

EDUCATE THE PUBLIC ON DRINKING WATER SAFETY

PROJECT OVERVIEW:

Design three EPA booklets intended to educate the general public on water filtration, bottled water basics and fluoride in drinking water.

THE CHALLENGE:

The EPA's Office of Water needed an attractive format to convey information on three related topics through a layout that was eye-catching and with a similar look or template for the series.

THE TRACK SOLUTION:

Track began by designing several style templates utilizing colors and custom design elements of the drinking water theme. Upon selection of the interior design template, Track worked with the client to divide the copy into unique pages allowing each page or spread to have its own topic.

Track provided original custom photography and provided

image research of stock photography from EPA and third party resources. These images were strategically placed with corresponding text and covers, which visually enhanced the booklets and reinforced the EPA's messaging.

The covers of the booklets carried a water based theme with stylized titles and custom wave designs that flowed from the front to back covers, as well as across all three booklets.

EPA was very pleased with Track's ability to quickly capture and improve upon their vision of creating an eye catching booklet series and assisting them in conveying EPA's message to the general public.



See more details at www.trackg.com

