



Elite Magazine

Creative Kickoff 2013
Phase1 DESIGN CONCEPT GUIDE

Content

CREATIVE GUIDE

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It's thrilling.

Key Words TO INITIATE DESIGN PROCESS

MAGAZINE TITLES	THE EXPERIENCE		
0 to 100	Acceleration	Gaskets & Rods	Radical
Asphalt	Access	G Force	Rollcage
Drift	Adrenaline Superior	High Performance	Rubber Meets the Road
Drive MMC	After Burn(er)	Horsepower	Speed
Engage	Badass	Indulge	Straightaway
Flywheel	Control	Intense	Styling
Grip	Country Club	In the Tank	Super Charged
Intake	Curves	Keys	The Curve
Peel	Destination	Kick the Tires	Thrill
Power	Double Line	License	Thrilling
Shift	Driven	Lightning	Track
Top Speed	Dynamic	Master	Track Ready
Torque	Elegant/Elegance	Member	Traction
Turn	Elite	Muscle	Tuned
	Engine	Nitro	Turbo
	Enhance	No Breaks	Turning the Corner
	Exciting	No Limit	Under the Hood
	Exhilaration	Passionate	Wheel
	Exotic	Private	
	Fast	Privilege	
	Fluid	Pursuit of Happiness	
	Full Throttle	Race	
	Free Rein		

Creative Concepts

CREATIVE FOCUS ITEMS

1



METALS carbon fiber, chrome, racing, performance *Chrissy*

2



CLEAN speed, the thrill, the rush, the elegance *Kat*

3



DETAILS the feel, the passion, the allure *Emily*

4



BRANDING elite, local, the track, privileged *Kevin*

Details

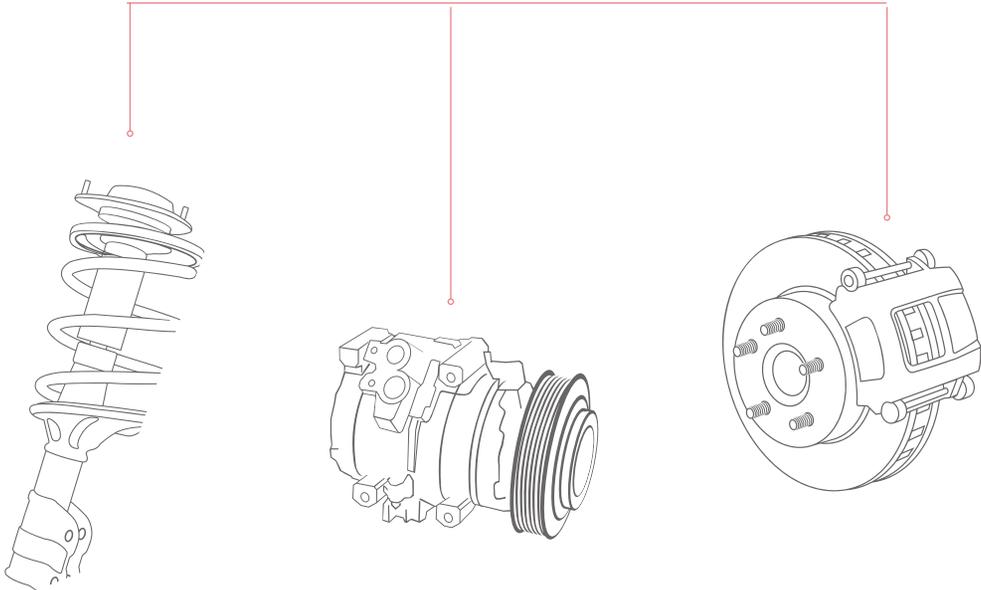
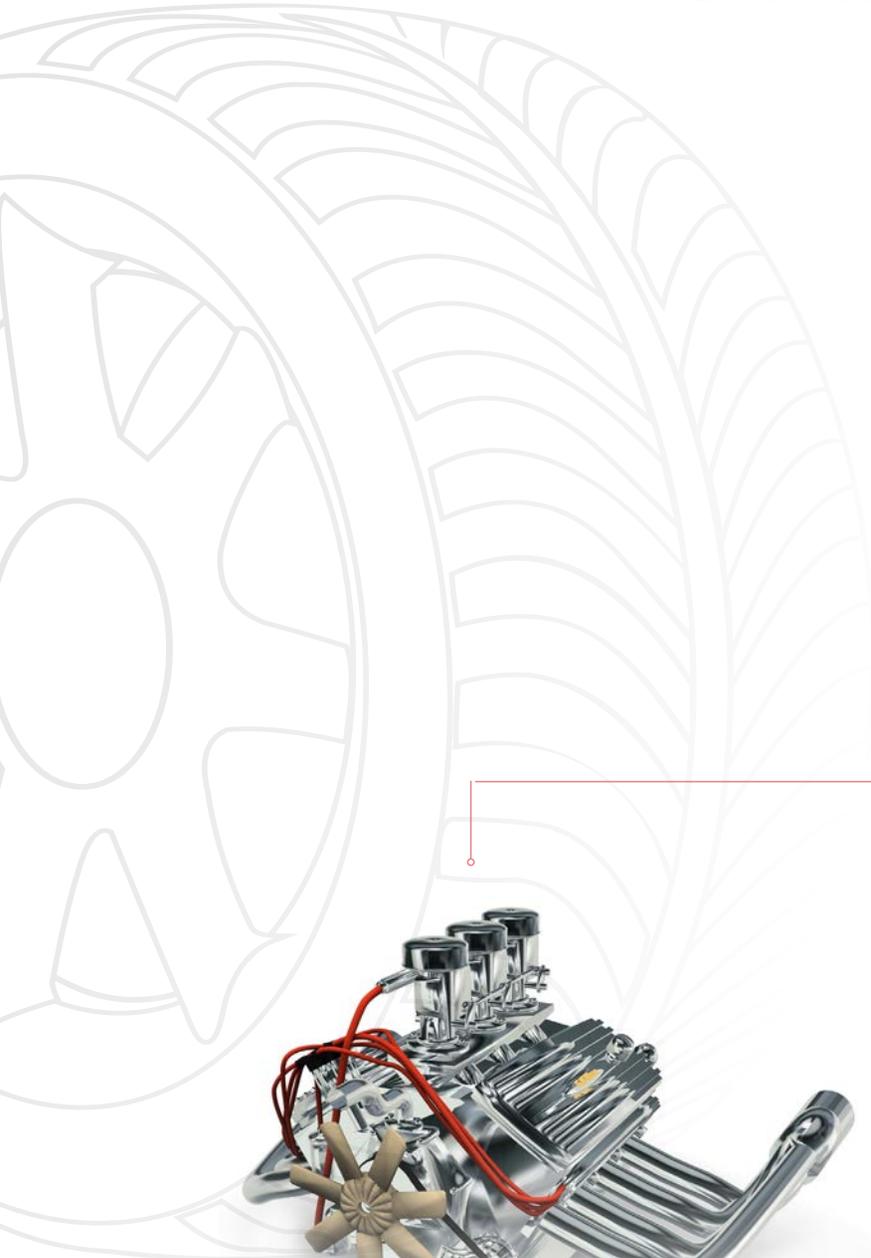
TEXTURES, ACCESSORIES, WHAT'S HOT



It's exciting.

Details

PARTS, HIGH PERFORMANCE



It's super charged.

Cover Design CLEAN {CompA_kh}

Mag Info

Masthead

Articles & Info

Interior

FOCUS ELEMENTS



Colors & Printing Tech



Logo Placement

Cover Design CLEAN {CompB_kh}

FOCUS ELEMENTS

Masthead

INTAKE

Monticello Motor Club's
Premier Magazine Publication
Spring 2013

What's Hot



A Lap with
Jeff Gordon

Our Track



Meet Ari



Mag Info

Articles & Info

Colors & Printing Tech



Logo Placement

Cover Design CLEAN {CompC_kh}

FOCUS ELEMENTS

Masthead

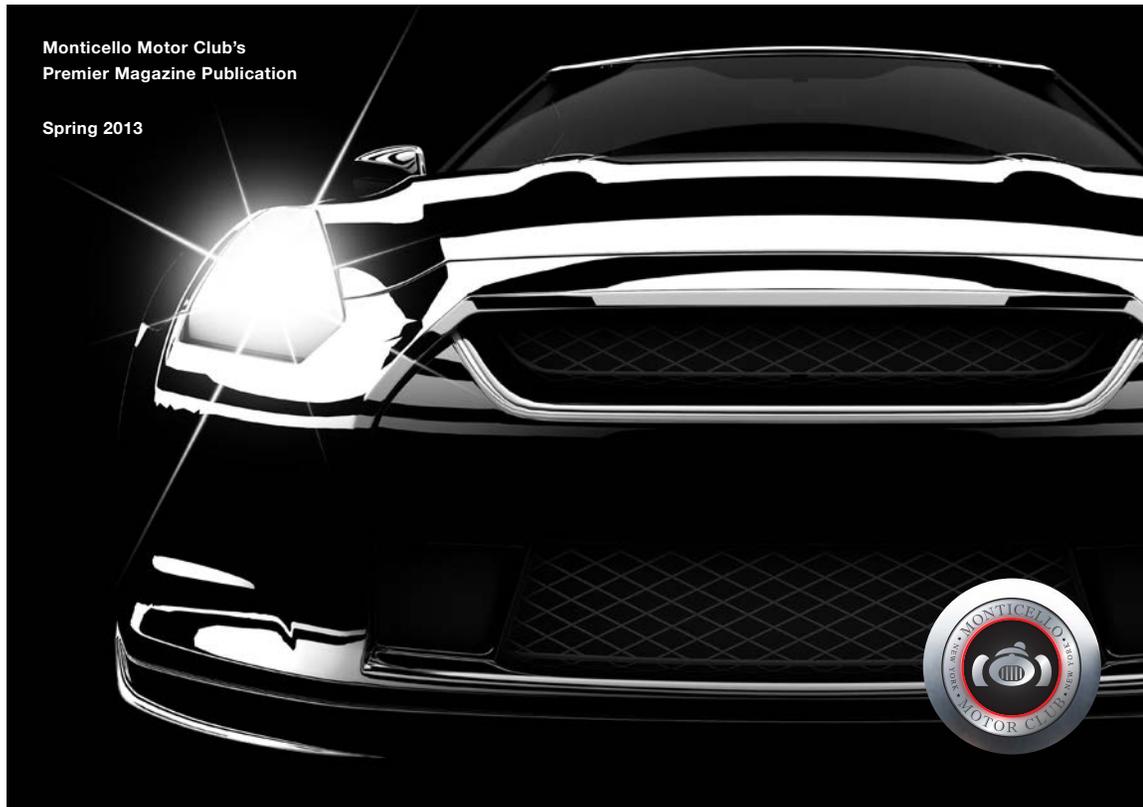
Mag Info



Interior



Colors & Printing Tech



Logo Placement



Interior Designs FORM & FUNCTION

FULL THROTTLE



The one thing we can count on seeing at every SBMA Show is improvement. It was truly impressive to see new hardware and products on display from the aftermarket despite a tough economy. There were many impressive builds from the outrageous mid-engine V8 Genesis Coupe by Rlys Miller to the Canadian-built Super Cuda powered by a twin turbo V10 topping out at 208 mph. We even saw a couple of past PAS Magazine features with enough tweaks to consider them fresh... but then there was K&N, who took one of their former features and took it up to create the Time Attack assassin.

K&N Engineering Inc. of Riverside, California is famous the world over for providing performance filters

with effective filtration for anything that moves. Their dominance in the marketplace means that they have the funds to do just about anything they want. K&N has a substantial facility that houses a serious skunk works boasting a huge shop and R&D area where the magic happens. Our friends at K&N gave us the inside scoop on this G35 and, had we not heard it directly from them, we'd never have believed it.

This particular G is actually one that K&N has had in their line-up since 2009. The most recent round of modifications was not only the most extreme, but represented the third time this car would be totally transformed. The final version you see here was purpose built to make a serious statement on the road course, well ahead of the pack.



Drive

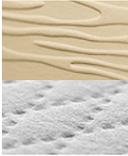
drive
MMC

It's a once in a life time experience.



Printing Techniques

THINK OUTSIDE THE BOX



EMBOSSING/DEBOSSING

Embossing and debossing are similar processes that create a different result. Both processes involve making a metal plate and a counter. The plate is mounted on a press and the paper is stamped between the plate and counter. This force of pressure pushes the stock into the plate, creating the impression.



SILK LAMINATION/LAMINATION

Silk lamination provides a soft, silk-like finish, is water-resistant and tear-resistant, and complements vibrant colors. Pieces are traditionally printed in full-color, like any regular business card, however one additional step is taken to get their unique texture — the cardstock is coated with a durable, weather-resistant, silk laminate finish.



VARNISH

A varnish is a liquid coating applied to a printed surface to add a clear glossy, matte, satin, or neutral finish.



FOIL

To get the gold /silver stamp, a foil layer is affixed to a certain material by a heating process. It isn't too complicated of a process and getting the files ready are quite similar to uv-spot printing. See my guide on preparing files for print as a reference and talk with your printer about how to supply the files. Foil printing normally requires vector images and/or outlined fonts of what you want to have stamped.



THERMOGRAPHY

Thermography produces raised printing similar in appearance to engraving, but using a different process for attaining the effect. In thermography, a special powder is added to the ink that is to be printed on the paper. The printed piece is heated, causing the powder and ink mixture to dry, which in turn results in a raised effect on the paper.



DIE CUT

Die cut involves cutting irregular shapes in paper or paperboard using a die. A die can be used in printing for cutting, scoring, stamping, embossing and debossing. Dies are normally custom pieces, but your printer will usually have some standard dies (such as for rounded corners) available if you don't need a custom template; check with your printer to see what they have — it may help reduce the cost of printing a special piece.

Printing Techniques

CONTINUED

TEXTURE

Raised images and patterns can be used with graphics to create a tactile effect. The raised image also provides a good grip for products such as shampoos and shower gels.

GLITTER

Glitter inks contain reflective flakes that are suspended in clear or pigmented transparent ink. Available in a variety of colors, shapes and sizes.

PEARLESCENT

Pearl luster can be applied to packaging as a stand alone color, or integrated into process artwork. Available in many natural and light color tints.

CAST COATING

Also called Cast and Cure, Cast Coating is a cost effective solution for visual appeal that delivers strong environmental benefits. A Hologram etched film is used to apply depth and dimension to printed packaging. Standard or custom patterns are available.

THERMOCHROMATIC

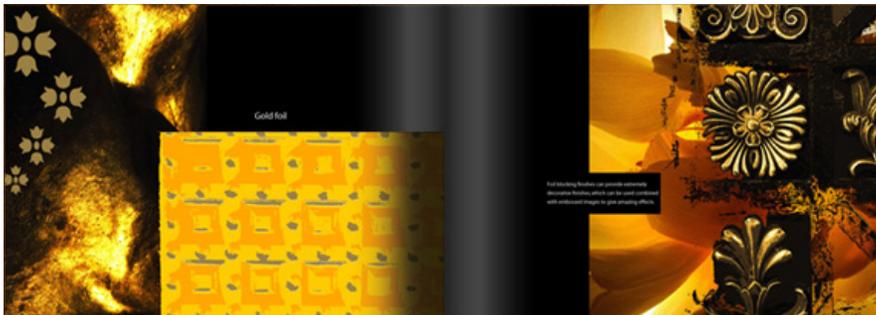
Temperature (hot or cold) activated color changing ink. Use to show hidden messages or images. Can also double as a security feature.

PHOTOCHROMIC

UV and sunlight activated color changing ink. Message or graphic will appear when exposed to UV or sunlight. Great for products such as suntan lotions or used as security measures.

GLOW IN THE DARK

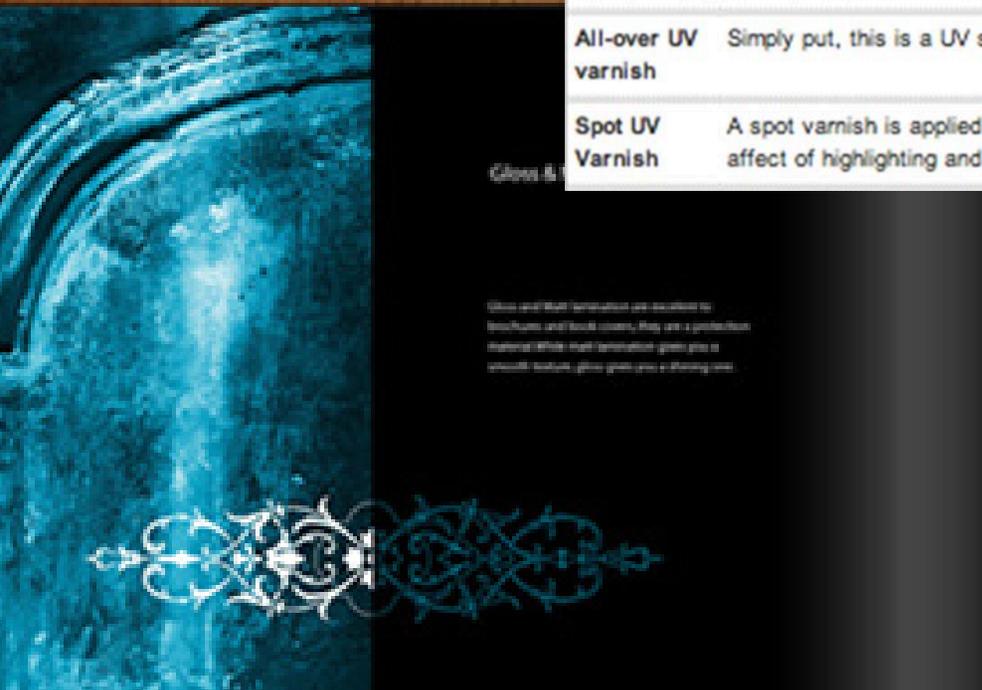
Ink glows after exposure to light. Free of hazardous materials and available in many color options.

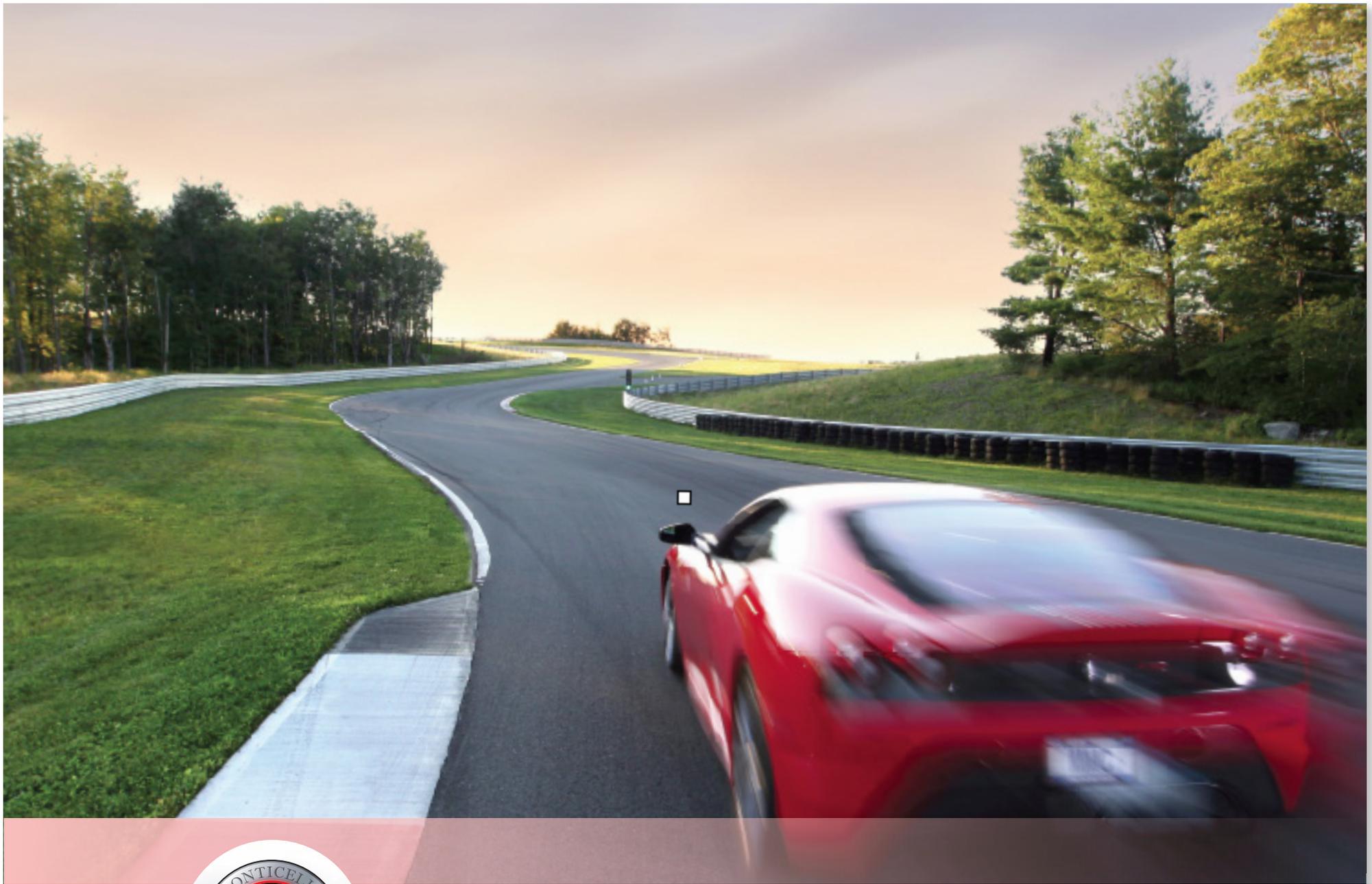


Printing Techniques

CONTINUED

Varnish Type	Description
Gloss Varnishing	A gloss varnish gives the printed surface a glossy, sheen look.
Matte Varnishing	A matte varnish gives the printed surface a non-glossy, smooth look.
Silk or Satin Varnishing	A satin varnish gives the printed surface a neither a high gloss or matte, but the middle ground.
UV Varnishing	Ultraviolet (UV) varnishing is a process for achieving an even more striking type of coating on your printed material.
All-over UV varnish	Simply put, this is a UV seal applied all over the printed surface.
Spot UV Varnish	A spot varnish is applied to chosen spots (areas) of a printed piece. This has the affect of highlighting and drawing attention to that part of the design.





It's the pursuit of happiness.