system unites a classic Asian motif with an integrated circuit to convey connection, integration, and the linking of cultures through technology. The pattern of circles derived from the logo represents a giant door or gateway leading to Asia.

Even Gee's choice of color is deliberate, and serves a stronger purpose than merely catching the eye. In China, for example, red has layers of meaning: It's considered Yang, a positive active male energy with protective power and good luck. Gold suggests prosperity. The marriage of these two colors communicates a sense of confidence and power about this business.

## About the Designer

Established in 1990 by Earl Gee and Fani Chung, Gee + Chung Design is an award-winning multi-disciplinary design firm creating identity and branding programs, annual reports, marketing and sales collateral, product packaging, environmental design, and Web sites for clients including Apple Computer, Inc. the Federal Reserve Bank, IBM, Oracle Corporation, Lucasfilm, Ltd., and Sony Electronics.

Business system for iAsiaWorks, designed by Gee + Chung Design



## Templates **Gee + Chung Design**



### Brochure

8.5"W x 11"H  
Fold-accordion style  
Offset litho 200 lpi

**InDesign CS Tip:** Create a wide variety of star shapes quickly by using the Polygon tool. Select the Polygon tool, and double-click it in the toolbox to open the Polygon Settings dialog box. Enter the number of sides you want and the amount of inset (the higher this number, the longer and thinner the points of the star). For example, the star with the yellow radial background has 32 sides and a 75% inset. Then drag in your document window to create the star. Press Alt (Windows) or Option (Mac OS) as you drag to draw the star from the center point out, so you can precisely position it.



### Envelope

8.5"W x 11"H  
4- color (2 sides)  
Bleed

**InDesign CS Tip:** Position the main text in the logo along a path. First, draw an ellipse. Then select the Text on a Path tool, and position the tool along the top edge of the path where you want the text to appear. When a small plus sign appears next to the pointer, drag along the path to set the distance the text should travel. Enter your text, and format it. If necessary, drag the Start or End bracket to fine-tune where on the path the text appears. Finally, apply a stroke of None or Paper to the ellipse to make its path invisible.



### Party Invitation Coaster

4"W x 4"H.

**InDesign CS Tip:** Use the editable drop shadow and feathering effects in InDesign CS to soften certain elements. For example, frame the shape on page 2 with a 26-point white path. Then, with the path selected, choose Object > Feather, and check Preview to see how your settings affect the object. Check Feather, enter a Feather Width of 0.26 inches, choose Diffused for corners, and click OK. Also, add a gentle blur to the gray element framing the starburst by applying a soft gray drop shadow (choose Object > Drop Shadow).