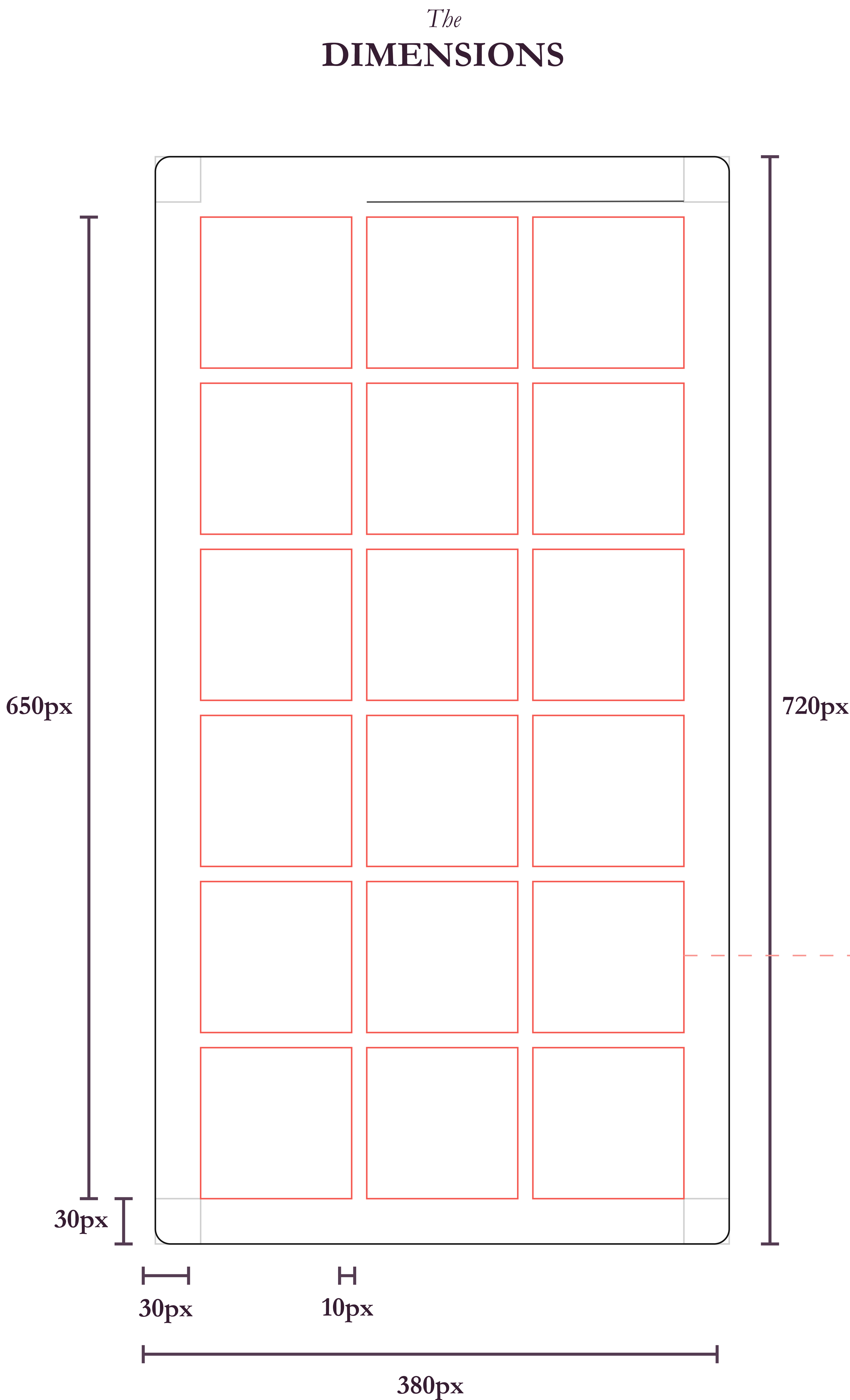
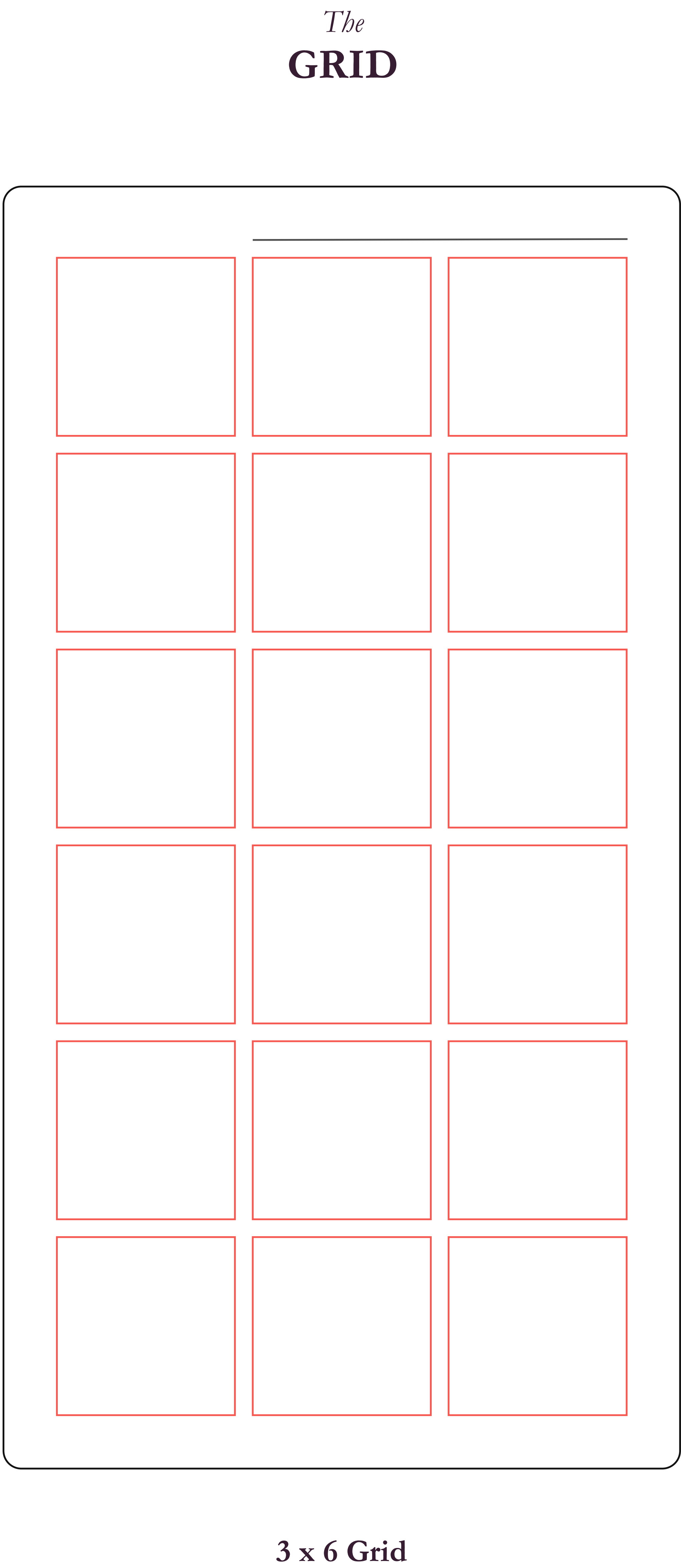


Analyzing Massimo Vignelli’s design

for the original Audubon Field Guides



The
PAGES

The pages that follow this grid are :

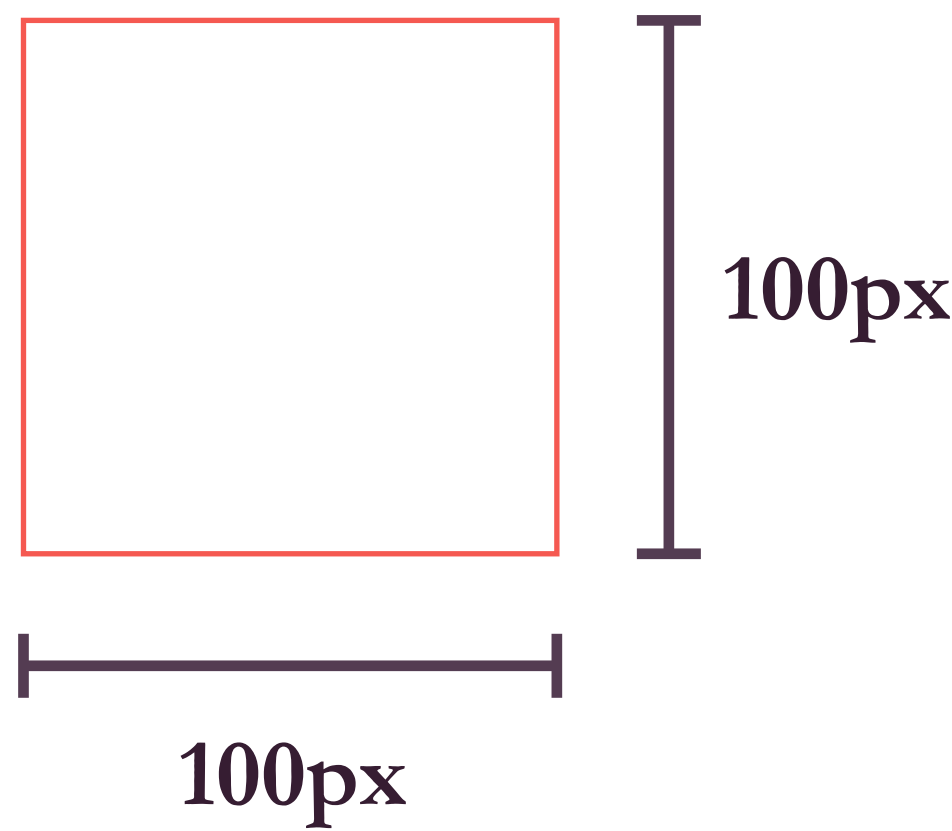
- 1. INTRODUCTORY PAGES**
- Book Title
 - Contents
 - Authors and contributors
 - About
 - Acknowledgements
 - Introduction
 - How to use this Guide

2. COLOR PLATES
(Only headings + key)

2. ESSAY PAGES

3. TEXT ACCOUNTS

4. APPENDICES
(Except index)



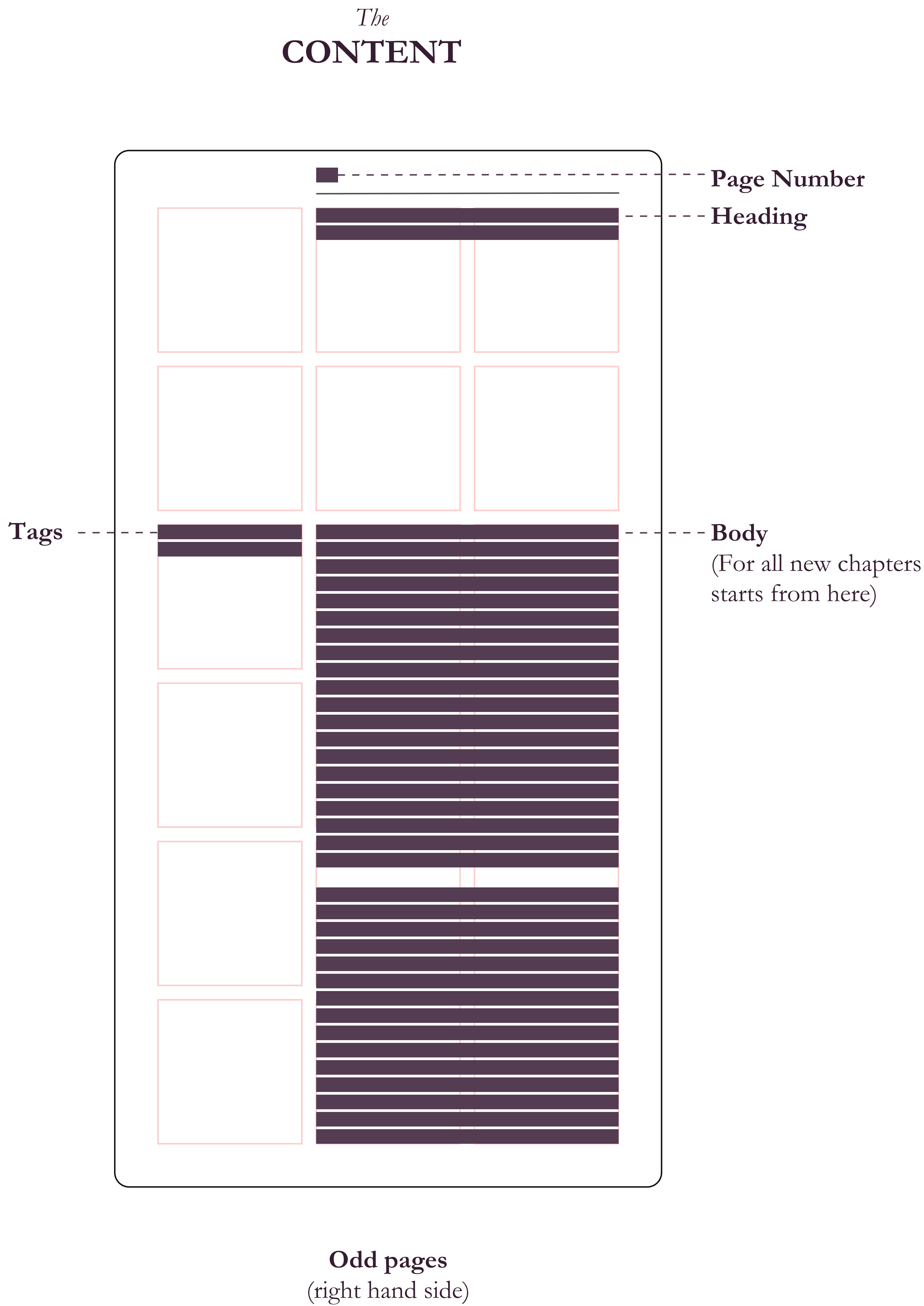
Width = 100px
Gutter = 10px

Grid 1

WEEK 6: Tue, 03 Mar 2020

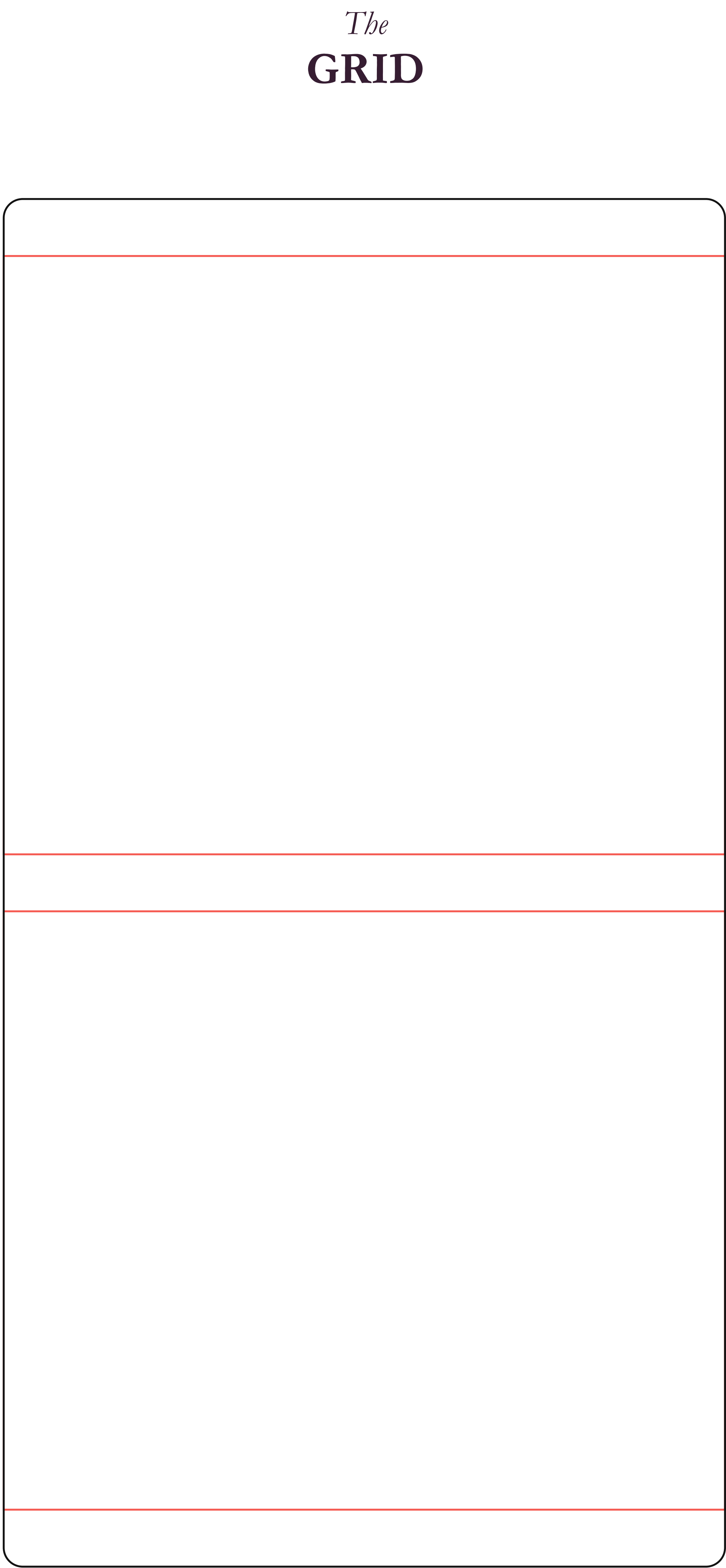
Analyzing Massimo Vignelli’s design

for the original Audubon Field Guides

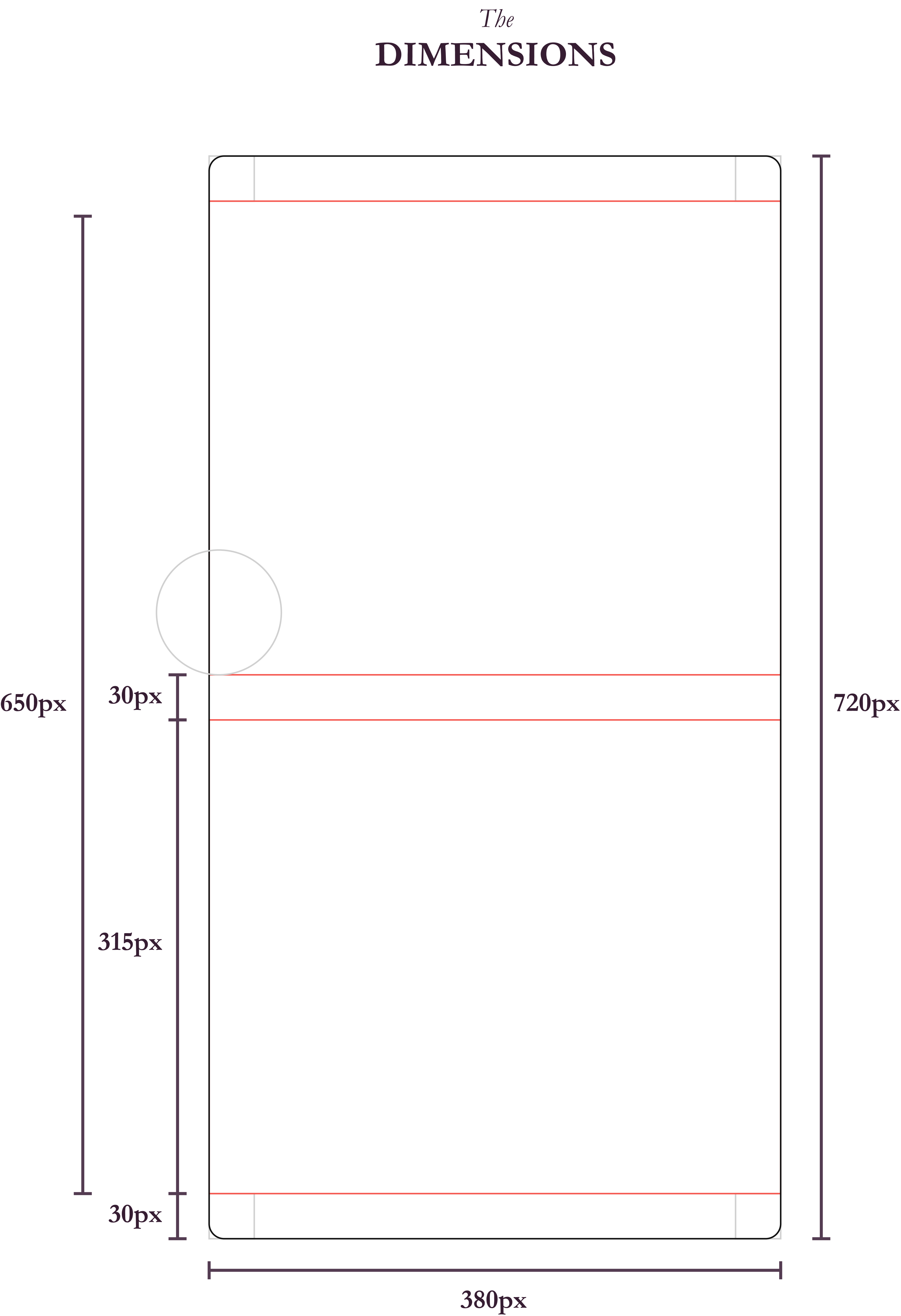


Analyzing Massimo Vignelli’s design

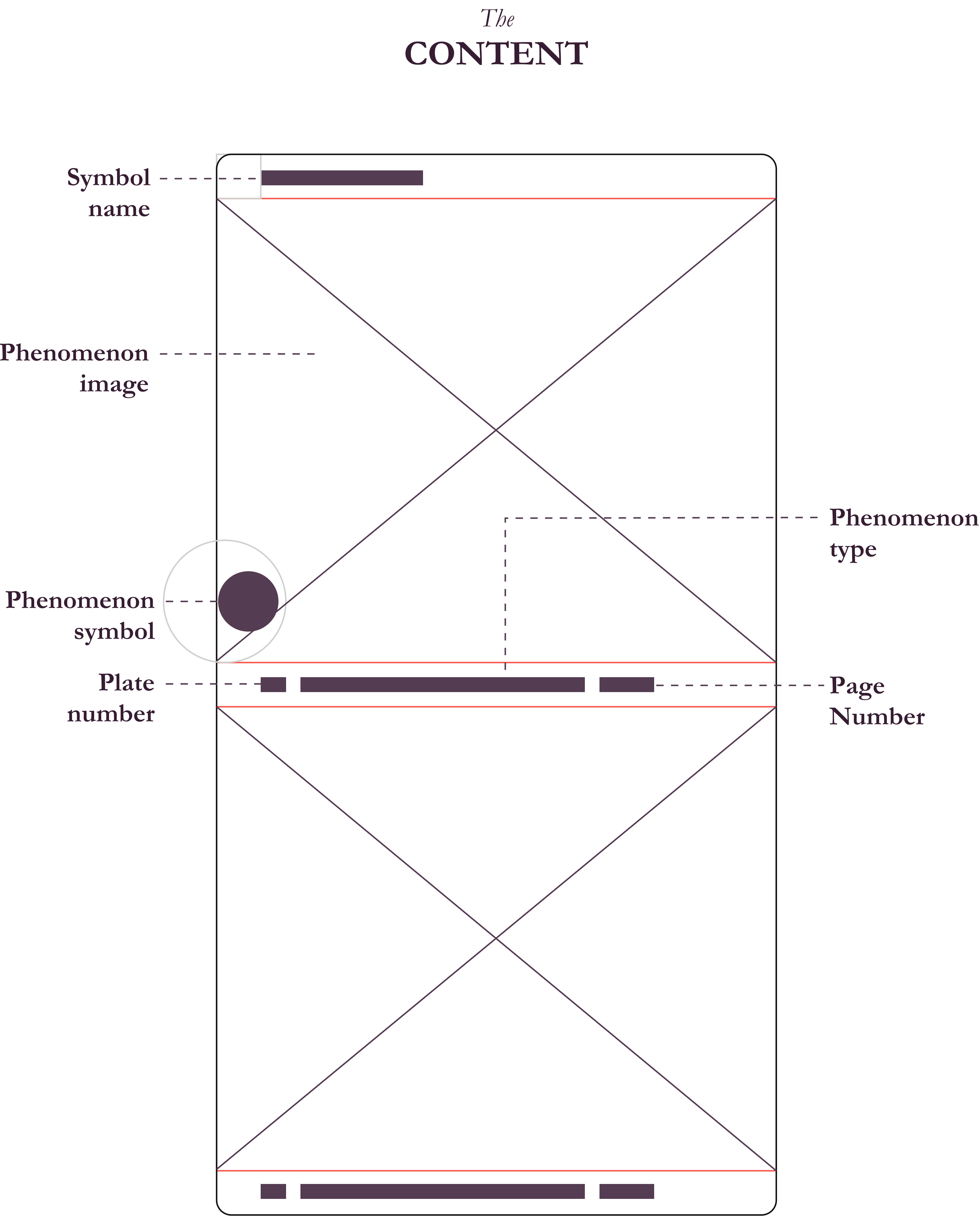
for the original Audubon Field Guides



1 x 2 Grid
Only the color plates follows this grid.
(There is either one image across two pages or one image per page or two images per page.)



Width = 380px
Height = 315px
Gutter = 30px



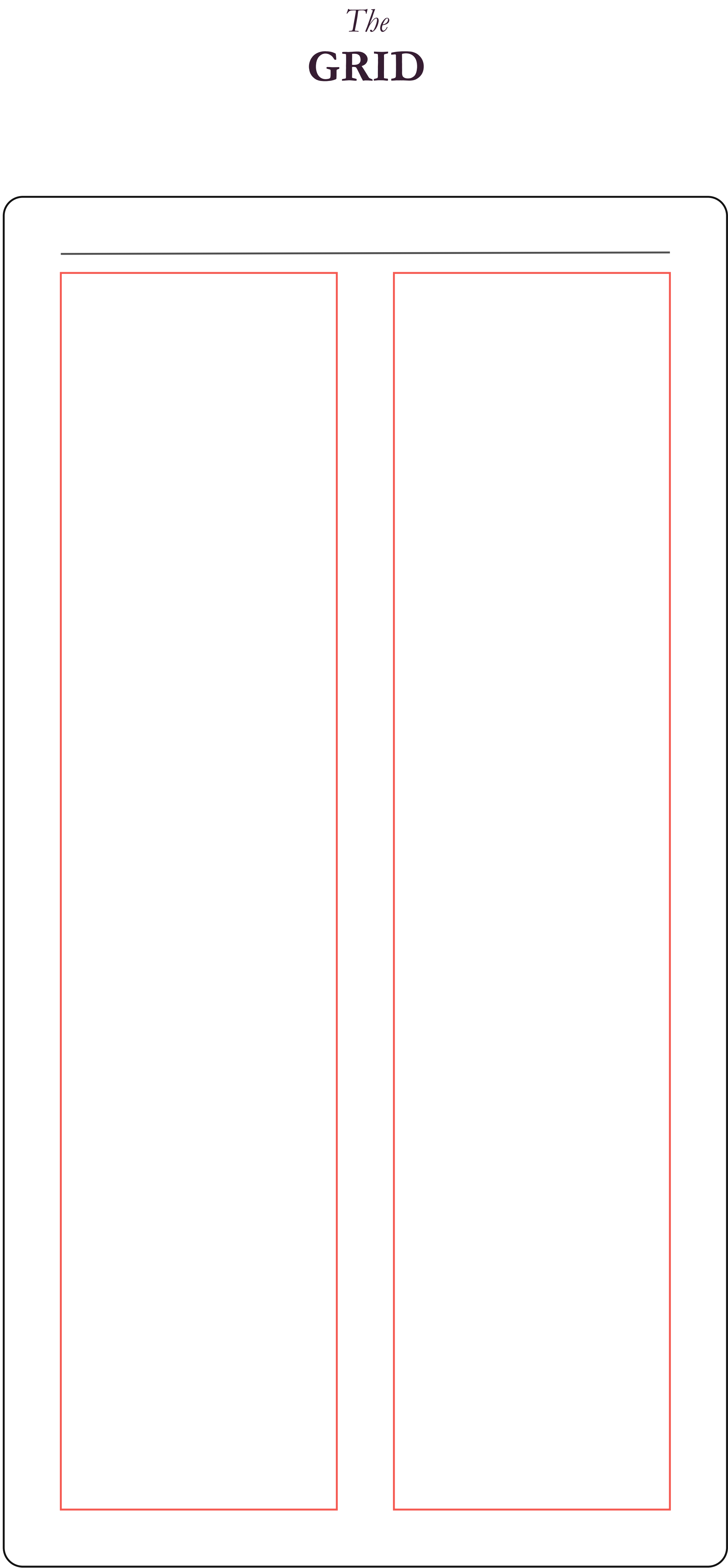
The heading + key pages follow Grid 1

Grid 2

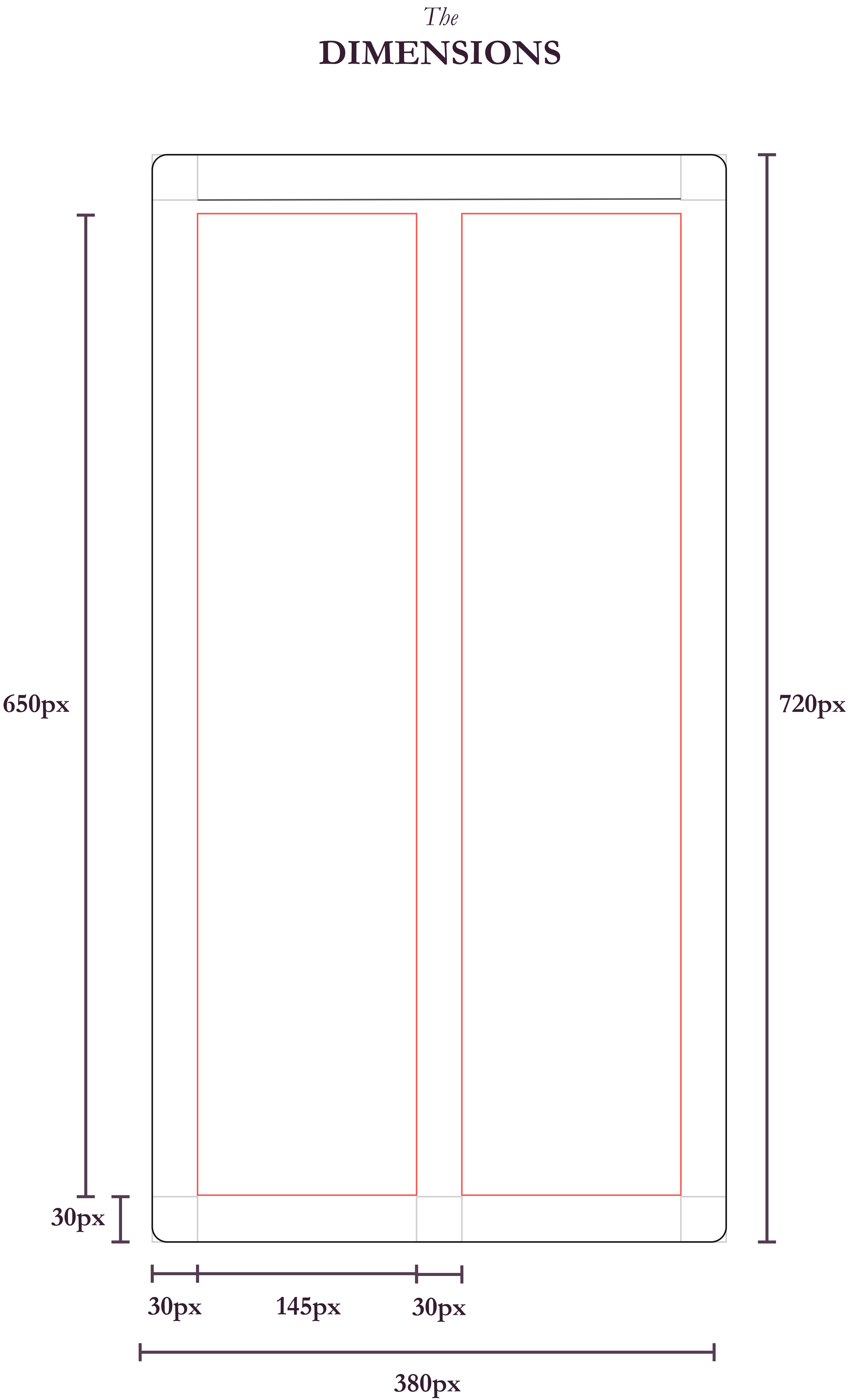
WEEK 6: Tue, 03 Mar 2020

Analyzing Massimo Vignelli’s design

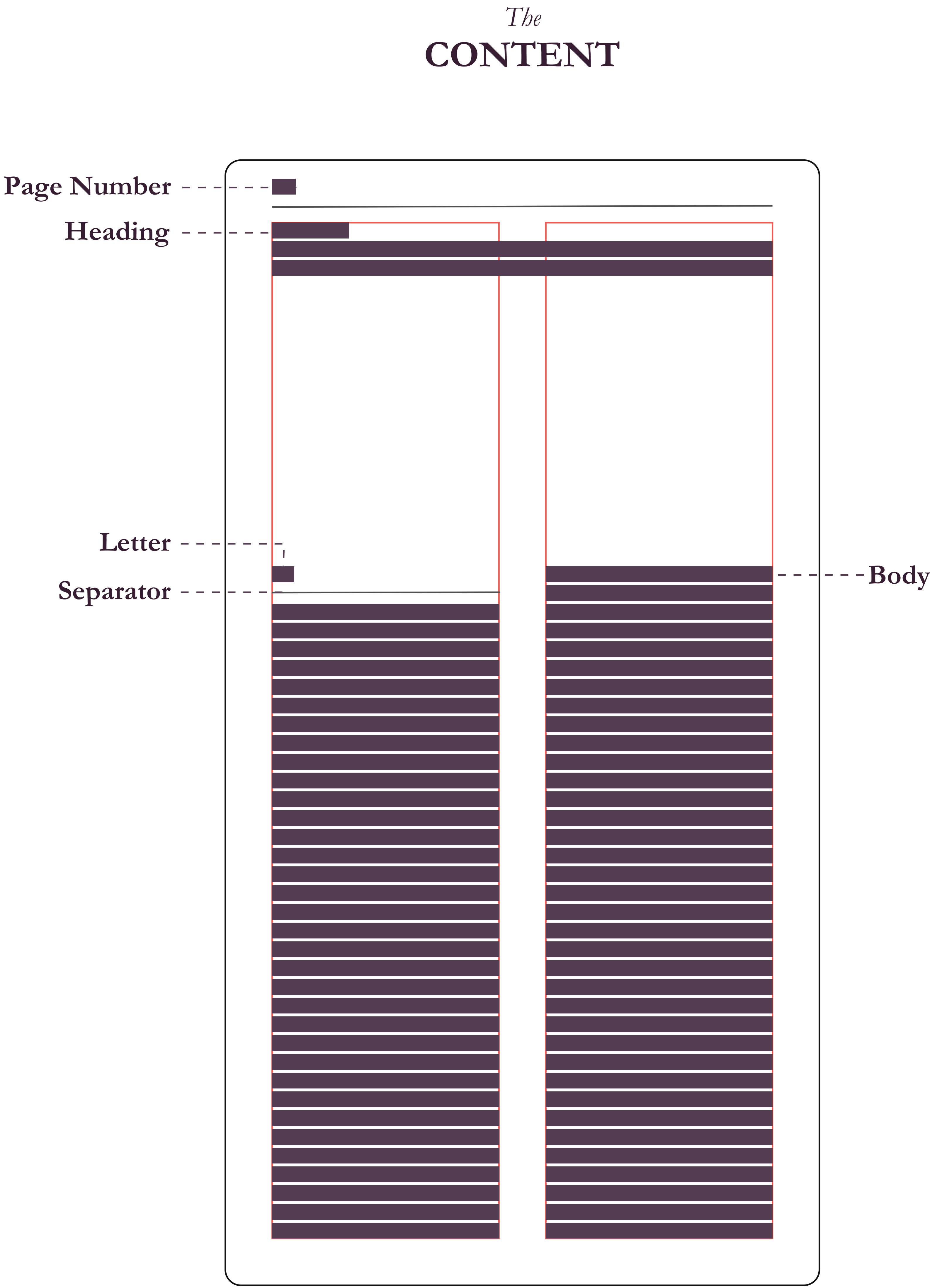
for the original Audubon Field Guides



2 x 1 Grid
Only the Index page follows this grid.



Width = 145px
Gutter = 30px



Grid 3

WEEK 6: Tue, 03 Mar 2020

The

TYPOGRAPHY

FONT

Garamond

FONT SIZES

12pt

FONT STYLES

Garamond Bold

Garamond Regular

Garamond Italic

The

ELEMENTS

- Header
- Separator
- Page Number
- Heading
- Body

- Images
(color - in plates,
black and white -
in all other sections)
- Symbols

The

COLORS

PAGES

1. White

2. Gray
(essays, storms,
appendices and
weather log)

3. Black
(color plates)

FONT COLORS

1. White on gray

2. Gray on white
(all text + images)

3. White on black
(color plates)

The

HEADER VARIATIONS

GRID 1



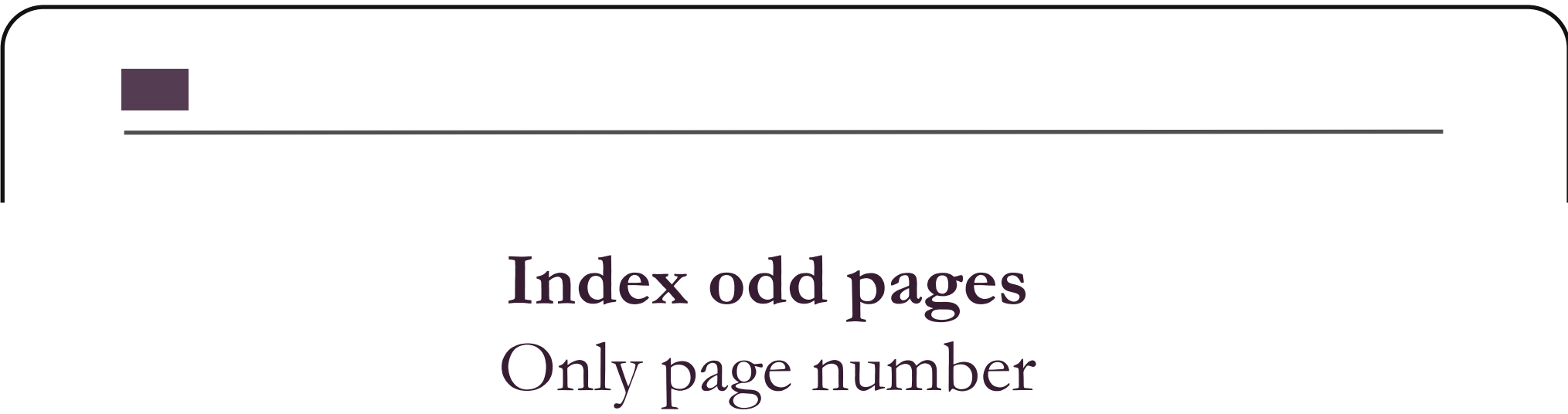
GRID 1



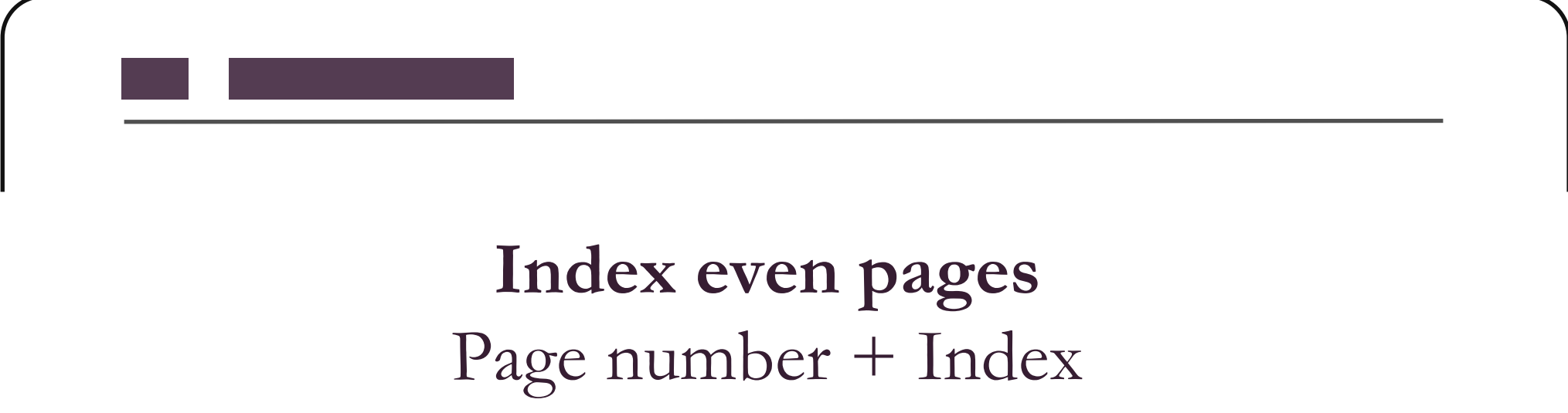
GRID 1



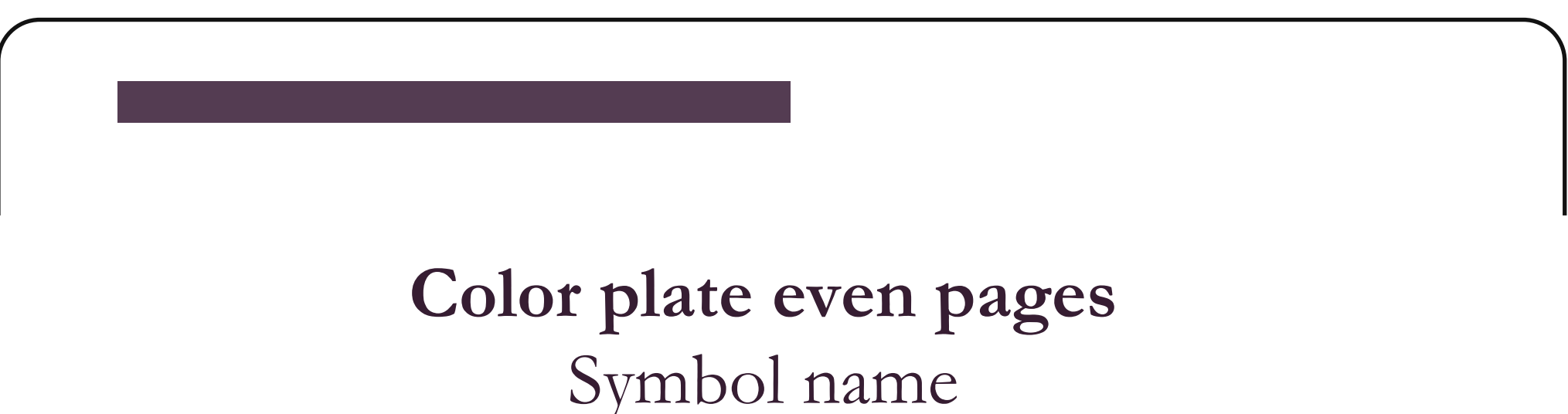
GRID 3



GRID 3



GRID 2



The

UNIFIERS

- Garamond** has been used throughout.
- Consistent font size.
- All **headings are bold**.
- Heading size and body size is the same.
Hierarchy is shown with font weight.
- Separators** have been used to separate the header from the content section.
- All section starting pages are grey**
(storms is the only exception which is not a section starting page but also gray, subtle color play).
- All images apart from the plates are the same color as the body type.**
- Line illustrations and using dots for shading in images.
- Constant even odd segregation across header variations**
(even pages have number and chapter name while odd pages only have page number)
- Each book in the set has a similar cover.

The

USAGE

This book helps you identify and discover more about different types of weather phenomenon

- first identify the observed phenomenon from the symbol given in the color plates
- then go to the corresponding page mentioned in the plate and read more about the phenomenon.