

plummer design + illustration

A.CEL Product line catalog

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Image shows :
The 42-page spread authored with InDesign CS4
Vector images created in FreeHand/Illustrator.

Overview :

The docket was to create a new catalog that could encompass two product lines. It required staying true to the existing theme of design, while allowing for an updated feel. The docket was turned over press-ready, and fully editable for the CEL staff. Cover art depicts “power & energy”, an original vector-based image by Plummerdesign

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B. Magazine display ad

Overview :

The docket was to create a display ad for various industry magazines. The contract provided a logo and low-resolution product images. The product images were rebuilt in PSD and resized using Genuine Fractals, then placed onto a vector-based background image. Info balloons created in FreeHand and Illustrator CS4. Part of a comprehensive ad campaign for print and web. 100% plummerdesign



Renesas

Worldwide Leader for RF Switch ICs



uPG2179TB
lowest overall cost



uPG2409T6X
low cost medium power



uPG2163T5N
lowest cost dual band Wi-Fi



uPG2185T6R
smallest size dual band Wi-Fi



uPG2176T5N
high power dual band WiMAX



uPG2413T6Z
lowest cost Bluetooth + Wi-Fi

- Low Cost
- Small Size
- Low Insertion Loss
- Wide Applicability in Wireless - Wi-Fi, Bluetooth, WiMAX, 4G

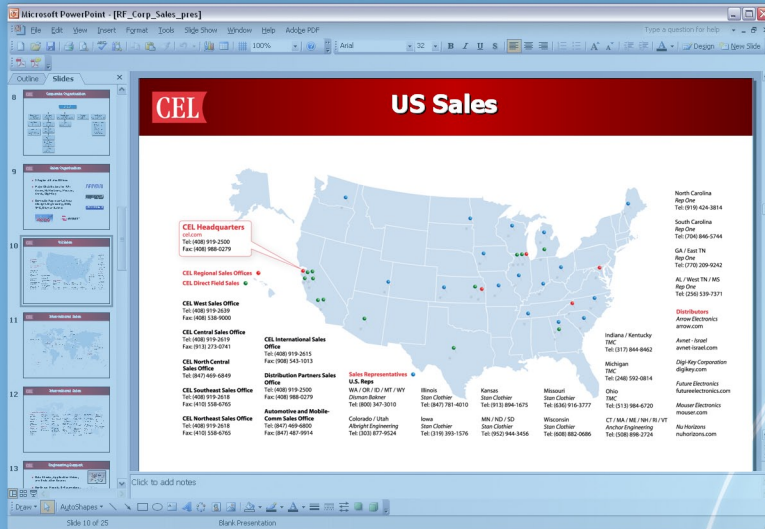
www.cel.com



California Eastern Laboratories

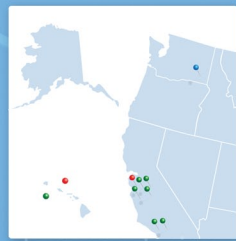
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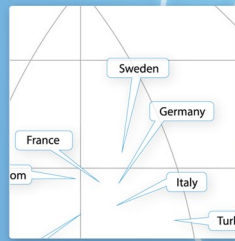


A. CEL PowerPoint

Image above :
New art of the continents was illustrated using FreeHand and Illustrator, along with the text balloons + pin pointers.



Representatives	
Mexico	Europe
Zapopan, Jalisco	United Kingdom
Everest Sales & Solutions	Coste Mic
everestss.com	castlemic
Tel: +(52) 33-3123-0848	Tel: +(44)
	Fax: +(44)
Ecatepec, EDO de Mexico, DF	France
Everest Sales & Solutions	elxience
everestss.com	elxience
Tel: +(52) 55-5770-2179	Tel: +(33)
	Fax: +(33)
South America	Germany
Brazil	



B. Large-format Tradeshow banner

Overview :

The docket was to create a new tradeshow banner. The purpose being to show the rebranding of NEC as Renesas. There were several comp ideas, yet the most simple and clean layout prevailed. Authored in FreeHand/Illustrator.



802.15.4/SNAP wireless

RF and Optical Semiconductors

A Business Partner of Renesas Electronics Corporation

CEL California Eastern Laboratories

quality · reliability · service · ease of doing business





Same as it ever was.

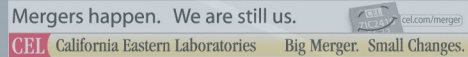


Image above :

Web banners (header/skyscraper) in the build-comps (dimmed) plus the final art chosen.

A. Web advertising banners 120 x 400px / 728 x 90px

Overview :

There is a need for online advertising. So for that need this docket was to create a banner campaign that reassured CEL customers that all was good with the NEC-ReneSas merger. But how to say it? The company had already begun to use “Smooth Sailing” as the byline, with a sailing motif. I brought it full swing with “Same as it ever was”. The client loved it and took it global. Output as static and rollover banners. Authored in FreeHand, Illustrator and Photoshop. ...thanks Talking Heads for the notion!

