**Project Breakdown: Typhon Group Conference Handout Redesign**

**Project Overview:**

We are seeking to redesign our **8.5 x 11” double-sided conference handout** to align with the updated visual style and tone of our forthcoming **new website**. The goal of this project is to ensure that both the design and text of the handout reflect the modernized look and feel of the new site for a cohesive brand experience.

**Project Scope:**

* **Redesign of Existing Handout:**
  + Update our current **double-sided, one-page handout** (same dimensions: **8.5 x 11”**).
  + Apply the **styling, colors, fonts, and design direction** shown in the provided website mock-ups.
  + Create a fresh layout that is visually cohesive with the forthcoming website while ensuring clarity and readability.
* **Text Content:**
  + Source all text from the provided **“One-Sheeter Text”** file.
  + Reorganize text as needed to fit the new design—**the order does not need to match the current version**.
* **Design Elements:**
  + Use **brand fonts**, **color palette**, **logos**, and **icons** from the provided files.
  + Design should match the **visual style and aesthetic** of the new website (see mock-ups provided).
* **Deliverables:**
  + Final print-ready PDF (CMYK, high-resolution, with bleed).
  + Source files (Adobe InDesign, Illustrator, or CorelDraw preferred).
  + Web-friendly version (optimized PDF for digital use).

**Project Materials Provided:**

Folder includes:

* **Previous Versions:**
  + “Current (2020 version) – Typhon Group One-Sheeter”
  + “Previous (2016 version) – Typhon Group One-Sheeter”
* **Text File:**
  + “One-Sheeter Text” (to be used for updated copy)
* **Design Files:**
  + New website mock-ups (for new style references)
    - Typhon Group Home Page
    - Typhon Group Product Page
  + Brand fonts
  + Logos
  + Icons
  + Color palette

**Key Objectives:**

* Match the **styling, tone, and aesthetic** of the forthcoming website.
* Ensure the final handout is **visually appealing, professional, and easy to read**.
* Maintain **brand consistency** across our marketing materials.