



This is the Styling Guide for Angkor Park, a UNESCO World Heritage Site situated in Cambodia.

Strategic Ideas

Promote other Angkor Park Sites

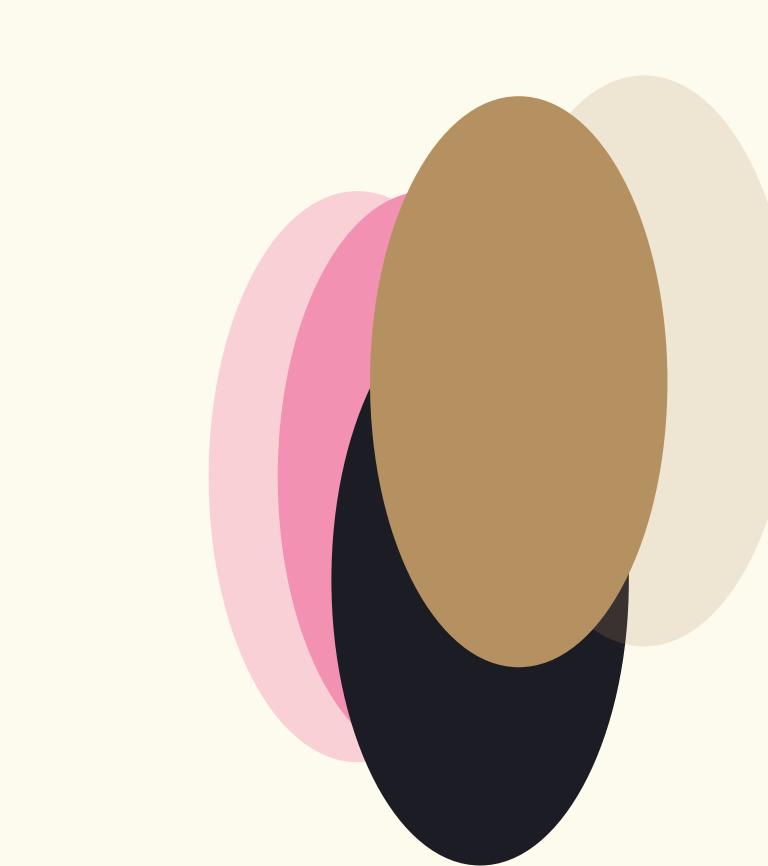
The national flag includes Angkor Wat, and promotes Angkor Wat. There are many more sites to explore within the park that aren't communicated through Cambodia patriotism.

Efforts to Remove Negative Public Opinion on Cambodia

Cambodia is known for two things: Angkor park, and Khmer Rouge's tragic genocide and culture destroying practice during its reign. To promote the difference between Khmer Rouge and present day Cambodia would boost public opinion, and increase positivity towards Angkor.

Increase Identity on the Website by Including Restoration Symbolism

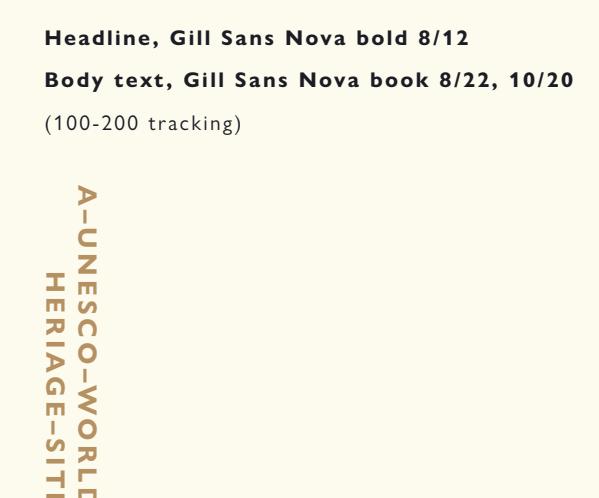
The official website does not communicate the values and significance the park has for Cambodia. One key aspect of Angkor is the importance UNESCO and the government puts on their restoration projects of each site.



f492b2, b59162, 1d1e26
pink 40%, brown 20%, black

fcf4d6 light tan background at 40%, featured everywhere

Brown is used for flowers, pink is feature in the mark and lines.



Headline, Gill Sans Nova bold 8/12
Body text, Gill Sans Nova book 8/22, 10/20
(100-200 tracking)

UNESCO, Gill Sans Nova bold 10/12
(Sidewords except van for readability)

Subtitle Brown 100% Text Continues Inline

Exhibition of Photographs & Artifacts
Museum of Fine Arts, Boston

Only countries that have signed the World Heritage Convention, pledging to protect their natural and cultural heritage, can submit nomination proposals for properties on their territory to be considered for inclusion in UNESCO's World Heritage List.

Giza Pyramids in Egypt These pyramids were threatened in 1995 by a highway project near Cairo which would have seriously damaged the values of this archaeological site. Negotiations with the Egyptian Government resulted in a number of alternative solutions in which replaced the disputed project.

Exhibition of Photographs & Artifacts

New Yorker Ad Series

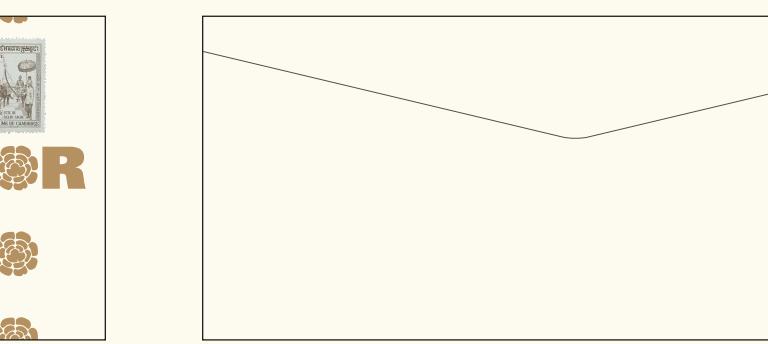
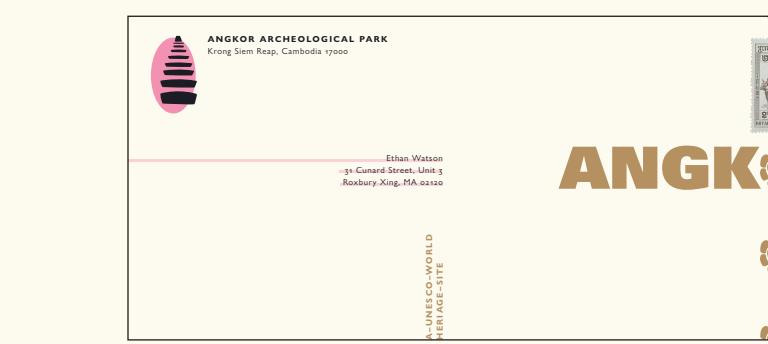
New Yorker Ad Series



Featured next to an article in the New Yorker, this series of ads is to appear about two weeks apart for each piece in the two months prior to the MFA event.



Envelope, Front & Back



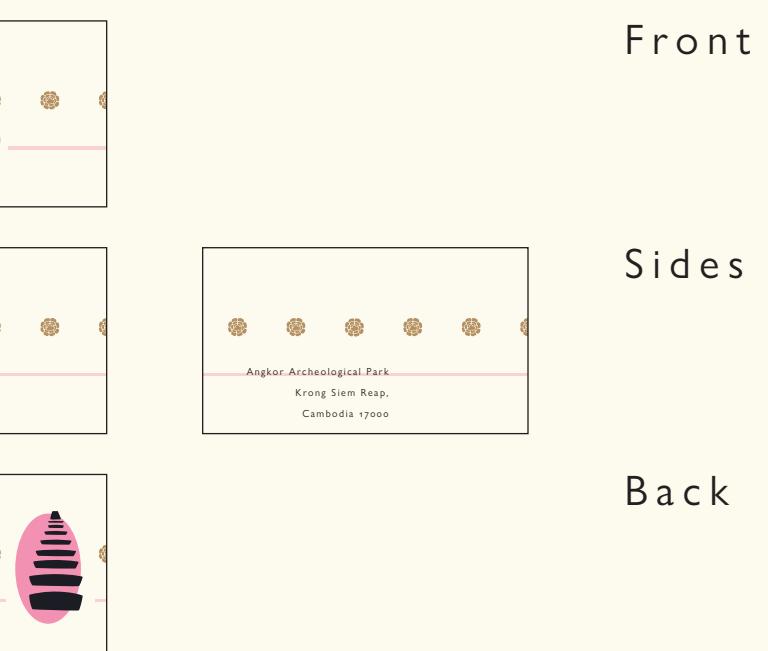
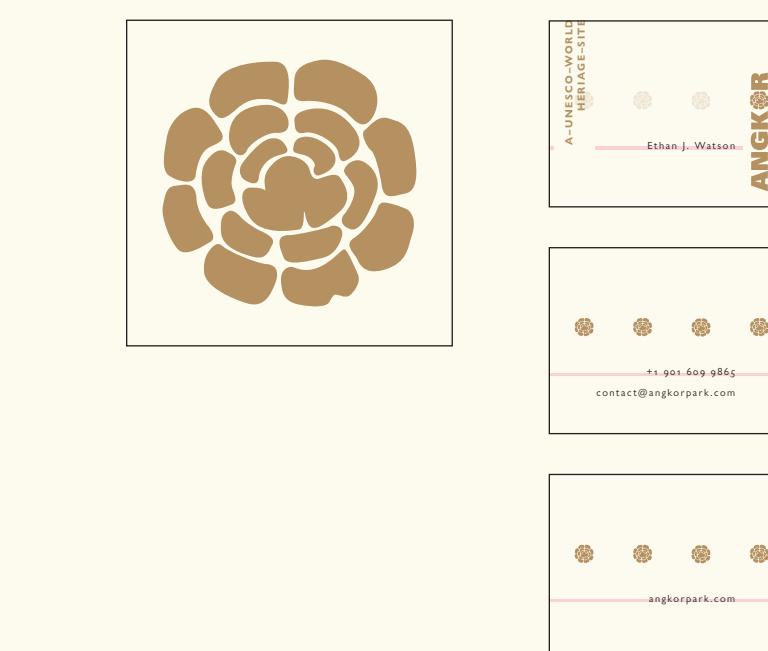
Delivery Van



Mobile Site



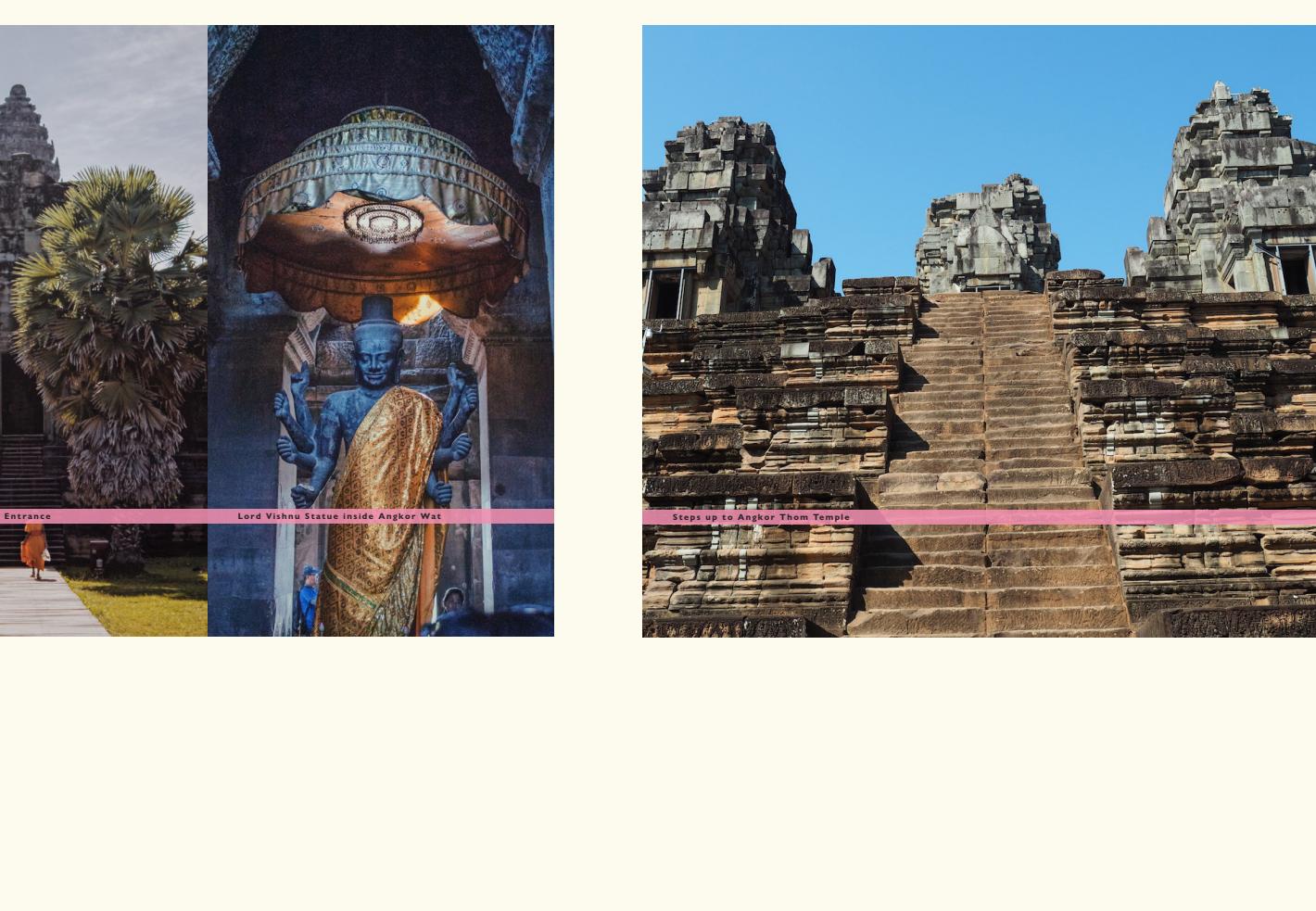
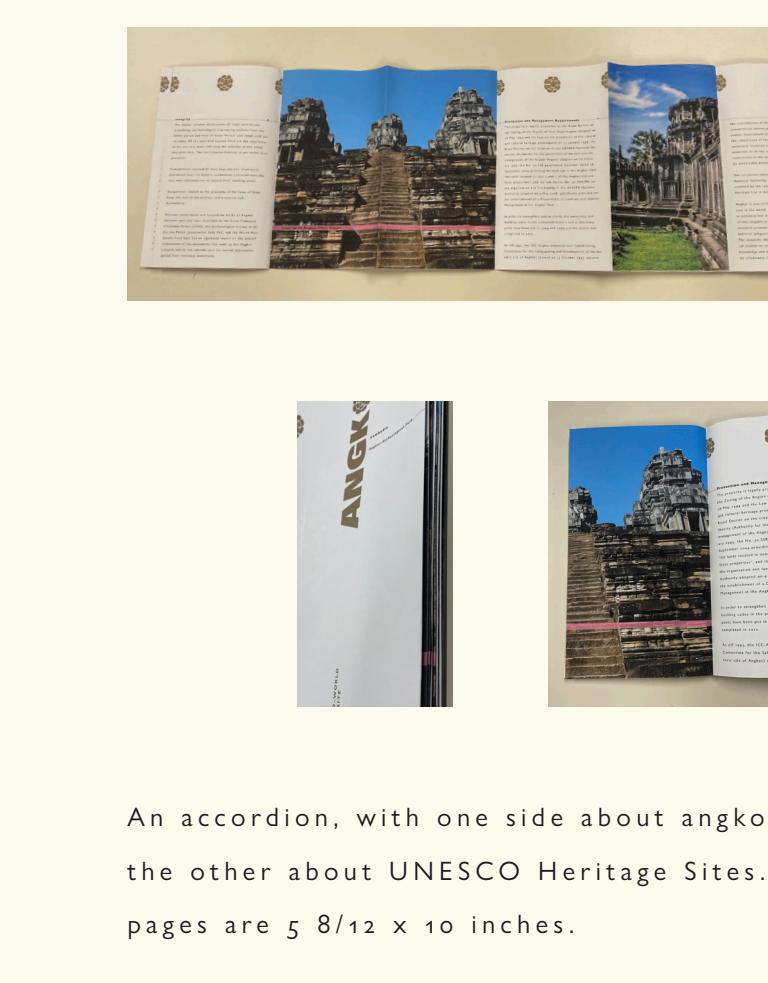
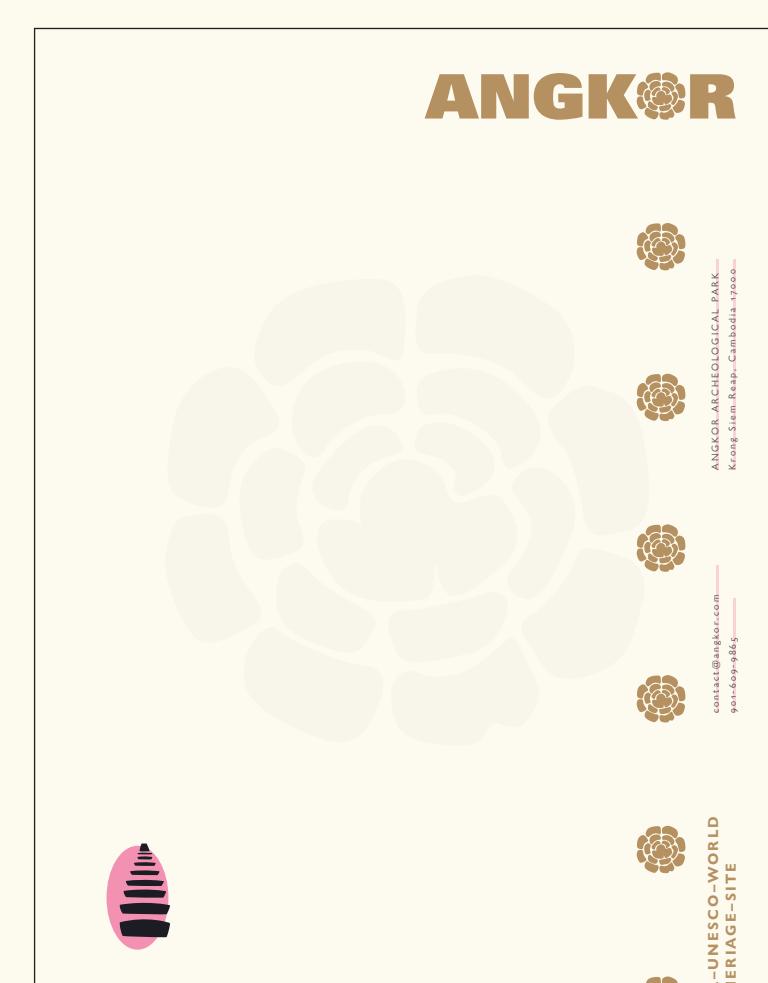
Business Cards



Folds into one, expands into a four sided box with no top or bottom.



Book Cover, Book Spreads



Site Sign, contextual

Site signs are made of plastic, placed on Angkor Wat's main bridge. It is unobtrusive to the surrounding nature, and held in a row by a metal bar through the top of the tilted signs.



Site Sign, English, Spanish, French, Chinese (Simplified), Russian, Arabic, Khmer

