



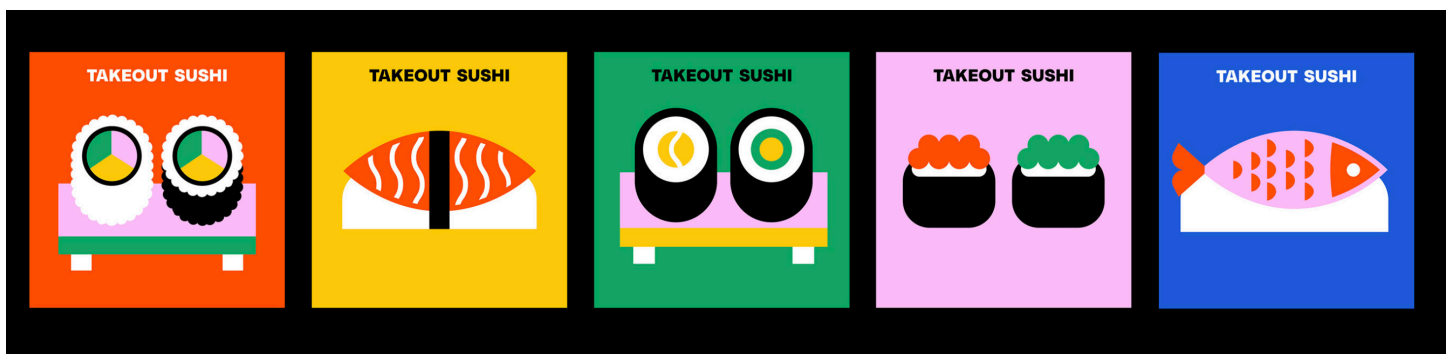
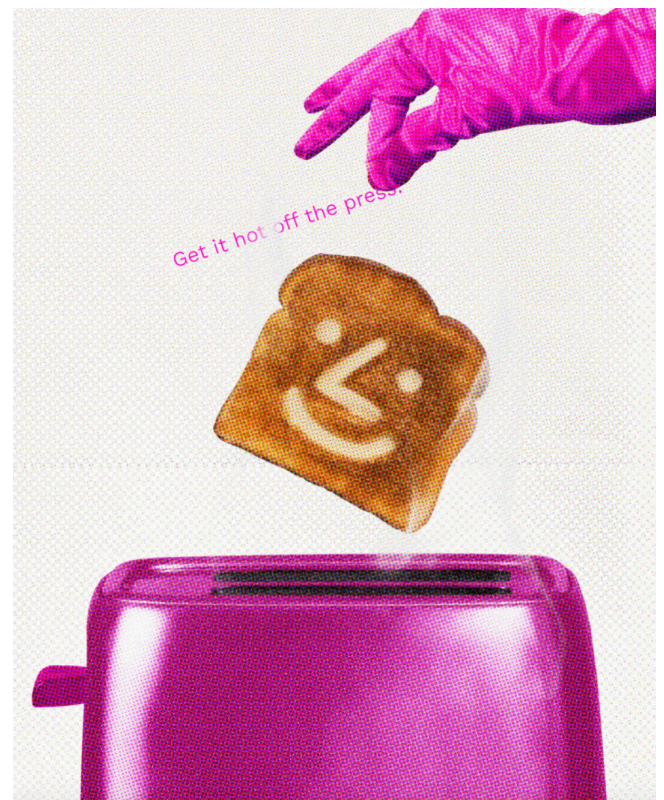
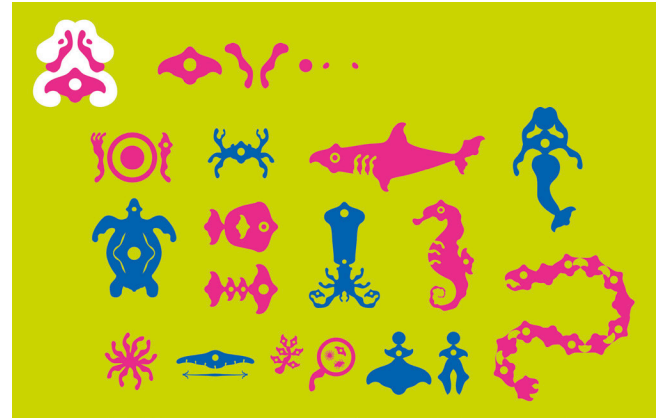
Kimberly Finch

Self Mailer

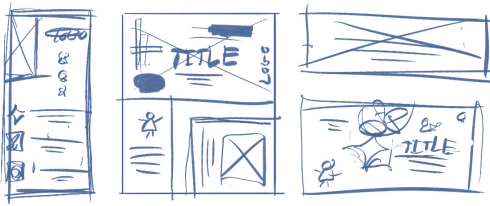
Typography 4

Spring 2023

INSPIRATION



RESEARCH



1. Lotte Corp
2. Willoughby fine arts association
3. greater cleveland aquarium



- 3 companies
- find type + palettes
- simple imagery
- 3D mockups?
- Photography

E. Luke

→ minimal
→ use image on foldings

→ make a link guy

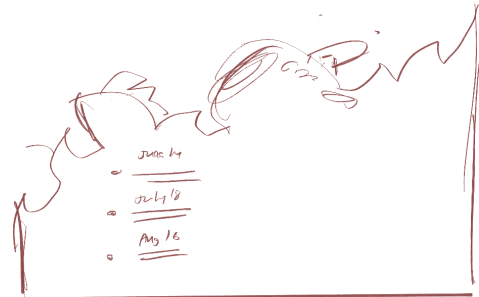
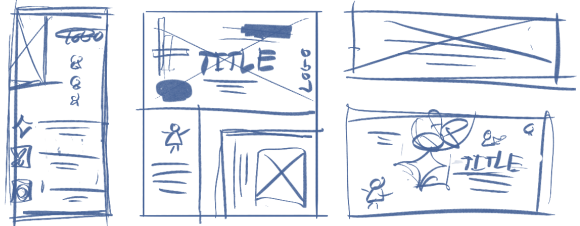
→ noisy gradient

Find shapes to repeat for imagery

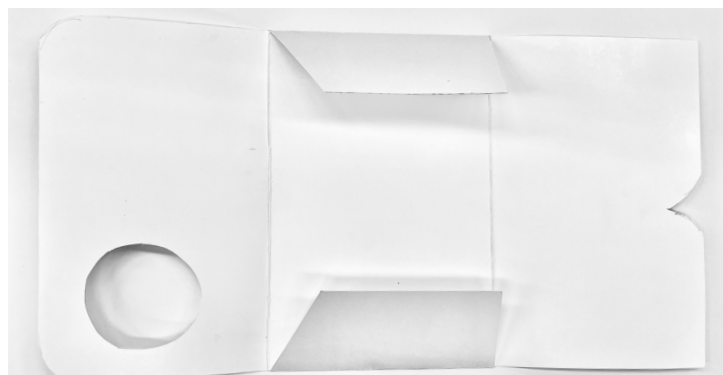
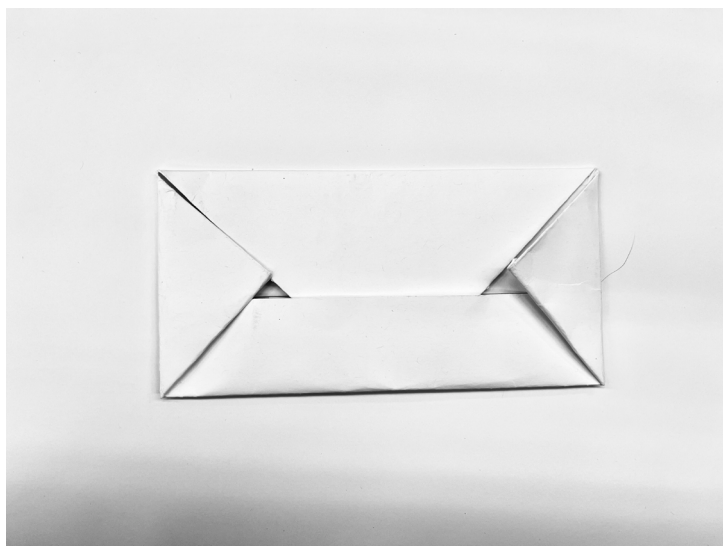
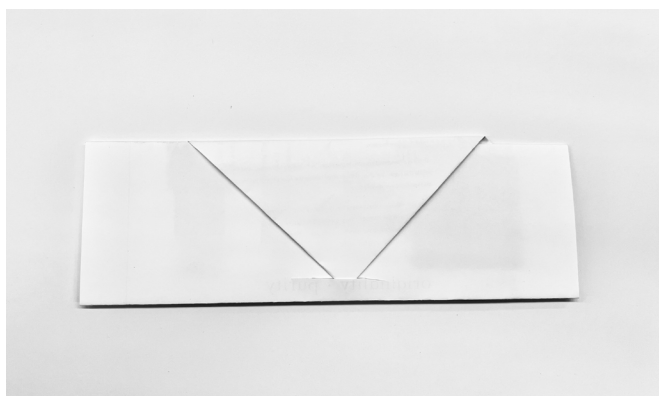
→ silhouettes



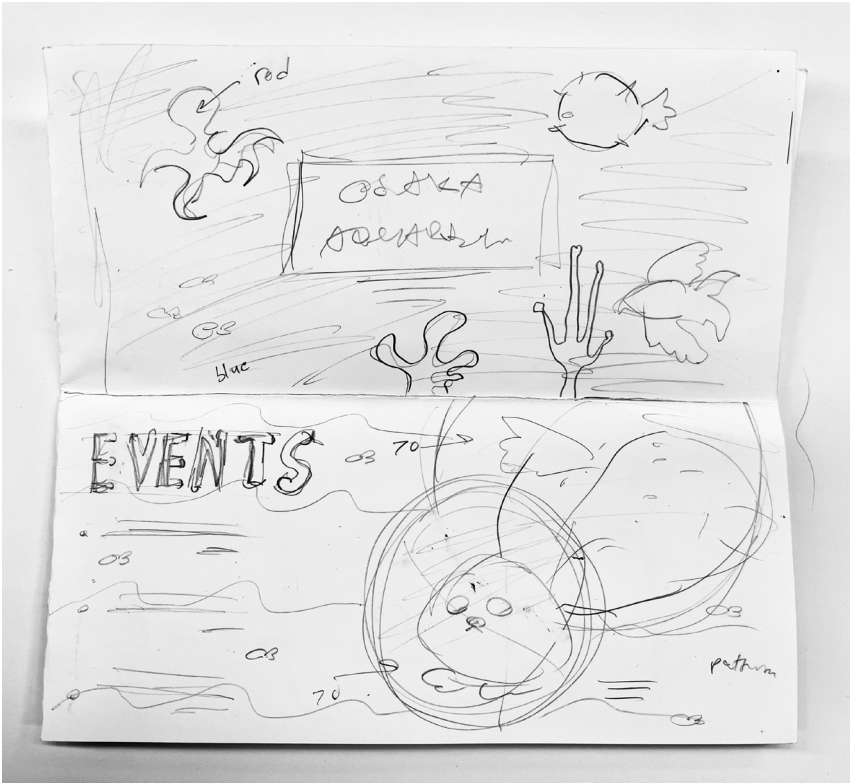
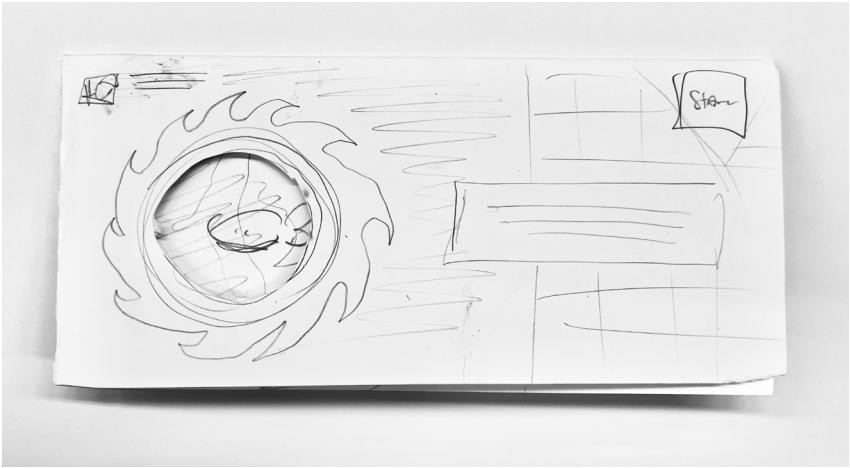
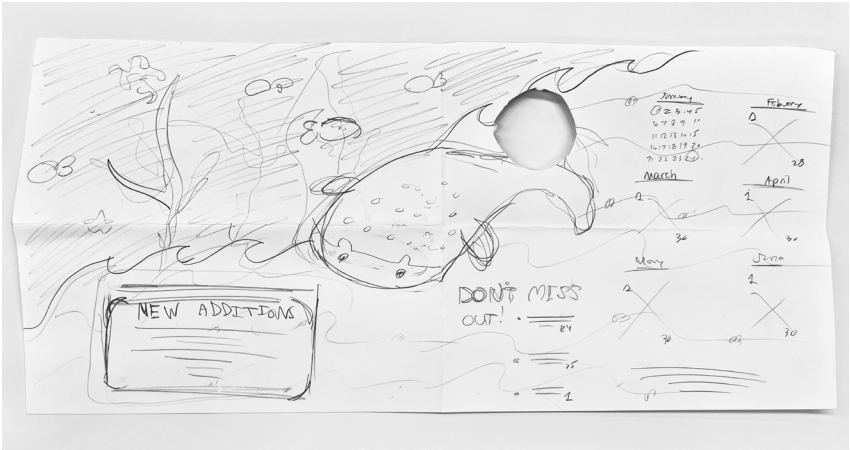
★ little guy



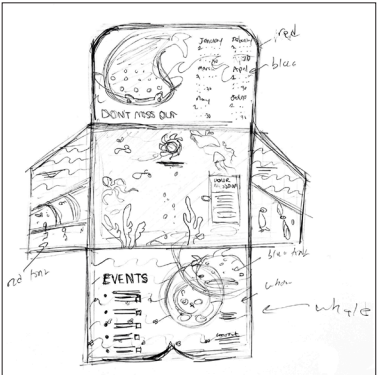
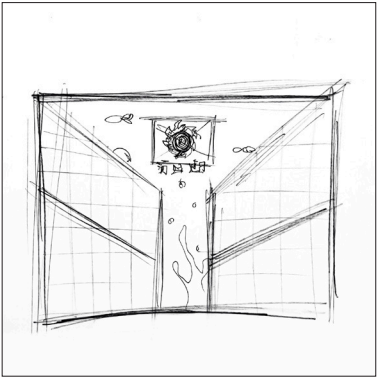
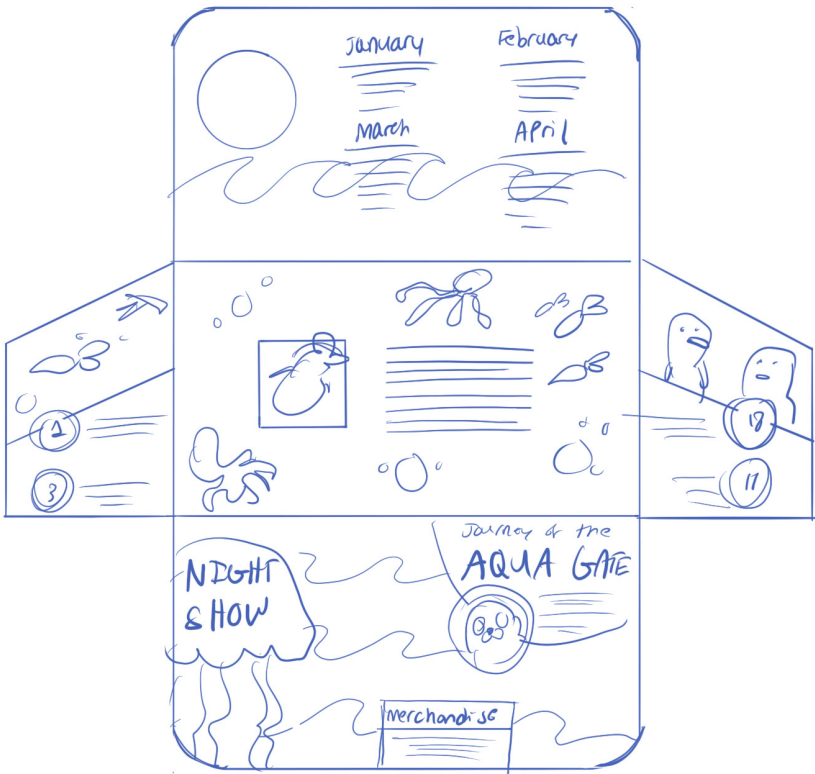
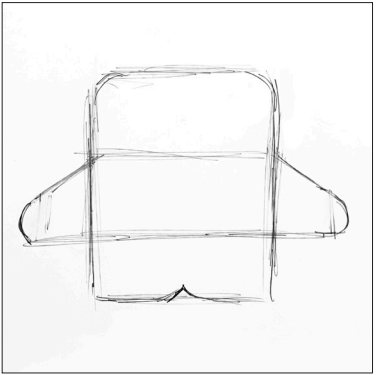
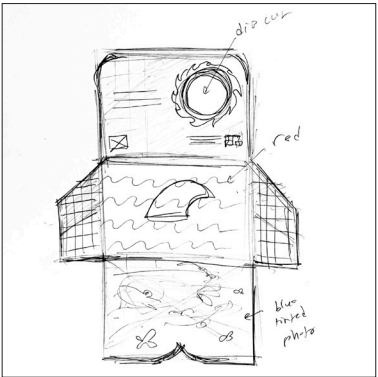
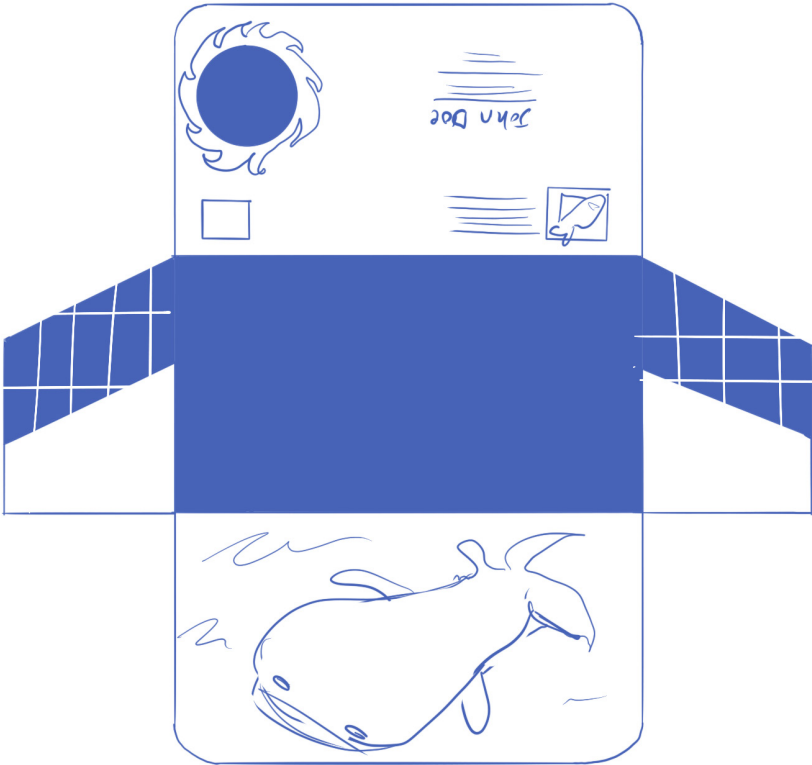
PRELIMINARY IDEAS

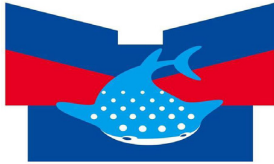


PRELIMINARY MOCKUPS



SKETCHES





海遊館

contact information:

Tel: +81-6-6576-5501

Fax: +81-6-6576-5510

E-mail: info@kaiyukan.com



overview:

Kaiyukan (海遊館) is one of Japan's most spectacular aquariums, world-renowned for its innovative presentation. Kaiyukan shows the aquatic animals of the Pacific Rim at their most vibrant and dynamic, by recreating the natural environment of their habitats. During the spring and winter season of the year Kaiyukan welcomes an assortment of new aquatics for a limited time. They also host small events for couples and families such as light shows and interactive exhibits.

major events:

JOURNEY OF THE AQUA GATE

For the winter through spring season Kaiyukan is hosting a variety of new aquatics. Meet sea lions, clown fish and emperor penguins for a limited time.

NEW SIGHTS AND SMELLS

Kaiyakun will be releasing a new interactive portion of the aquarium where guests can fully immerse themselves in the natural aqua enviroment of our creatures with temperature, smells and sounds.

THE SEA AT NIGHT

The Kaiyukan Night Aquariam will be open to partners in the month of Feburary. Enjoy a beautiful and romantic display of lights and sounds with your loved ones.

minor events:

CAPYBARA FEEDING

Come meet our furry friends and give them a treat as they swim around the aquarium hot spring.

SHARK TOUCHPOOL

For a limited time children above 7 can pet our nurse sharks in the aquarium touchpool.

JELLYFISH DECORATIONS

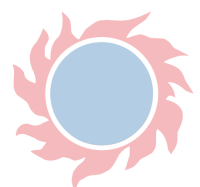
Keiyukan themed paper craft jellyfish will be available starting in March and can be purchased from the gift shop.

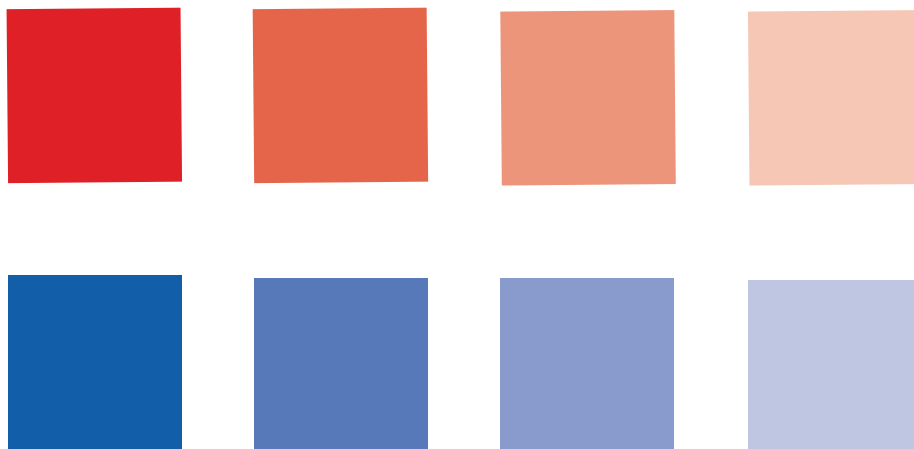
RINGED SEAL SHOW

Our trained ringed seal Toby will be preforming for families April 1st-15th from 12:00pm-5:00pm.

EXCLUSIVE GIFT SHOP ADDITIONS

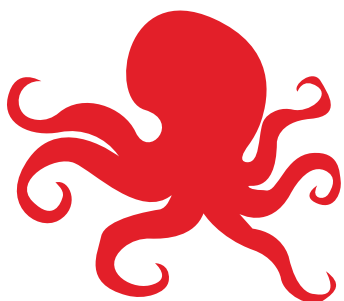
New Hanami merchandise items will be added to the gift shop starting in April for the spring season.



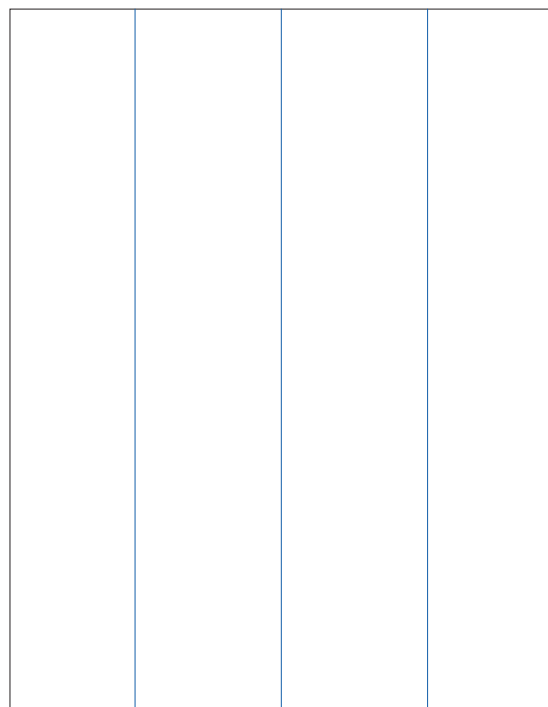


Palette based on
the *Ring Of Fire*
company logo.

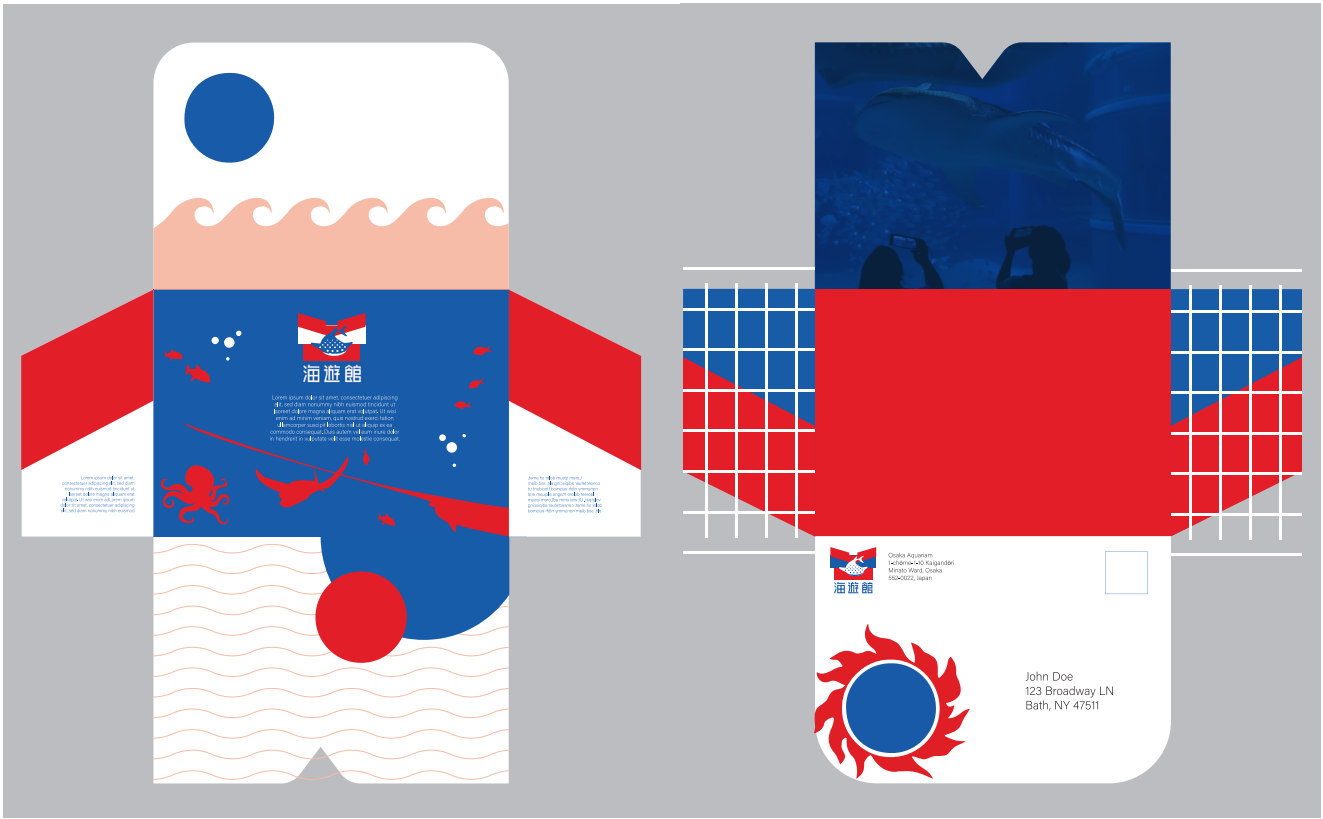
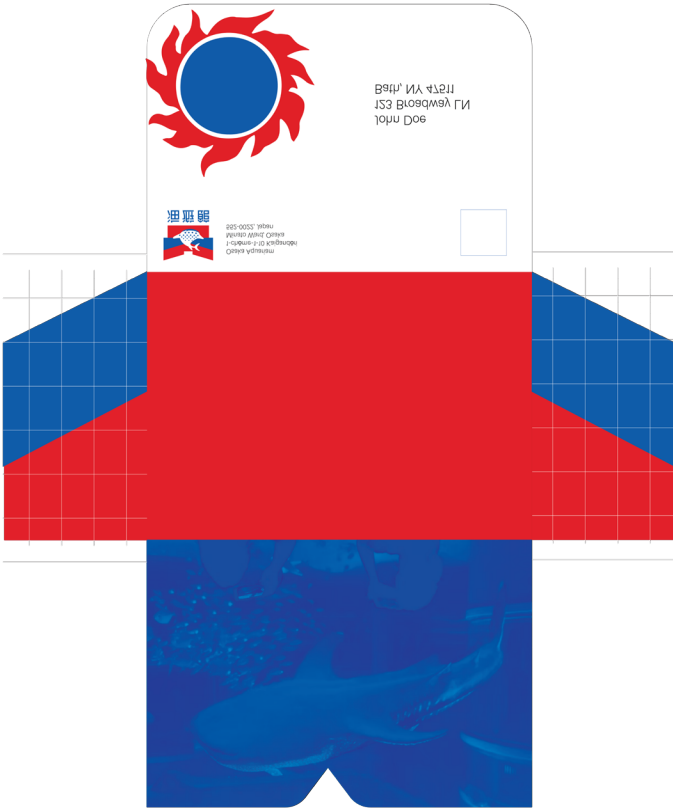
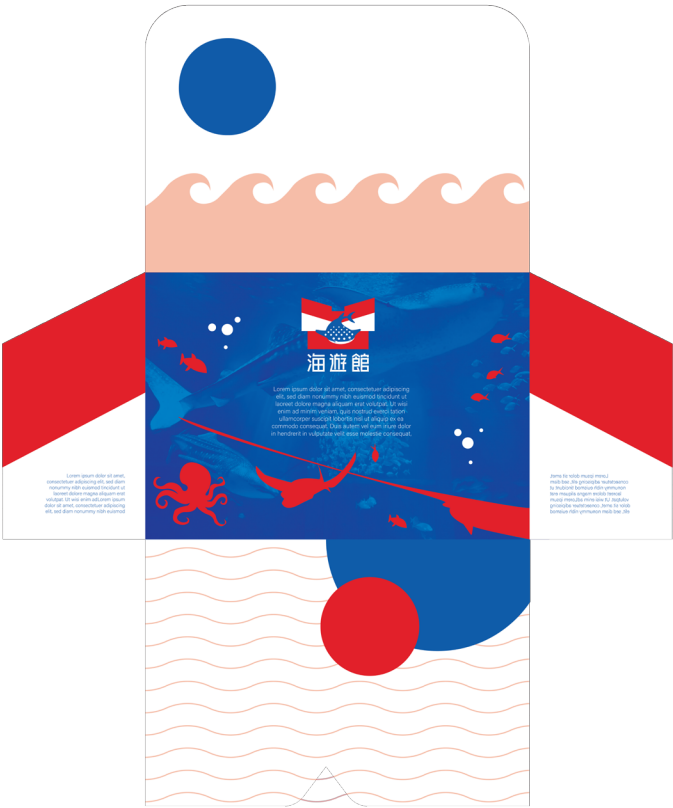
Century Gothic
Base Twelve
Acumin Variable Concept

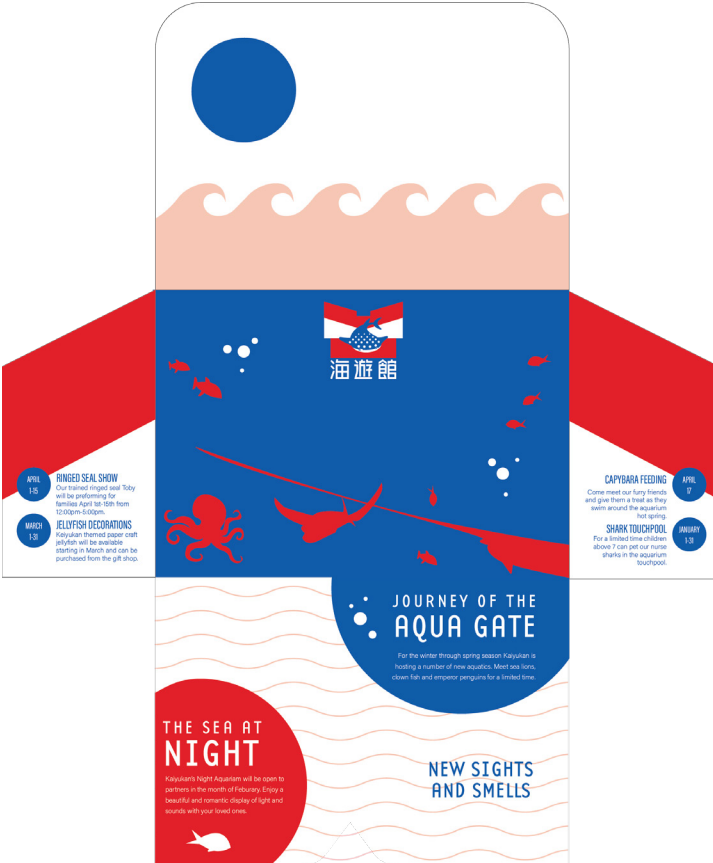
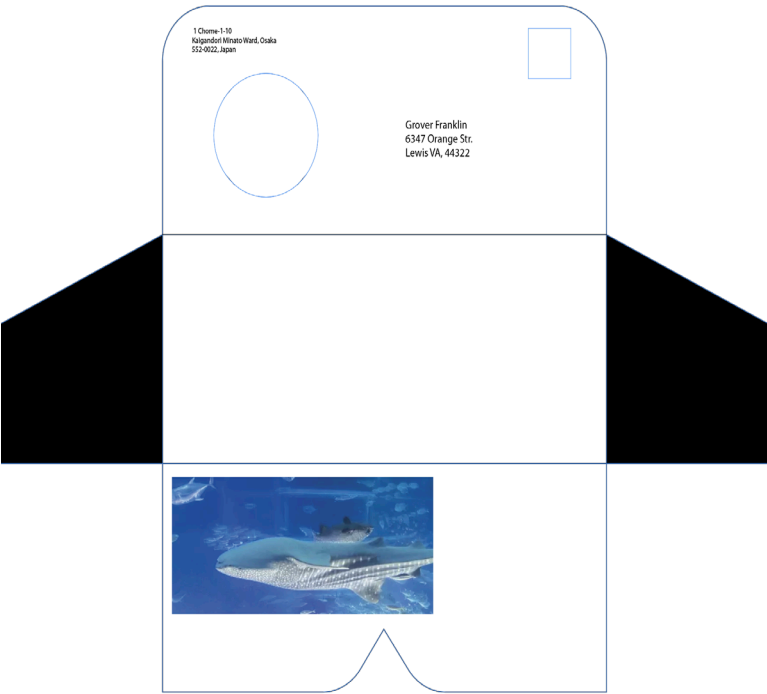


Flat elements of
sea creatures to fill
up space.



Four column grid
structure on page.









JANUARY

1 2 3 4 5 6 7 8 9
10 11 12 13 14 15
16 17 18 19 20 21
22 23 24 25 26 27
28 29 30 31

FEBRUARY

1 2 3 4 5 6 7 8 9
10 11 12 13 14 15
16 17 18 19 20 21
22 23 24 25 26 27
28 29 30 31

MARCH

1 2 3 4 5 6 7 8 9
10 11 12 13 14 15
16 17 18 19 20 21
22 23 24 25 26 27
28 29 30 31

APRIL

1 2 3 4 5 6 7 8 9
10 11 12 13 14 15
16 17 18 19 20 21
22 23 24 25 26 27
28 29 30 31

MAY

1 2 3 4 5 6 7 8 9
10 11 12 13 14 15
16 17 18 19 20 21
22 23 24 25 26 27
28 29 30 31

JUNE

1 2 3 4 5 6 7 8 9
10 11 12 13 14 15
16 17 18 19 20 21
22 23 24 25 26 27
28 29 30 31

DON'T MISS OUT!

New Hanami merchandise items will be added to the gift shop starting in April for the spring season.





Kaiyukan 海遊館 is one of Japan's most spectacular aquariums, world-renowned for its innovative and high-tech presentation. Kaiyukan shows the aquatic animals of the Pacific Rim in their most vibrant and dynamic, by recreating the natural environment of their habitats. During the spring and winter season of the year Kaiyukan welcomes an assortment of fun events, new aquatics and great experiences for a limited time.



JOURNEY OF THE AQUA GATE

new SIGHTS and SMELLS

JUNE 7

Kaiyukan will be releasing an interactive portion of the aquarium where guests can immerse themselves in the natural aqua environment of our creatures.

FEBRUARY 1

Kaiyukan's Night Aquarium will be open to partners in the month of February. Enjoy a beautiful and romantic display of bright lights and melodic sounds with your loved ones.



THE SEA AT NIGHT

JANUARY 4

For the winter through spring season, Kaiyukan is hosting some new sights. Meet sea lions, clown fish and emperor penguins for a limited time.



John Doe

123 Broadway LN


Bath, NY 47511





Osaka Aquarium
1-Chōme-1-10 Kaigandōri
Minato Ward, Osaka
552-0022, Japan





COPYBARA FEEDING

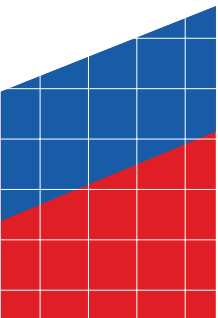
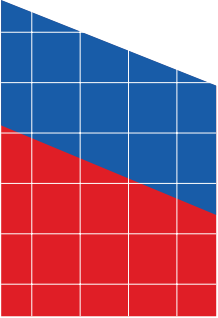
Come meet our funny friends and give them a treat as they swim around the aquarium hot spring.

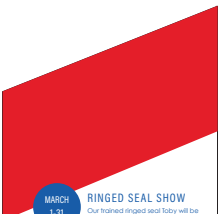
APRIL 17

SHARK TOUCHPOOL

For a limited time children above 7 can get our new sharks in the aquarium touchpool.

JANUARY 1-31





RINGED SEAL SHOW

Our trained ringed seal today will be performing for families April 1st-15th from 12:00pm-5:00pm.

MARCH 1-31

JELLYFISH DECOR

Themed paper craft jellyfish will be available starting in April and can be purchased from the gift shop.

APRIL 1-15

KAIYUKAN CALENDAR

JANUARY

1 2 3 4 5 6 7 8 9
10 11 12 13 14 15
16 17 18 19 20 21
22 23 24 25 26 27
28 29 30 31

FEBRUARY

1 2 3 4 5 6 7 8 9
10 11 12 13 14 15
16 17 18 19 20 21
22 23 24 25 26 27
28

MARCH

1 2 3 4 5 6 7 8 9
10 11 12 13 14 15
16 17 18 19 20 21
22 23 24 25 26 27
28 29 30 31

APRIL

1 2 3 4 5 6 7 8 9
10 11 12 13 14 15
16 17 18 19 20 21
22 23 24 25 26 27
28 29 30

MAY

1 2 3 4 5 6 7 8 9
10 11 12 13 14 15
16 17 18 19 20 21
22 23 24 25 26 27
28 29 30 31

JUNE

1 2 3 4 5 6 7 8 9
10 11 12 13 14 15
16 17 18 19 20 21
22 23 24 25 26 27
28 29 30

DON'T MISS OUT!

New Hanami merchandise items will be added to the gift shop starting in April for the spring season.

Kaiyukan (海遊館) is one of Japan's most spectacular live aquariums, world-renowned for its innovative and high tech presentation. Kaiyukan shows the rich aquatic animals of the Pacific Rim at their most vibrant and dynamic, by recreating the natural environment of their habitats. During the spring and winter season of the 2023 year Kaiyukan welcomes a large assortment of fun events, new bold, colorful aquatics and great experiences for a limited time.

JOURNEY OF THE AQUA GATE

JANUARY 4

For the winter through spring season, Kaiyukan is hosting some new sights. Meet sea lions, clown fish and emperor penguins for a limited time.

new SIGHTS and SMELLS

FEBRUARY 1
Kaiyukan's Night Aquarium will be open to partners in the month of February. Enjoy a beautiful and romantic display of bright lights and melodic sounds with your loved ones.

THE SEA AT NIGHT

MAJESTY OF KAIYUKAN

A Journey of Connection with Other Creatures...

Osaka Aquarium
1-chome-1-10 Kaigandori
Minato Ward, Osaka
552-0022, Japan

John Doe
123 Broadway LN
Bath, NY 47511

U.S. POSTAGE
PAID
AKRON, OH
PERMIT #222

MARCH 1-31

RINGED SEAL SHOW

Our trained ringed seal today will be performing for families April 1st-15th from 12:00pm-5:00pm.

APRIL 1-15

JELLYFISH DECOR

Themed paper craft jellyfish will be available starting in April and can be purchased from the gift shop.

APRIL 17

CAPYBARA FEEDING

Come meet our furry friends and give them a treat as they swim around the aquarium hot spring.

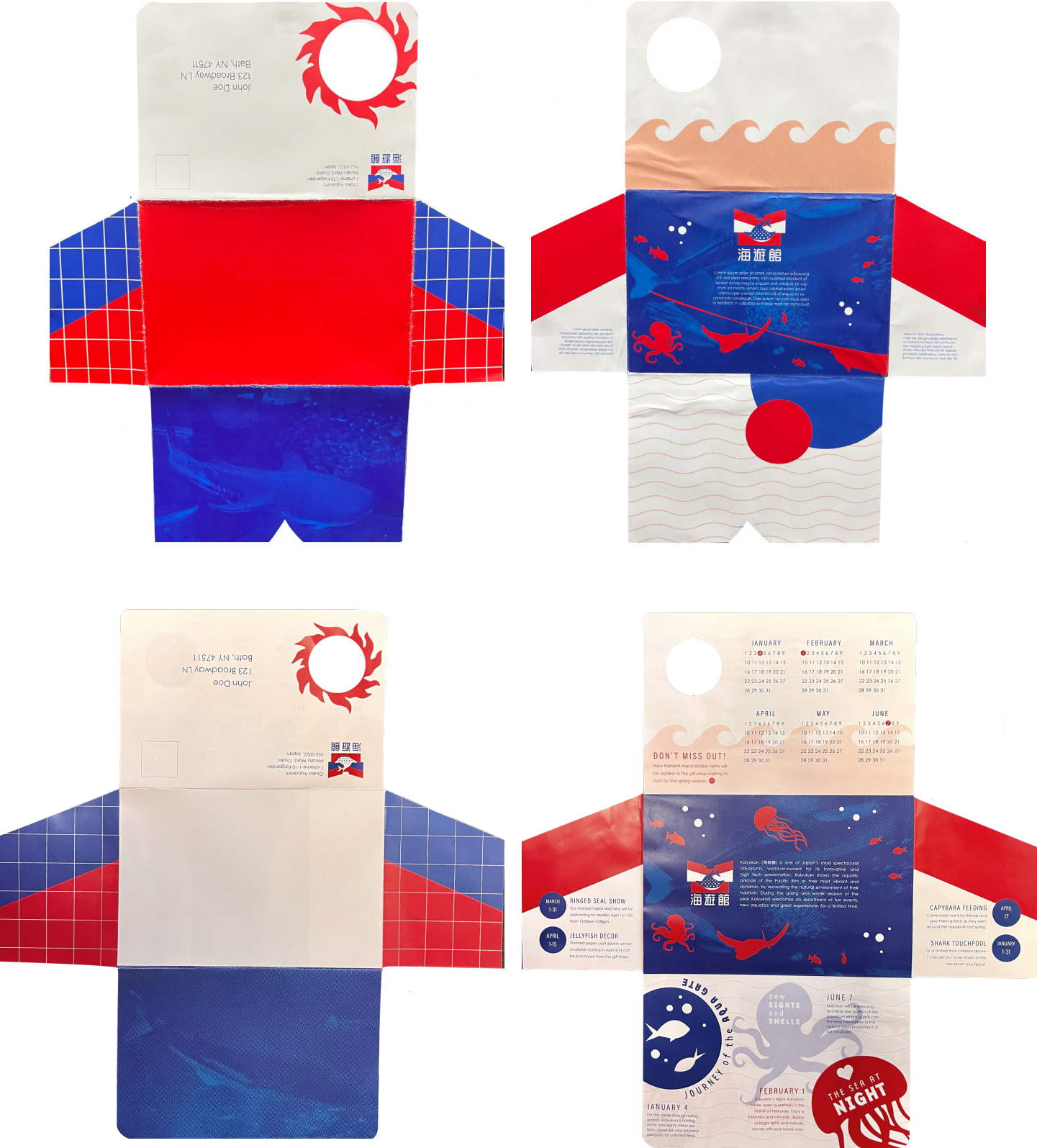
JANUARY 1-31

SHARK TOUCHPOOL

For a limited time children above 7 can pet our nurse sharks in the aquarium touchpool.

Kim Finch | Self Mailer | Typography 4

MOCKUPS PHYSICAL





JANUARY

1 2 3 4 5 6 7 8 9
10 11 12 13 14 15
16 17 18 19 20 21
22 23 24 25 26 27
28 29 30 31

FEBRUARY

1 2 3 4 5 6 7 8 9
10 11 12 13 14 15
16 17 18 19 20 21
22 23 24 25 26 27
28 29 30 31

MARCH

1 2 3 4 5 6 7 8 9
10 11 12 13 14 15
16 17 18 19 20 21
22 23 24 25 26 27
28 29 30 31

APRIL

1 2 3 4 5 6 7 8 9
10 11 12 13 14 15
16 17 18 19 20 21
22 23 24 25 26 27
28 29 30 31

MAY

1 2 3 4 5 6 7 8 9
10 11 12 13 14 15
16 17 18 19 20 21
22 23 24 25 26 27
28 29 30 31

JUNE

1 2 3 4 5 6 7 8 9
10 11 12 13 14 15
16 17 18 19 20 21
22 23 24 25 26 27
28 29 30 31



Kaiyukan (海遊館) is one of Japan's most spectacular aquariums, world-renowned for its innovative and high tech presentation. Kaiyukan shows the aquatic animals of the Pacific Rim at their most vibrant and dynamic, by recreating the natural environment of their habitats. During the spring and winter season of the year Kaiyukan welcomes an assortment of fun events, new aquatics and great experiences for a limited time.



JOURNEY of the AQUA GATE

new SIGHTS and SMELLS

JUNE 7

Kaiyukan will be releasing an interactive portion of the aquarium where guests can immerse themselves in the natural aqua environment of our creatures.


FEBRUARY 1

Kaiyukan's Night Aquarium will be open to partners in the month of February. Enjoy a beautiful and romantic display of bright lights and melodic sounds with your loved ones.


JANUARY 4

For the winter through spring season, Kaiyukan is hosting some new sights. Meet sea lions, clown fish and emperor penguins for a limited time.




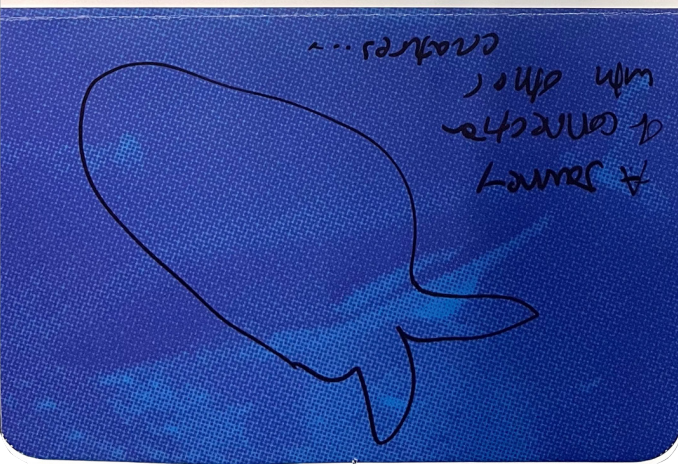


Βαψύ, Νιλ 4Δ211
133 Βιοσφωαλ Γι
Γομπ Ροε



225-0033, 1abau
Wihalo Maia, Osaka
1-010006-1-10 kaiyukan
Osaka Yaburaw





... 225-0033
1abau
Wihalo Maia
1-010006-1-10
kaiyukan
Osaka Yaburaw



FINAL PHYSICAL



JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

THE SEA AT
NIGHT

