

the brief:

futerra.co.uk/blog/

The futerra blog is where it all happens. It's the place where Futerrans share their thoughts on what's happening in the world and how it relates to our overall mission of making sustainable development so desirable it becomes normal. It's a blog, which adheres to a standard blog format, but can you help it thrive outside of web page format?

Objective: Using content from futerra's blog, create a sizzling e-booklet which demonstrates strong understanding of design for both print and screen.

Choose some content which interests you from some of our latest blog posts and bring it to life in an e-booklet.

You can make the booklet as long or short as you wish but the pages, including the cover and back cover, must be a multiple of four. The length of your booklet is entirely up to you.

It doesn't have to reflect the layout of our blog but it must reflect the futerra brand. If you aren't sure what this may be have a look at some of our work on the publications page here:

[Branding Biodiversity](#)
[Sell The Sizzle](#)
[The Greenwash Guide](#)

You aren't limited to the images used for each blog. You can source related images to help you communicate your concept. See the following page for more details.

the brief:

futerra.co.uk/blog/

resources:

Futerra Blog:

futerra.co.uk/blog/

typefaces

sans serif: Foundry (Helvetica as Substitute)

serif : Baskerville bold and bold italic

colours:

Futerra pink:

c0 m95 y27 k0

r238 g44 b116

Pantone 213 C

Futerra grey:

c0 m0 y0 k80

logos: these are attached as high res tiffs for you.

Secondary brand colours: attached in an eps

deliverable:

two document formats:

1. Print ready CMYK plus one spot colour (which would be the Futerra pink)
2. A web ready pdf version

The pages should be set up as facing pages so the viewer can read as spreads.

requirements:

1. One hyperlink within the small booklet
2. Your Indesign documents packaged up with all the links
3. Page numbers and footer