PROJECT 1

Client Name
United States Postal Service (USPS)

Problem
Design a postage stamp commemorating The Lunar New Year: The Year of the Rat

Audience
The audience is all Americans, including all 50 states Puerto Rico, and territories.

Background Information
The design of the stamp should be 1 in a series of 12 related designs commemorating each animal in the Lunar New Year cycle. The entire cycle can be found here: https://en.wikipedia.org/wiki/Chinese_zodiac

The proposed design should indicate how it will be adaptable for the rest of the Lunar New Year cycle (the other animals in the cycle).

The design can be illustration, photography, typography, or a combination of all three.

Specifications
The design should be provided in CMYK (four-color process) and may use up to three additional spot colors (Pantone) if necessary.

Copy
Lunar New Year
Forever / USA

[“Forever”] is the stamp denomination. It shows that the price paid for the stamp will allow it to be good forever. USA identifies the country of origin. The type should try to avoid appearing like a cheer: “USA Forever!” or a jingoistic chant “Forever USA!” The two pieces of type can appear separately but often appear in proximity to one another.

Other information
The stamps are sold across the country, so the design should have a broad appeal while being respectful of Asian-American communities who celebrate the Lunar New Year.

Presentation
- please submit your entry as one 8.5 x 11 PDF
- show your design at 100% and 400% for presentation purposes
- stamp image area: 0.84 x 1.42
- your stamp can be vertical or horizontal
- Adobe Illustrator stamp die is attached