

Initial Sketches



Final Design



SILVER  
TRUMPET

Silver Foil

SILVER  
TRUMPET

Brass Foil

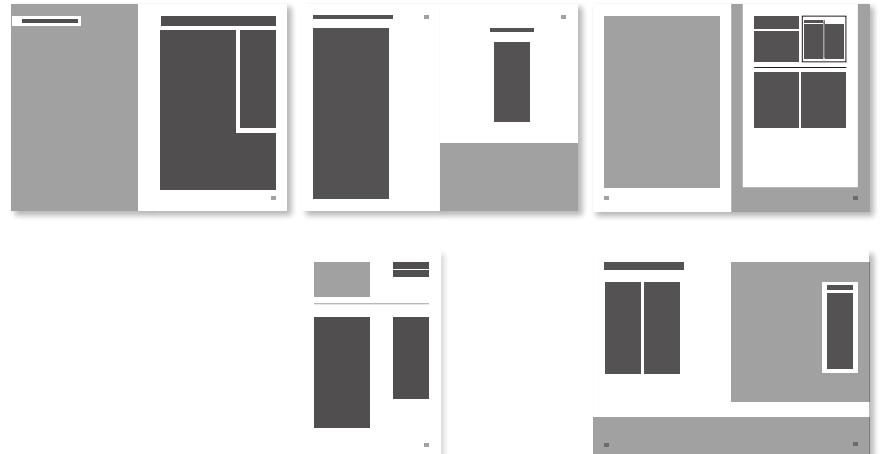
SILVER  
TRUMPET

Deep Purple

SILVER  
TRUMPET

SILVER  
TRUMPET

## Initial Sketches



## First Comps

**Oakodon**  
Japanese Chicken and Egg Rice Bowl

**Ingredients**

Combine dashi, soy sauce, sake, and sugar in a small saucepan and bring to a simmer over medium heat. Adjust heat to maintain a strong simmer. Add chicken pieces and stir occasionally, until onions are half translucent, about 3 minutes.

**Method**

Wash rice, drain well, and cook, stirring and rinsing chicken occasionally, until chicken is no longer pink. Add onions that reduced by about half. Stir 3 to 7 minutes, reducing heat for chicken breast.

**Stir**

In half of mixture and add of dashi, soy sauce, and sugar. Stir to taste with more soy sauce if desired. There should have a balanced sweet-salty flavor.

**Reduce heat**

In large bowl, beat eggs lightly with chopsticks in a medium heat. Pour eggs into a thin, steady stream, holding your chopsticks over edge of bowl to help distribute eggs evenly. Cover and cook until eggs are firm, about 1 minute for runny egg or 3 minutes for medium-firm.

**To Serve**

Transfer hot rice to a single large bowl or 2 individual serving bowls. Top with egg and chicken mixture, pouring any excess broth from the bottom of bowl over top. Garnish with remaining half of sliced scallions and vegetables. Serve immediately.

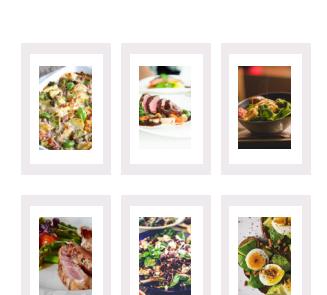
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## Final Design



**Egg Avocado Toast**

**Ingredients**

2 eggs  
Soft Boiled Eggs and Fresh Avocado  
2 slices whole grain bread  
1 large avocado  
½ tsp sea salt  
½ tsp ground black pepper  
1 tbsp white cheddar cheese, grated  
½ tsp black sesame seeds

**TO SOFT BOIL THE EGGS:**

Boil a few inches water in a deep saucepan over high heat. Once the water has reached a rapid simmer, lower the heat to medium-high and slowly lower the eggs into the water. Cook for 3 to 4 minutes. Cook 6 minutes for a very runny yolk (cook one more minute if you're wanting a more set yolk).

**Remove the egg:**

Remove the egg, carefully, with a slotted spoon and place directly into an ice bath (a large bowl filled with cold water and ice). Allow to set in the ice bath for 2 minutes, then stop cooking.

**Remove the peel:**

Gently tap the bottom, flat end of the egg with a spoon, then carefully slide the spoon around the egg, in between the outer layer of the egg and the inside of the peel to remove the entire peel.

**Toast a thick slice of whole wheat bread until well-toasted, then set aside.**

**Mash**

Mash an avocado in a small bowl; until it's mostly pureed, then spread it evenly over the top of the slice of toast. Sprinkle the avocado spread with a little sea salt and ground black pepper.

**Place**

The soft-boiled egg over the avocado spread and gently slice open, spreading to cover the entire toast. Then, sprinkle with the shredded white cheese and some black sesame seeds.

**Contents**

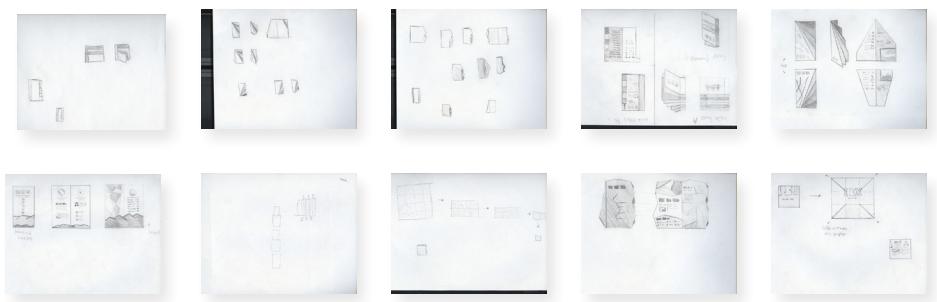
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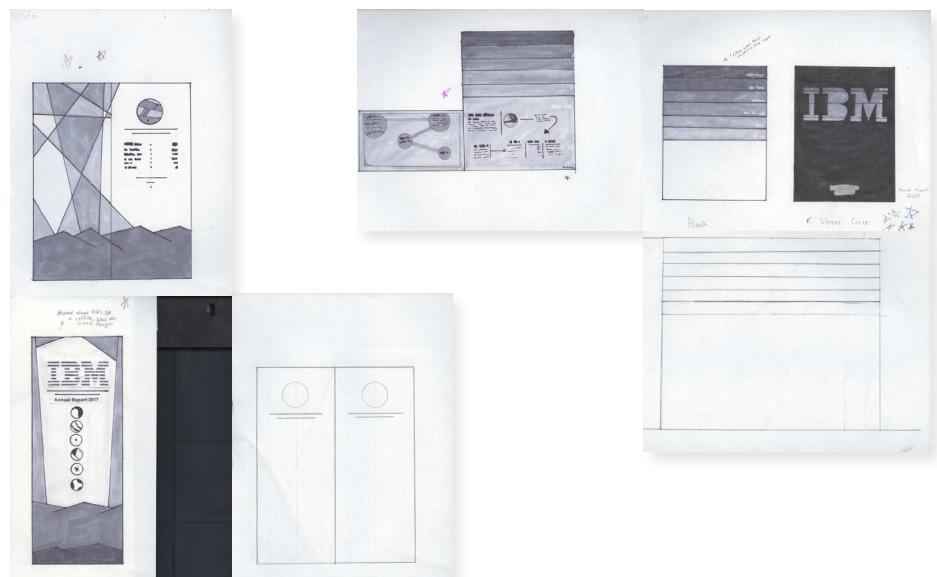
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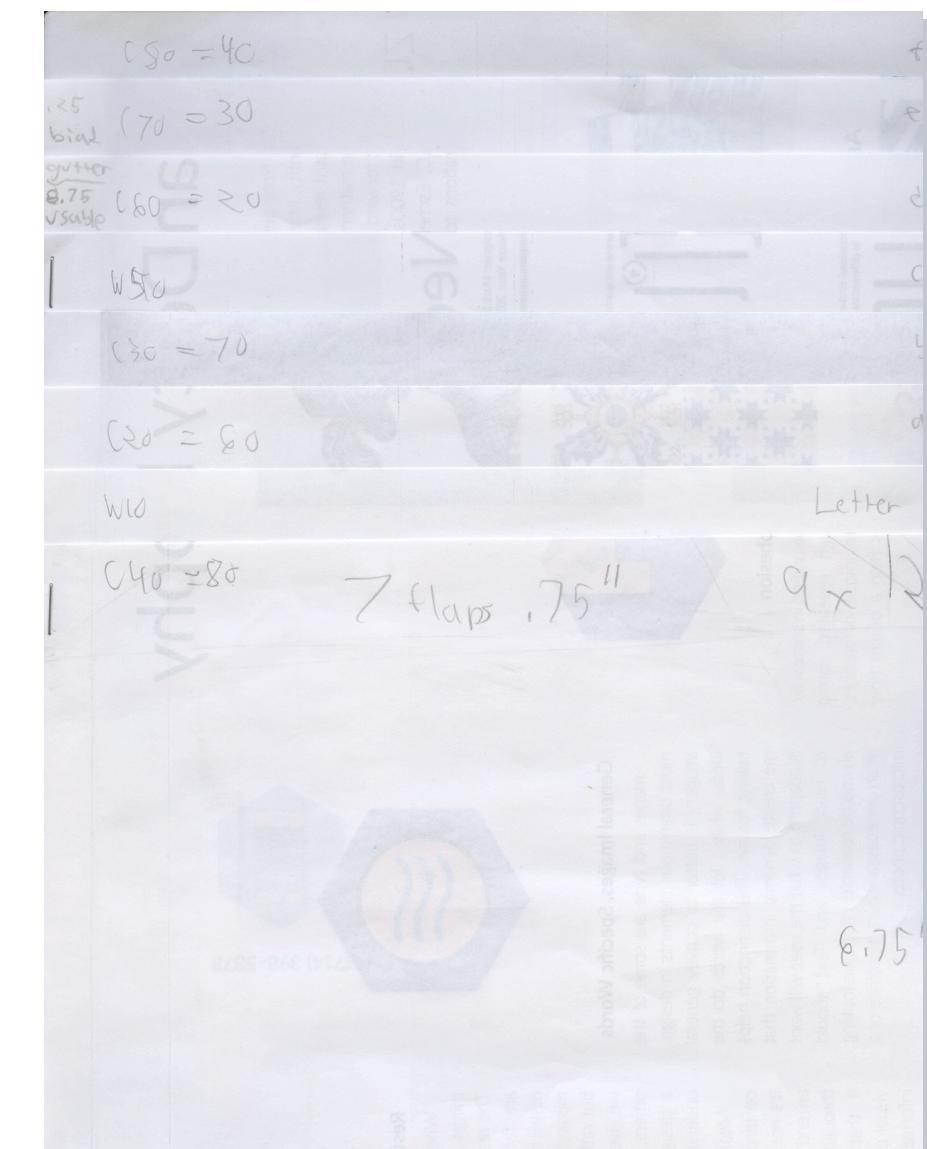
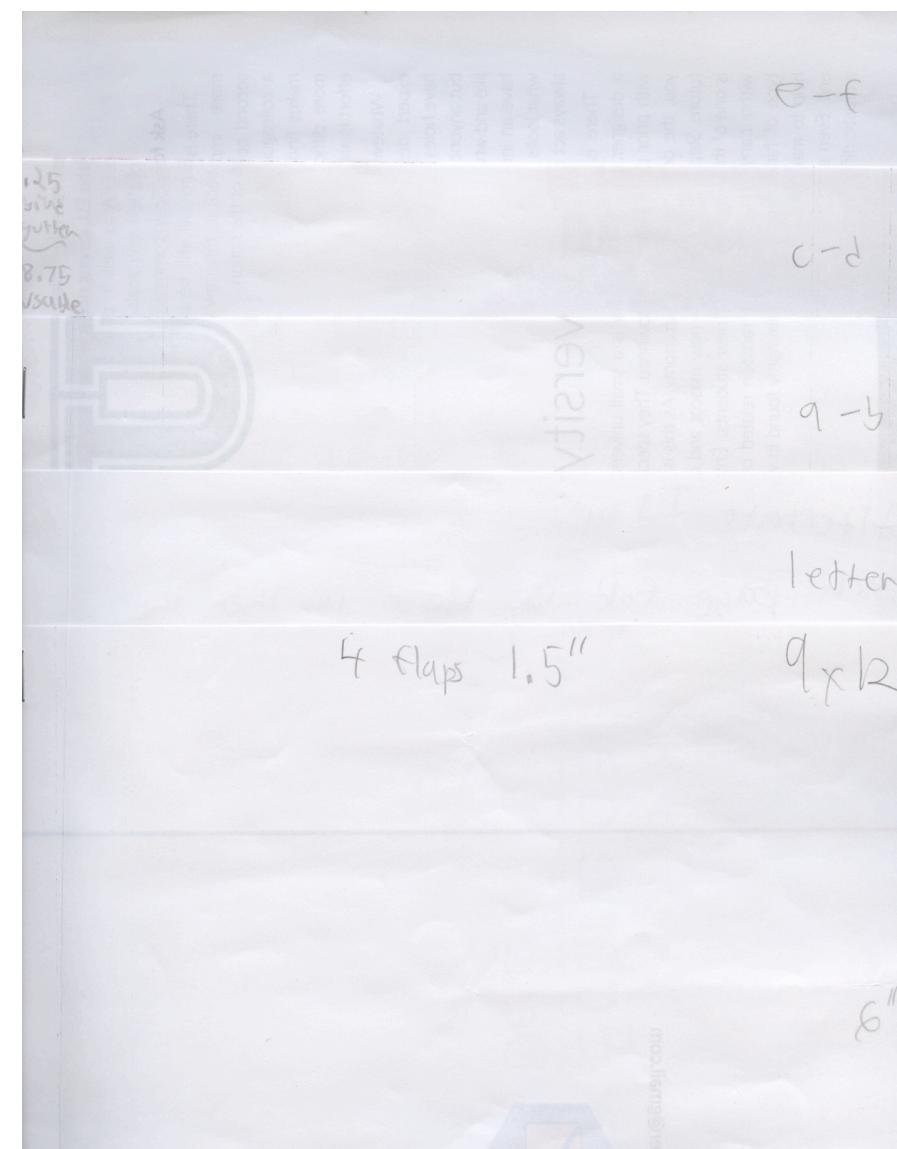
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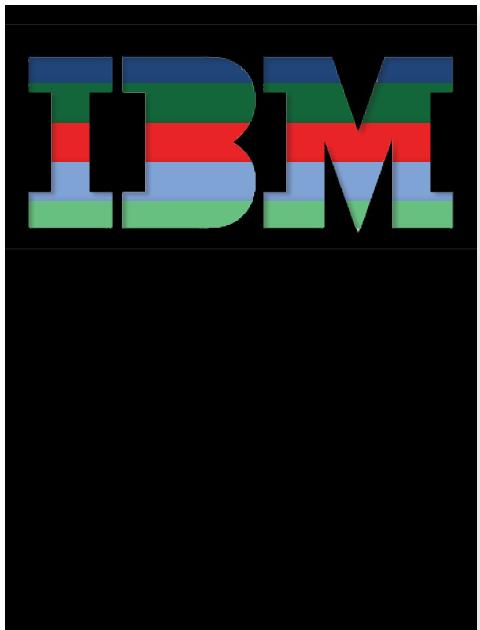
## Initial Revisions



## First Mockups



## Primary Digital Mockups



## Style Guide &amp; Final Mockup

### IBM 2017 ANNUAL REPORT STYLE GUIDE

**Main Color**

**Secondary Color**

**Tab Header Neue, Bold 23pt**

**Typography**

**ITC LUBLIN GRAPH**  
Helvetica Neue  
(Official IBM Typeface)

**BODY TITLE GRAPH, DEMIBOLD 12PT, ALLCAPS**  
(Body Text, Neus, Regular, 8pt)

**TITLE** temelios, sequiis nis ut quo qui tecum fugiatur namus.  
Pritendit is explasurum fuga, statim quatuor velleni mincto dolupatam acci into coheren dicero nonsequulas altaepeid aut is ex es ad altas eos dolupatam quis nobis intend offic temo illatur si blam ilquibus alant. Ximpromque cum fugiandant tempore hendele inbarum rest non perputa quatur ad moloni que verum endre volupti voluptas et, sum fugi consed modipit;

**Secondary Title or Pull Quote.**  
Graph, Demibold 23pt

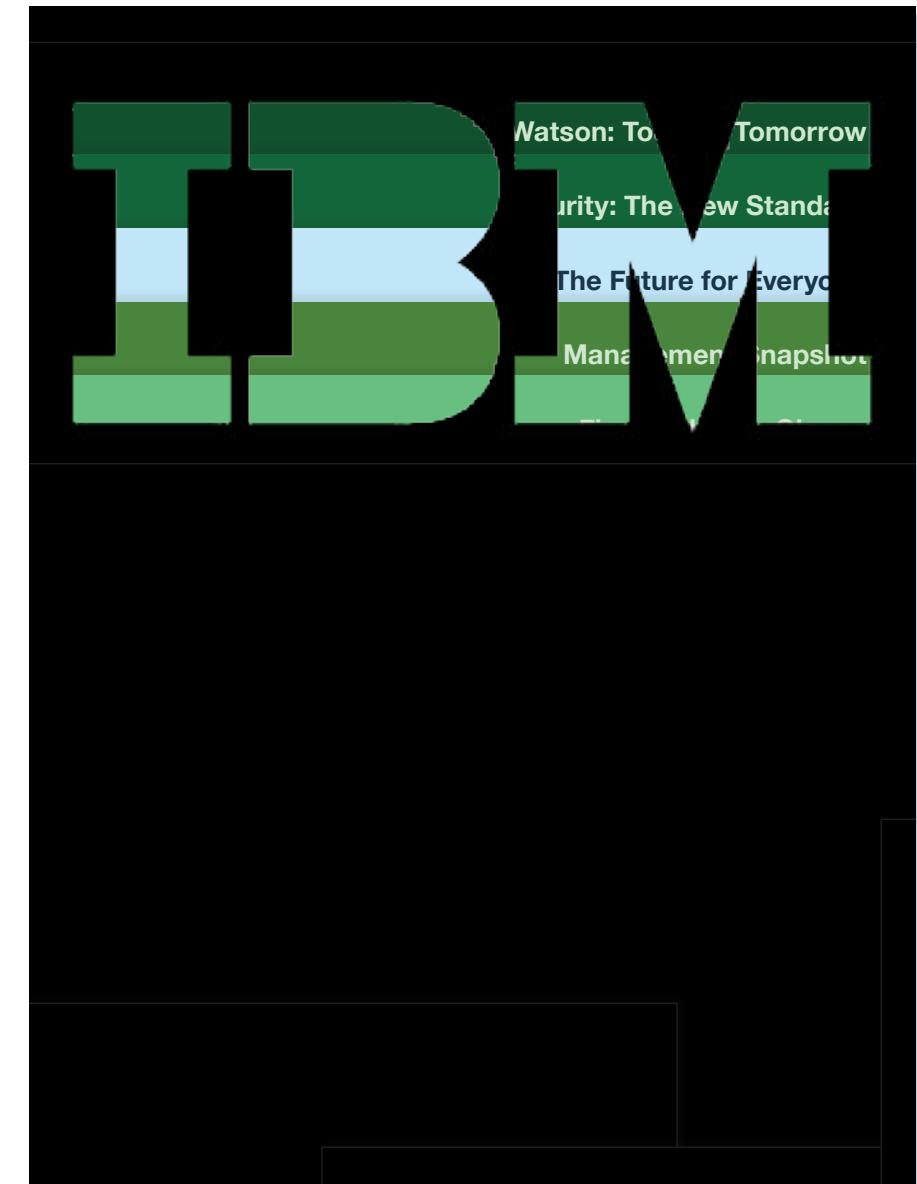
**Document Layout**  
REFER TO  
IBM COLOR GUIDE

**Photography & Illustration**  
Clean, Clear, Communicative

Macro Photography of items  
Group photos are in situ  
Warm Colors as highlights, or muted

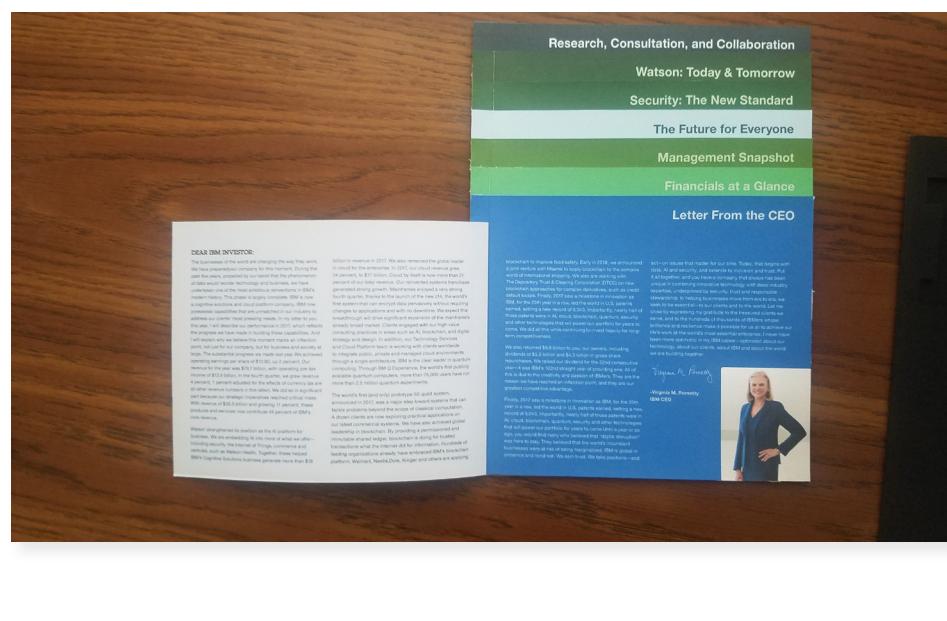
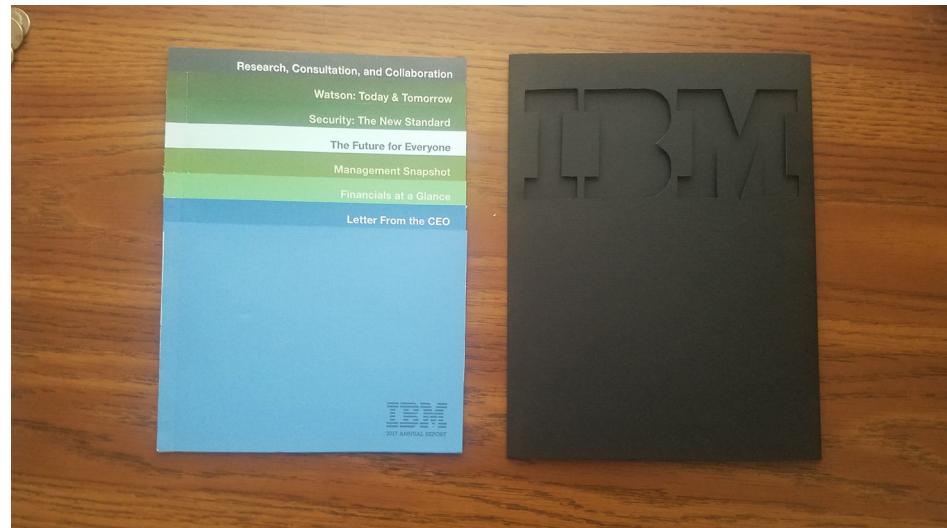
Illustrations are geometric, yet slightly rounded  
Refer to material design, but do not strictly adhere  
Stay near IBM Report Colors

**Paper Samples**



# IBM Annual Report

# Physical Finals



# Final Design

