

Process Book

X-S Tech Fuel Port

E v a n W e h l e r

THED 315

Themed Enviromental Graphics

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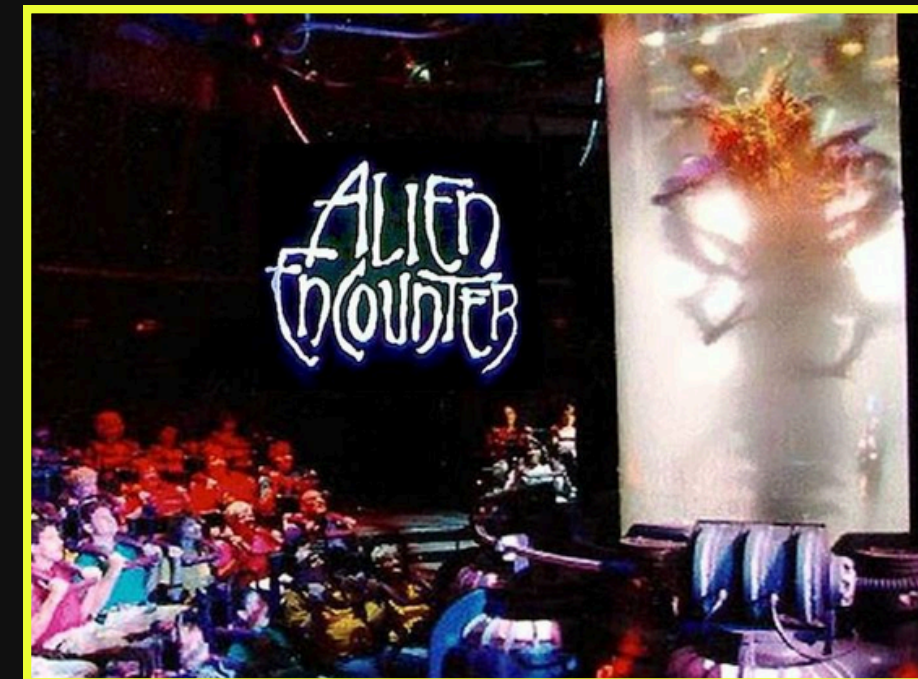
01 TOPIC

Location: Alien Pizza Planet, Disneyland

New Theme: X-S Tech Restaurant

- Based on the extinct Walt Disney World Tomorrowland Attraction: *ExtraTERRORestrial Alien Encounter*
- Dark Science Fiction, Humorous Undertones

“Intergalactic Coporate-Conglomerate, X-S Tech, has launched a new branch of their out-of-this-world offerings! This time, they’re blasting off into the food sector with the very first **X-S Tech Fuel Port**. Where you can fuel your cosmic transportation device and your lifeforce at the same time!”



02 SCOPE

Graphics Asset List:

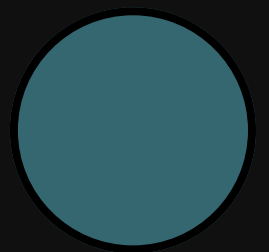
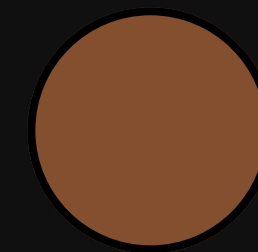
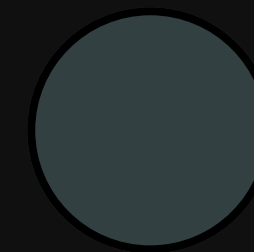
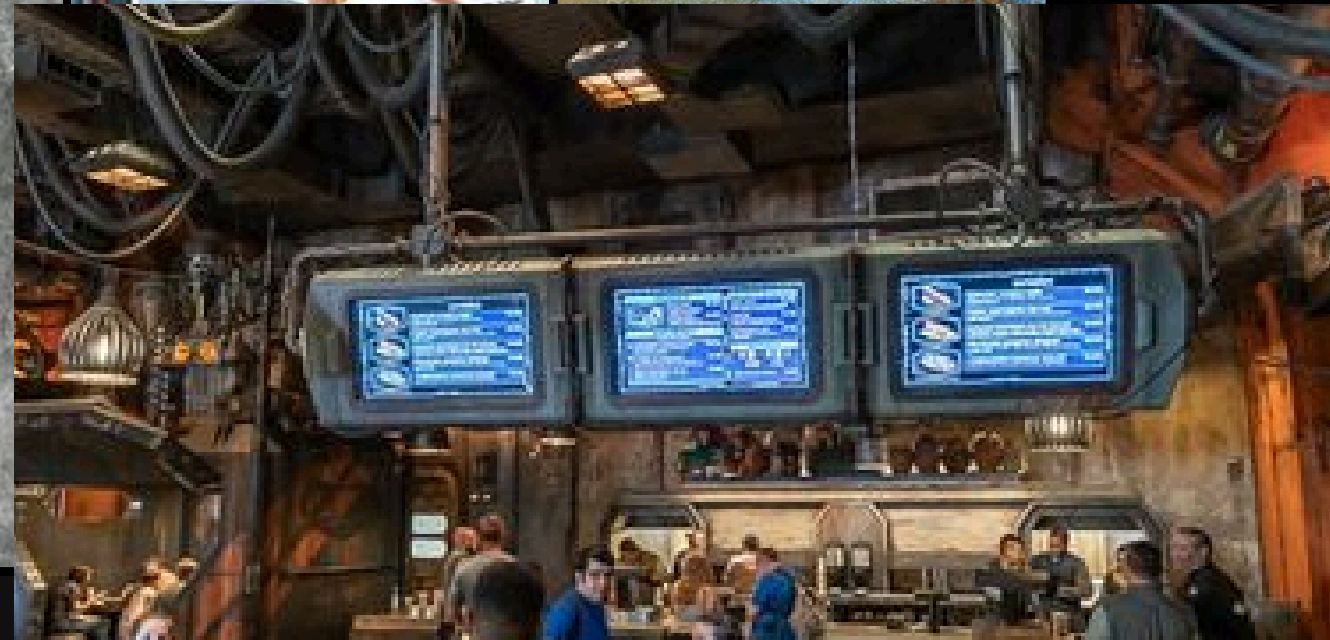
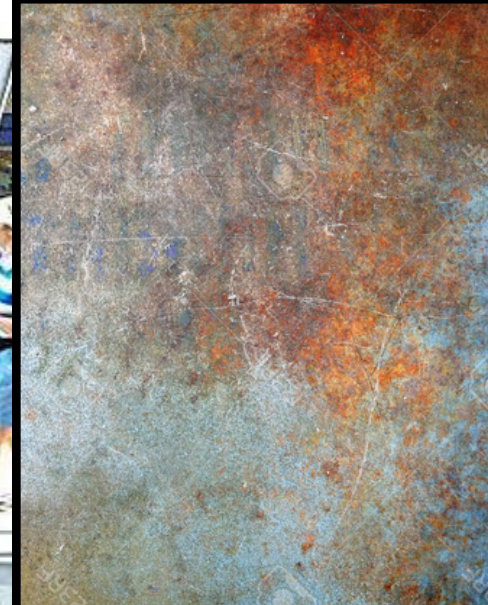
Exterior

- P1-AP100: Front Elevation Graphics Rendered
- P1-AP101: Main Marquee
- P1-AP102: Secondary Marquee
- P1-AP103: Coca-Cola Food and Beverage Sign
- P1-AP105: Exterior Menu
- P1-AP106: Door Entrance Graphic Decals
- P1-AP107: Door Entrance Window Graphics

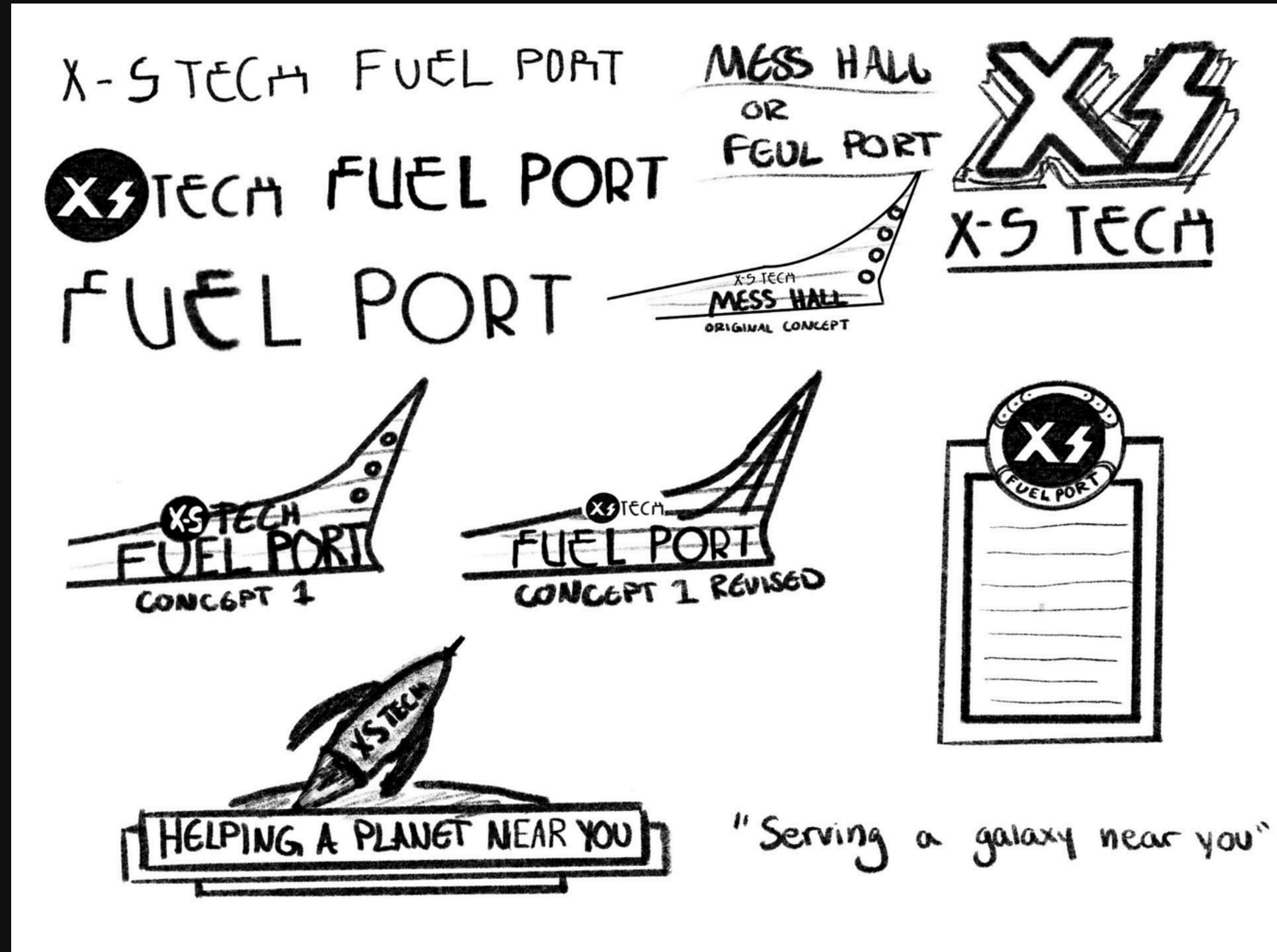
Interior

- P1-AP201: Interior Pizza Sign & Menu
- P1-AP202: Interior Pasta Sign & Menu
- P1-AP203: Interior Salads Sign & Menu
- P1-AP301: Interior Disneyland 4 Ride Panels and Backdrop

03 MOOD BOARD



04 INITIAL SKETCHES



Style Guide

Primary Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Secondary Font

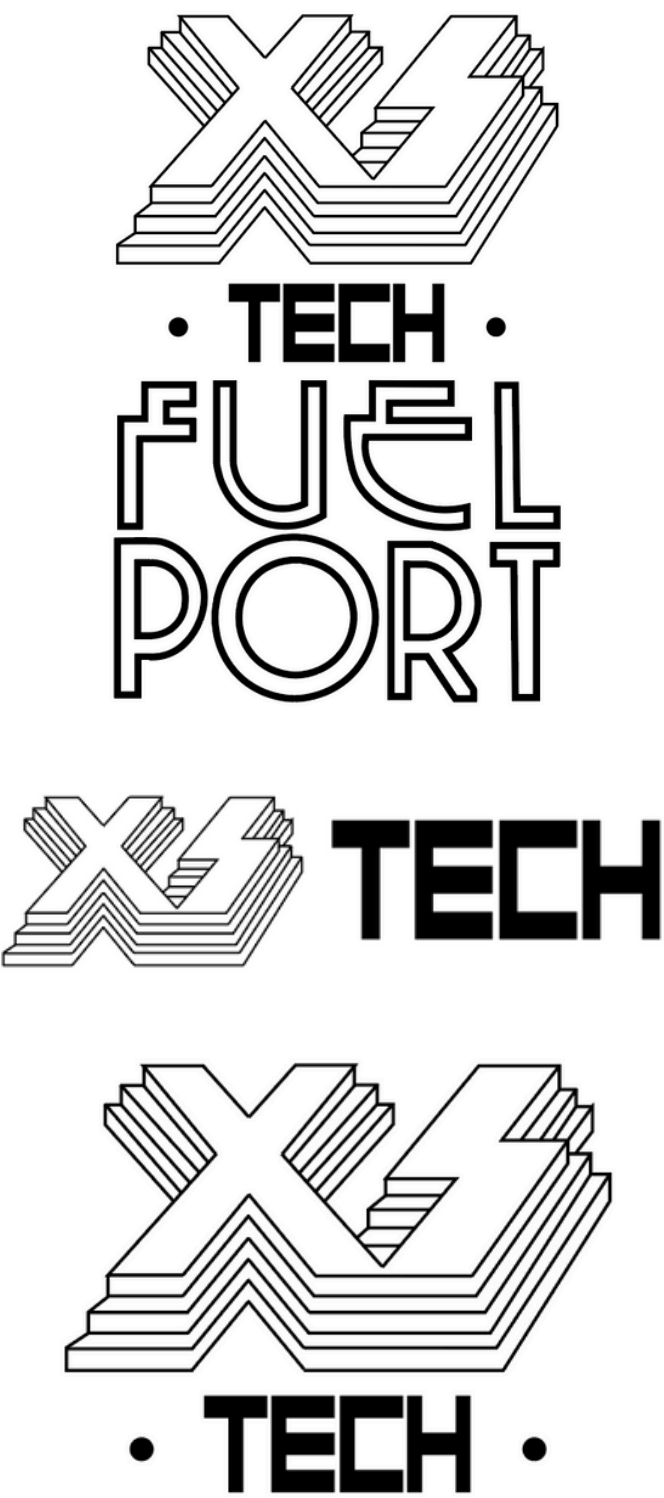
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789ABCDEFGHIJKLMNOPQRSTUVWXYZ

Additional Fonts

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Stack & Landscape Logos



THED 315
Themed
Enviromental
Graphics

X-S Tech Fuel Port
Project Name

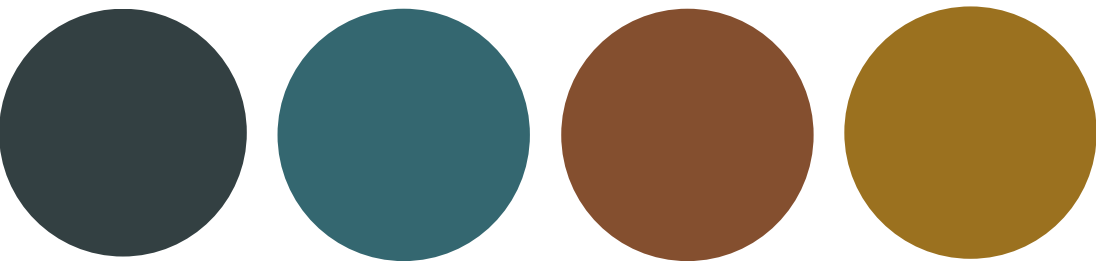
Alien Pizza Planet
Location

Typography
Drawing

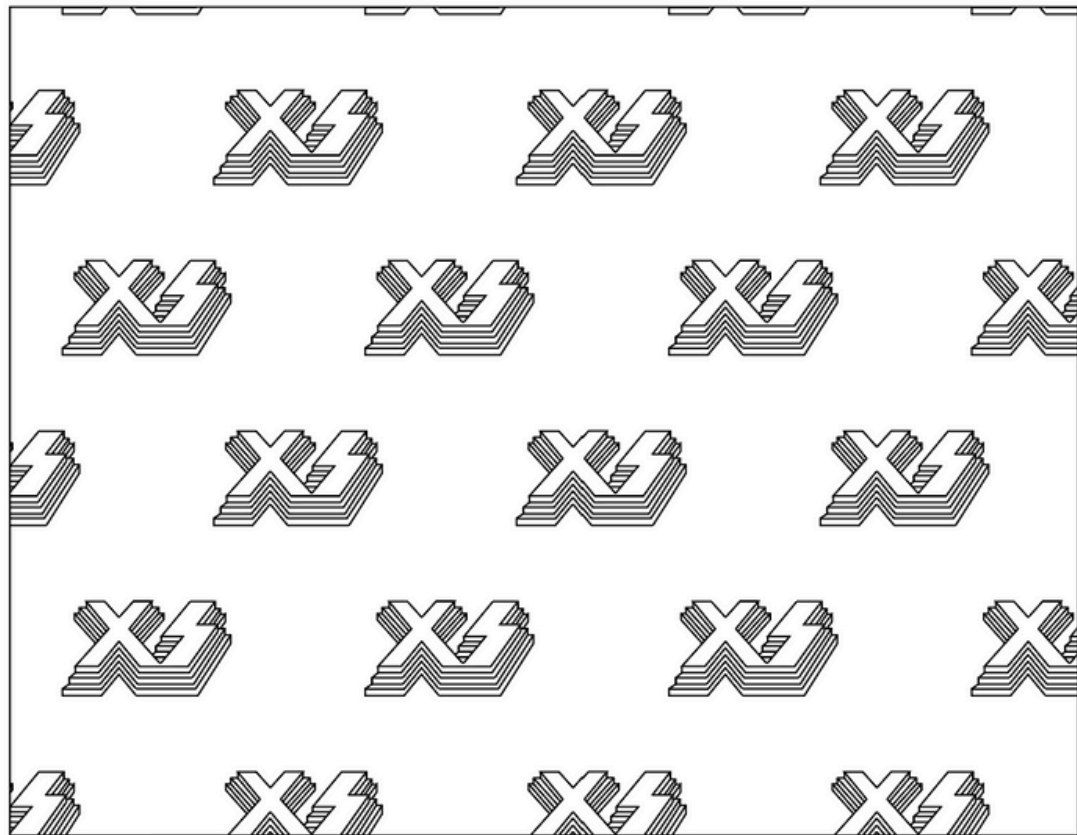
Alien Pizza Planet
Project Location

Style Guide

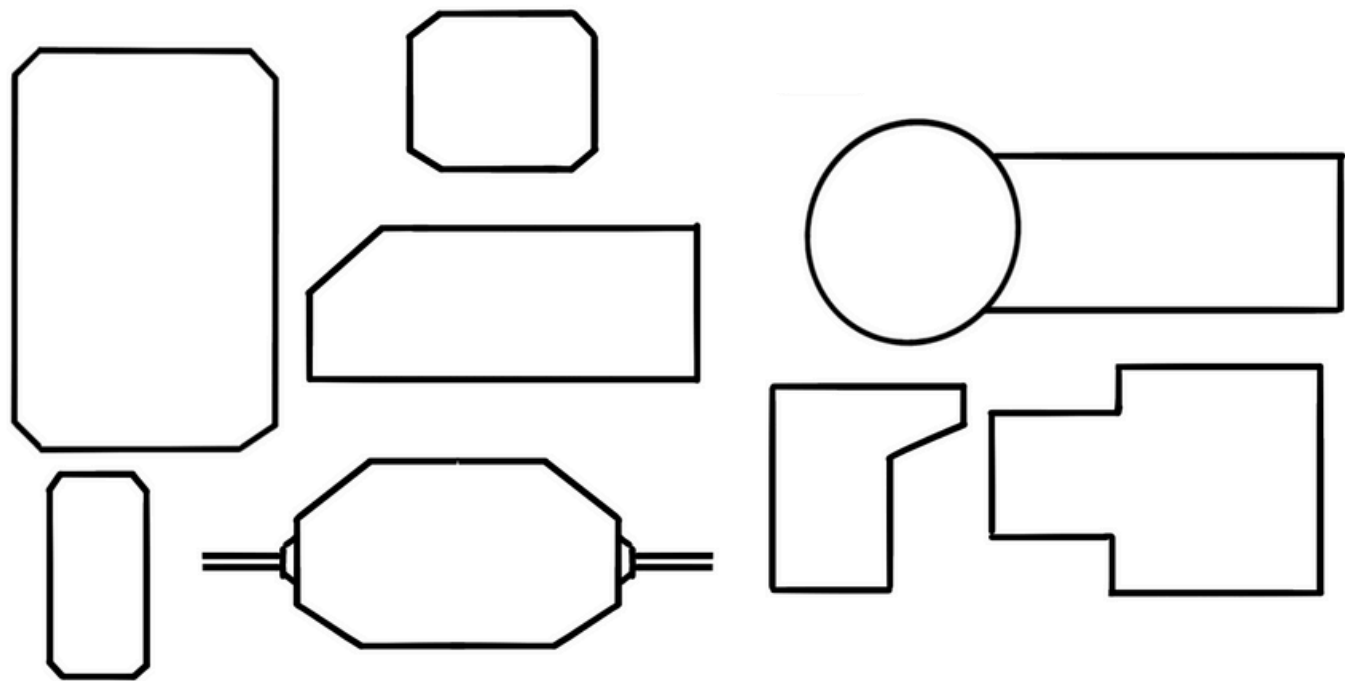
Color Swatches



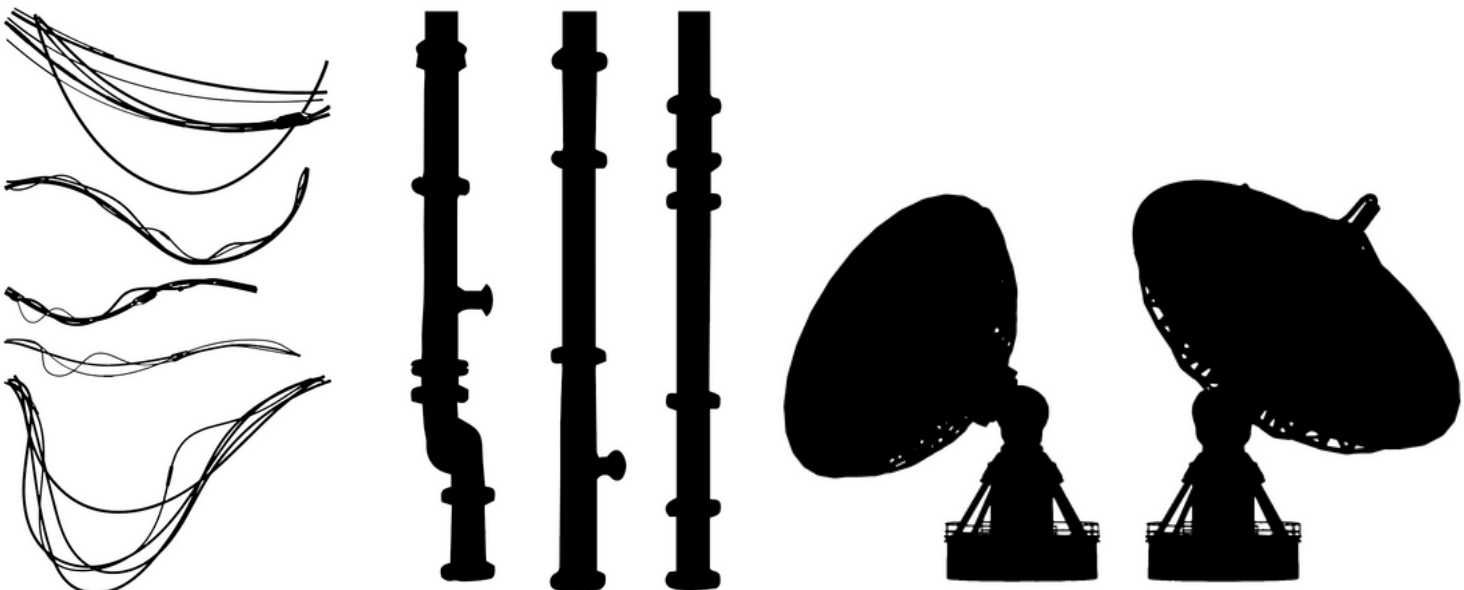
Pattern



Shapes & Frames



Visual Elements



Wires

Pipes

Satellite Dishes

THED 315

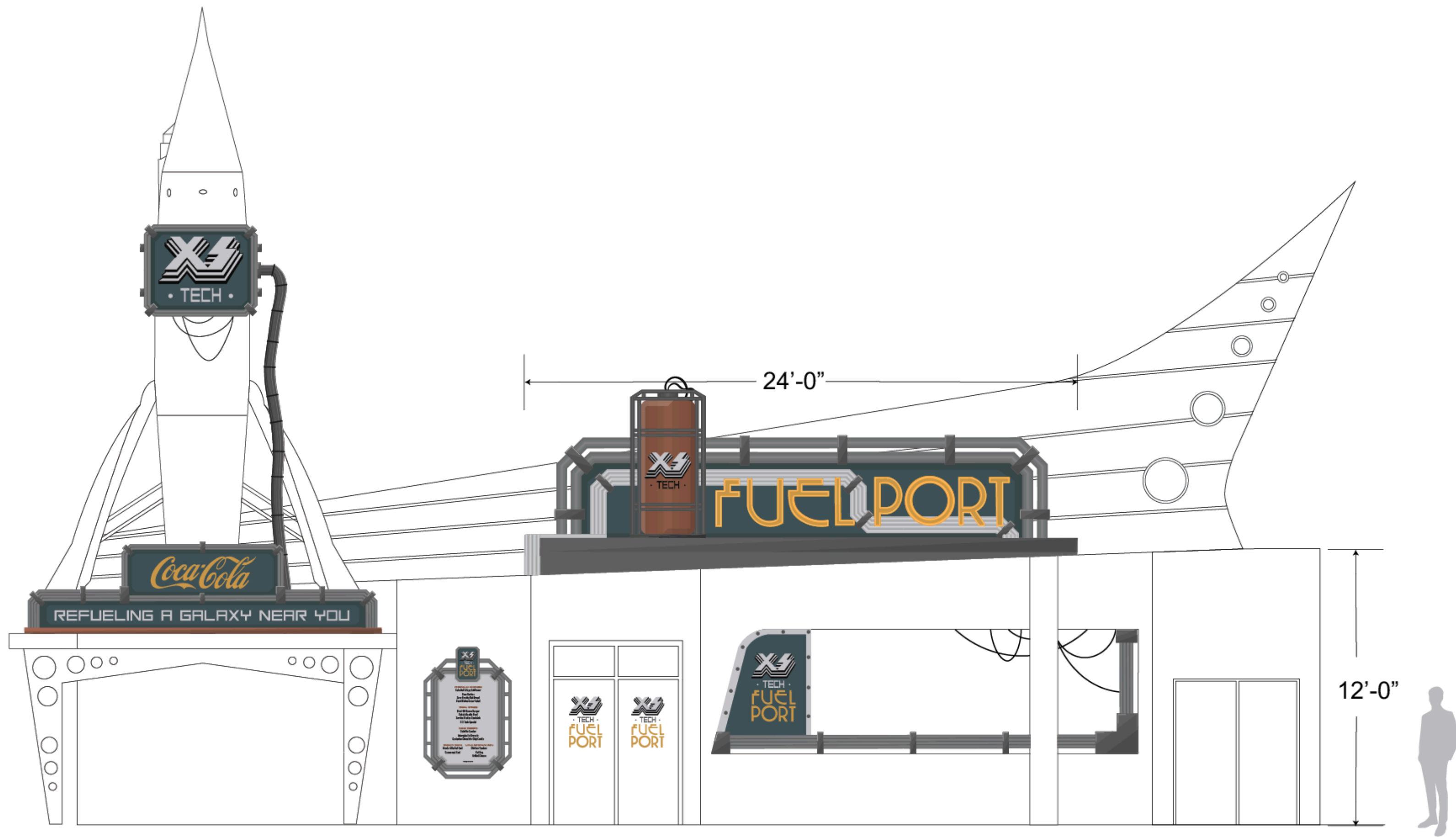
Themed
Enviromental
Graphics

X-S Tech Fuel Port
Project Name

Alien Pizza Planet
Project Location

Style Guide
Drawing

TBD
Scale



FRONT ELEVATION

THED 315/715

Themed
Environmental
Graphic
Design

X-S Tech Fuel Port

Project Name

Alien Pizza Planet

Project Location

Drawing

Front Elev. Graphics

Scale

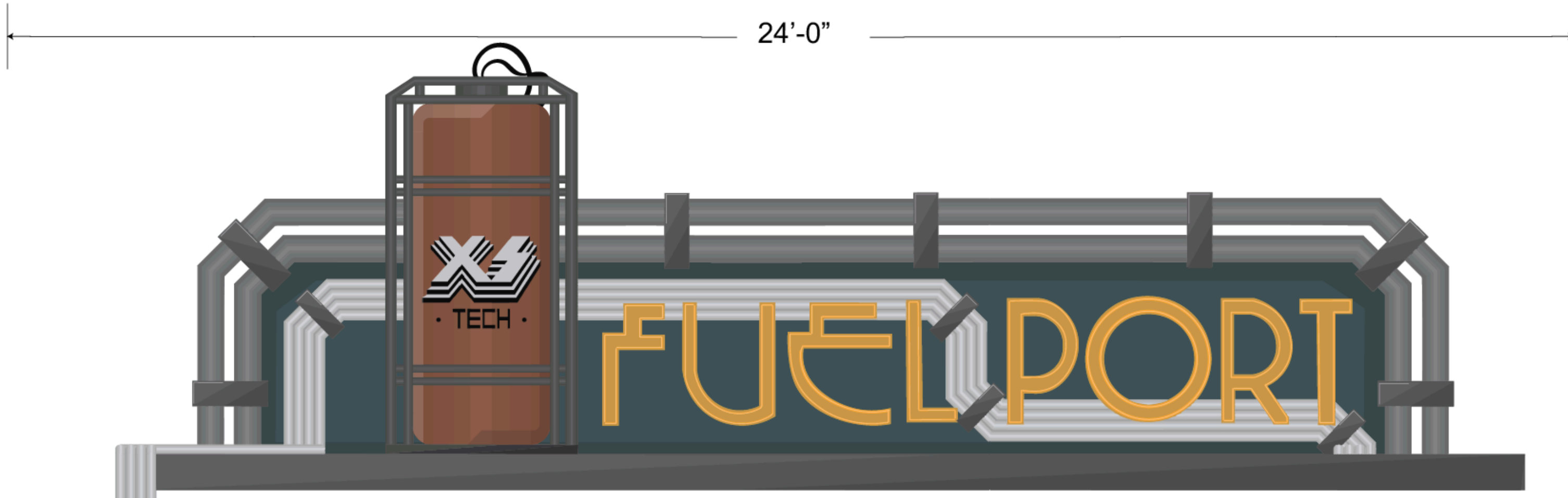
None

Drawing

P1-AP101

THED 315/715

Themed
Environmental
Graphic
Design



FRONT VIEW

Scale:None

XS-Tech Fuel Port

Project Name

Alien Pizza Planet

Project Location

Drawing

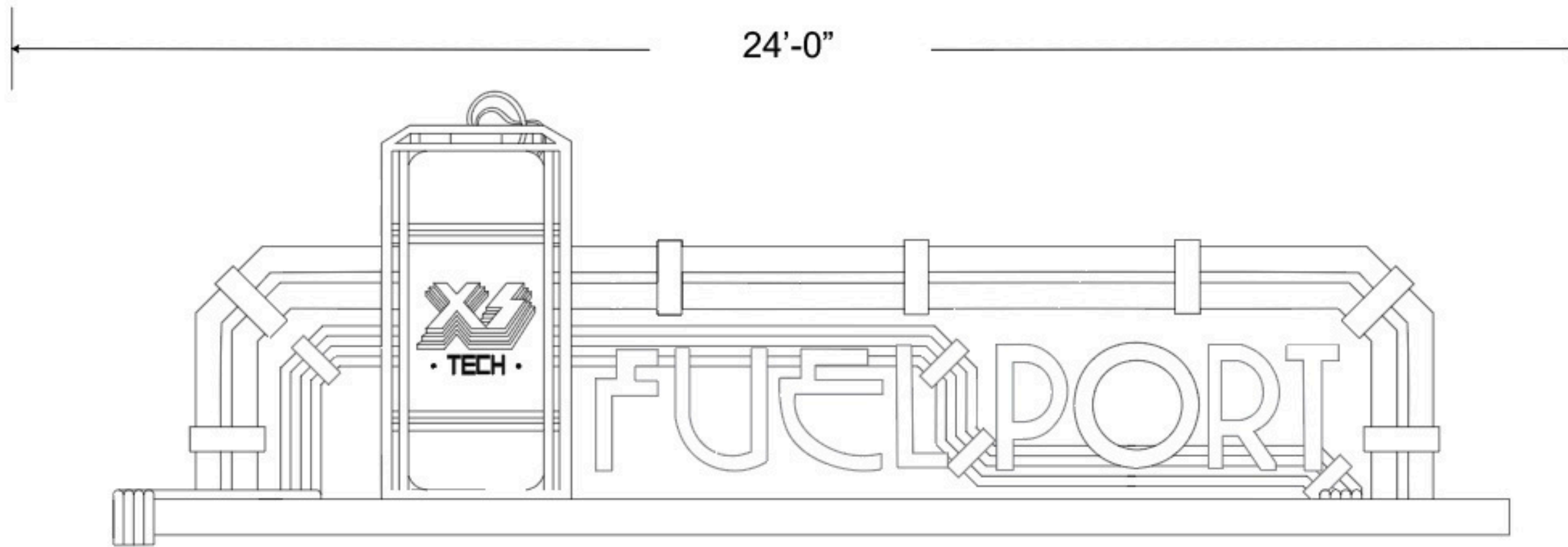
Main Marquee

Scale

TBD

Drawing

P1-AP101

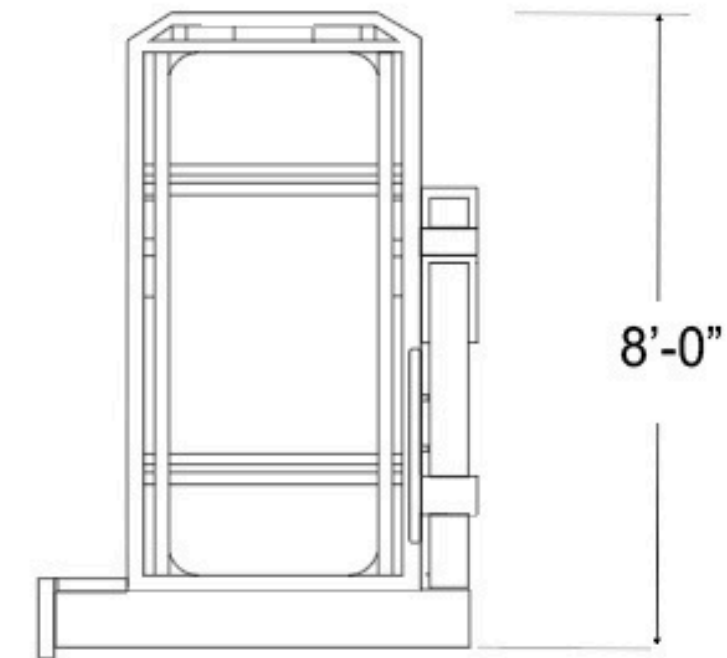


FRONT VIEW

Scale:None

Material & Lighting:

- Painted Aluminum
- Neon Tubing



Side View

Scale:None

THED 315/715

Themed
Environmental
Graphic
Design

X-S Tech Fuel Port

Project Name

Alien Pizza Planet

Project Location

Drawing

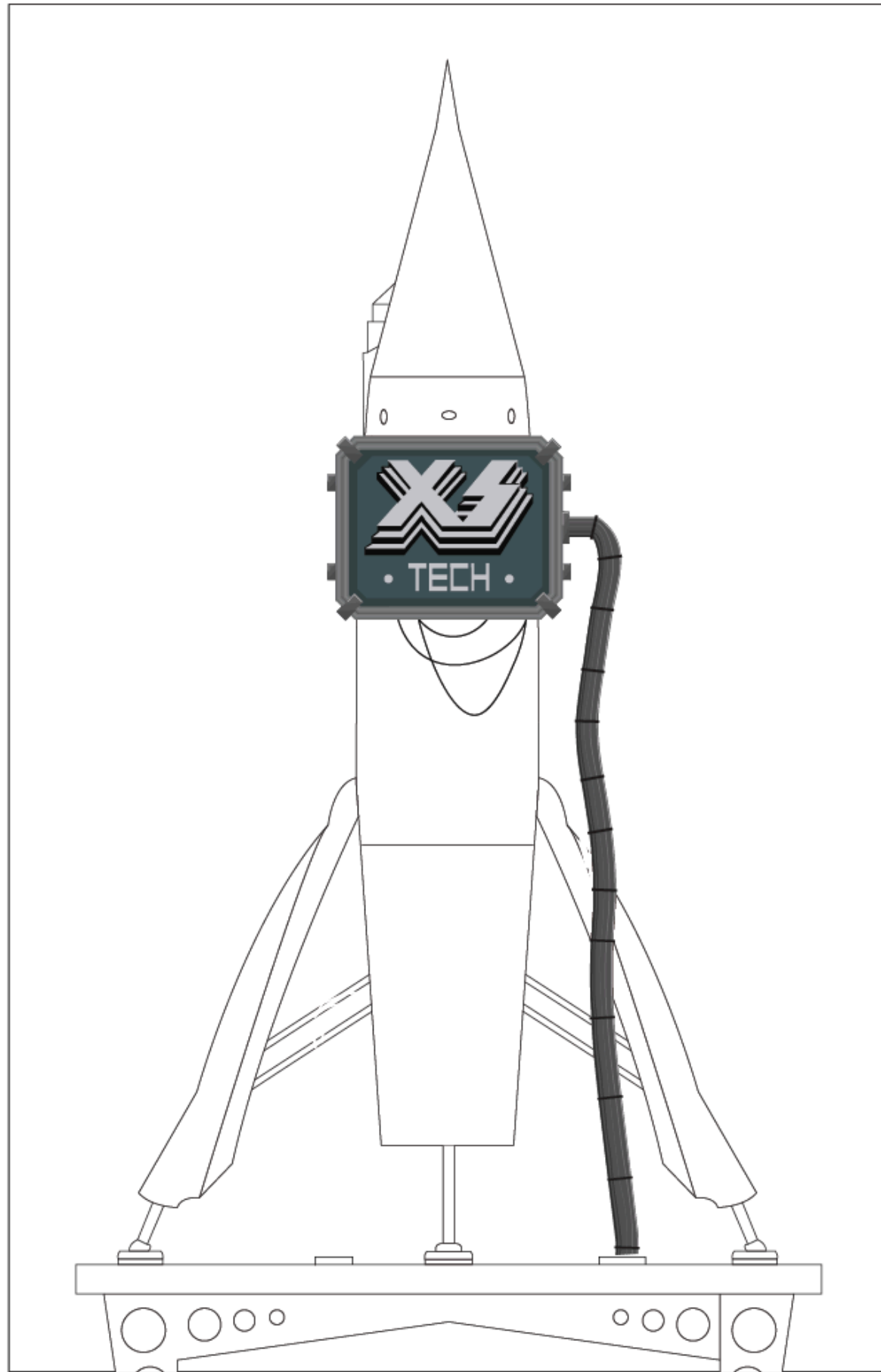
Main Marquee

Scale

None

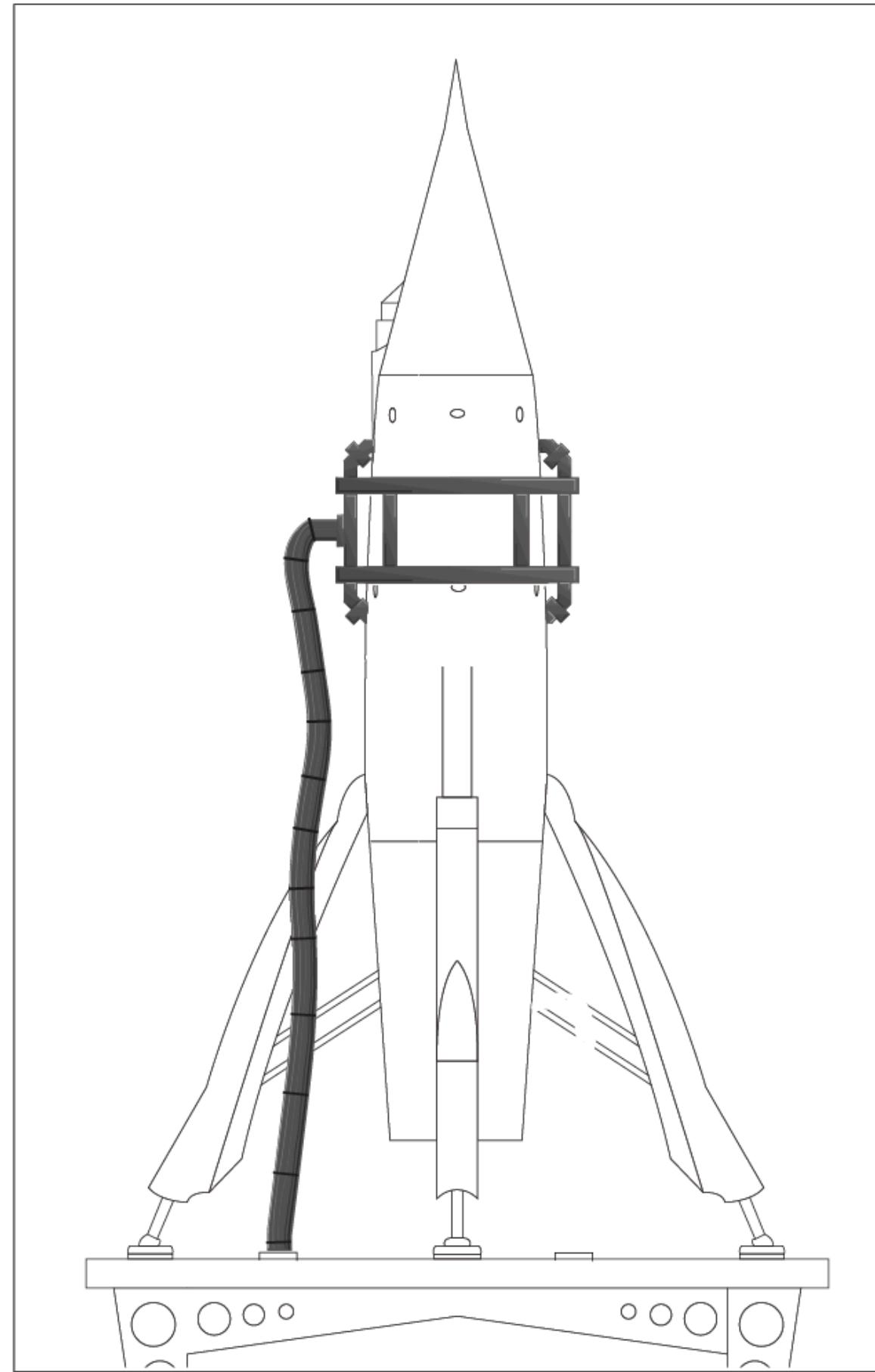
Drawing

P1-AP101



FRONT VIEW

Scale:None



BACK VIEW

Scale:None

Material :

- Painted Alluminum
- Corrigated Tubing
- Wires
- Back-lit Lighting

THED 315/715

Themed
Environmental
Graphic
Design

XS-Tech Fuel Port

Project Name

Alien Pizza Planet

Project Location

Drawing

Secondary Marquee

Scale

None

Drawing

P1-AP102



FRONT VIEW

Scale:None

THED 315/715

Themed
Environmental
Graphic
Design

X-S Tech Fuel Port

Project Name

Alien Pizza Planet

Project Location

Drawing

Coca-Cola Food and
Beverage Sign

Scale

None

Drawing

P1-AP103

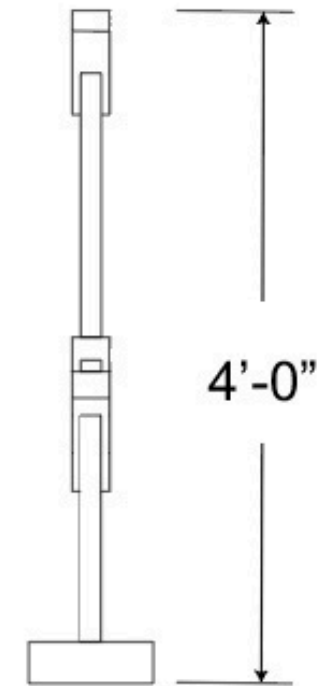


FRONT VIEW

Scale:None

Material :

- Dimensional fiberglass
- Painted Coca-Cola Sign



THED 315/715

Themed
Environmental
Graphic
Design

X-S Tech Fuel Port

Project Name

Alien Pizza Planet

Project Location

Drawing

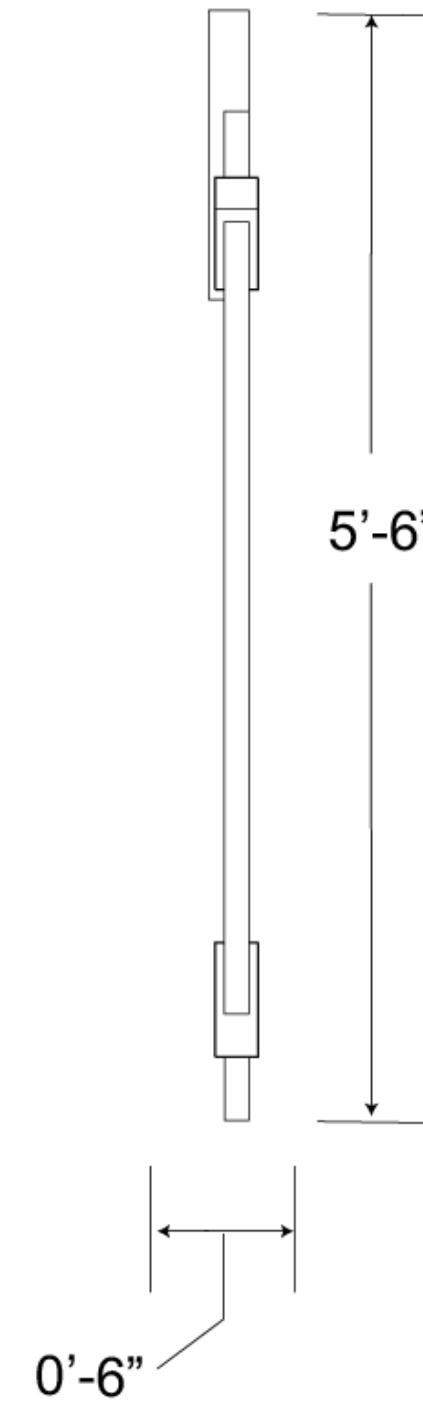
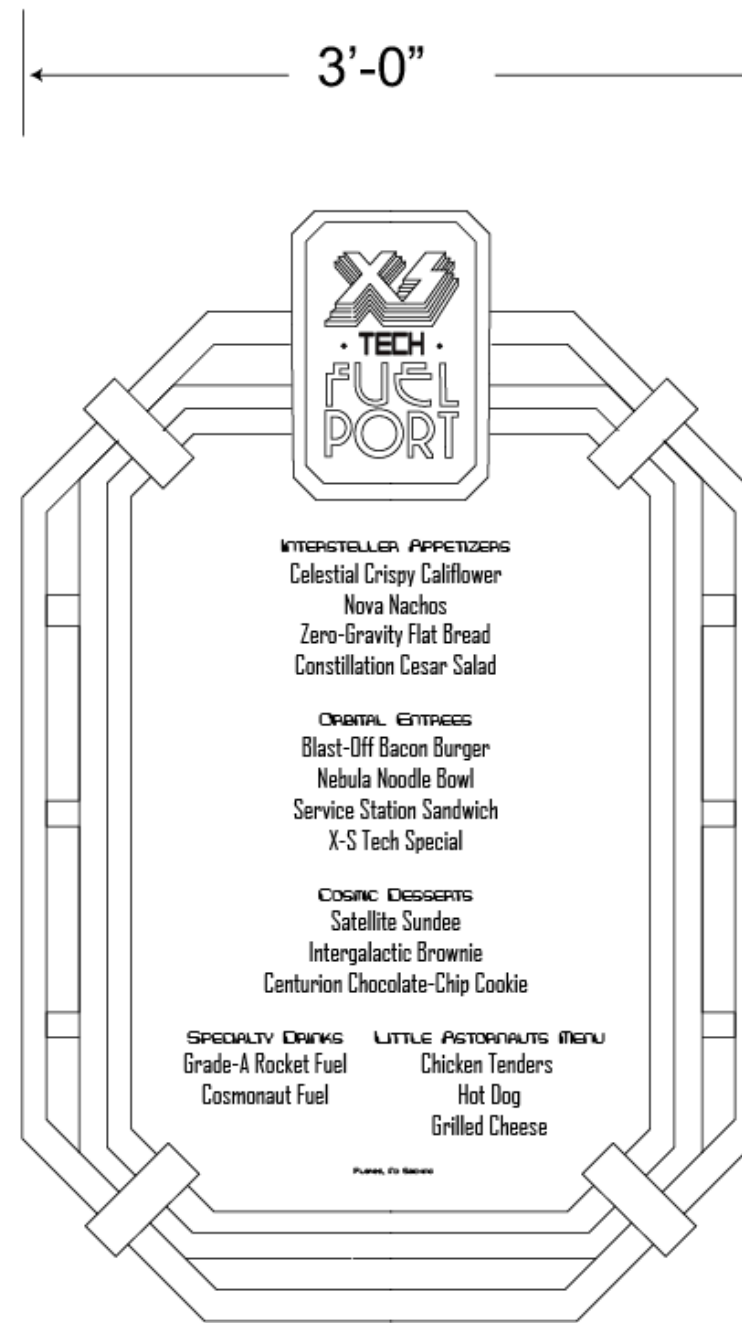
Coca-Cola Food and
Beverage Sign

Scale

None

Drawing

P1-AP103



FRONT VIEW

Scale:None

Material :

•Vinyl on Painted aluminum with Metalic Piping

THED 315/715

Themed
Environmental
Graphic
Design

X-S Tech Fuel Port

Project Name

Alien Pizza Planet

Project Location

Drawing

Exterior Menu

Scale

TBD

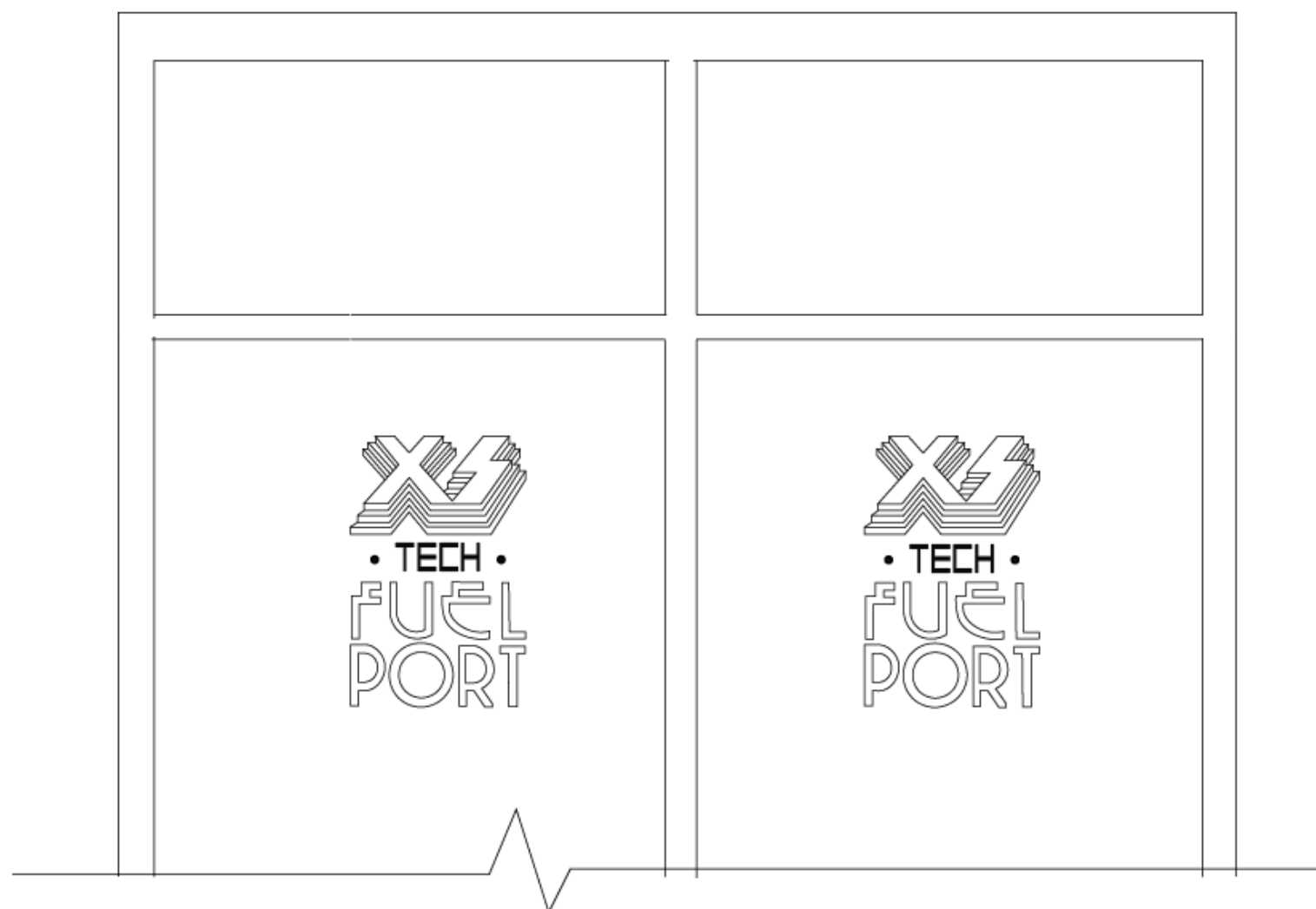
Drawing

P1-AP105



FRONT VIEW

Scale:None



Material :
•Vinyl

THED 315/715

Themed
Environmental
Graphic
Design

X-S Tech Fuel Port

Project Name

Alien Pizza Planet

Project Location

Drawing

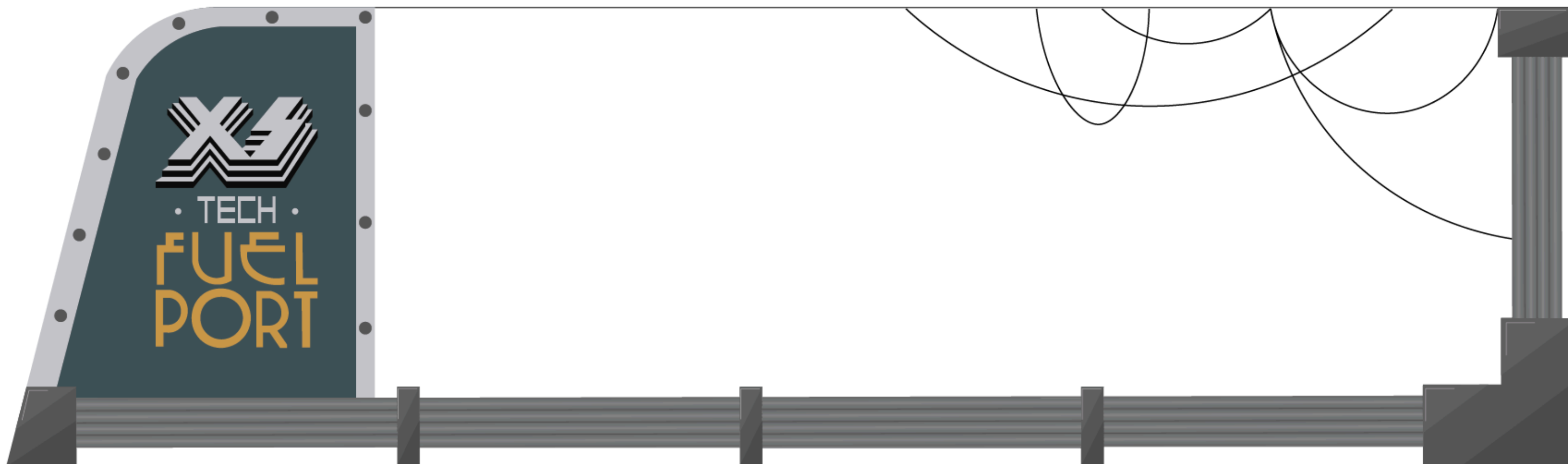
Door Entrance Decals

Scale

TBD

Drawing

P1-AP106



Scale:None

Material :
•Double sided vinyl

THED 315/715

Themed
Environmental
Graphic
Design

X-S Tech Fuel Port

Project Name

Alien Pizza Planet

Project Location

**Door Entrance
Window Graphic**

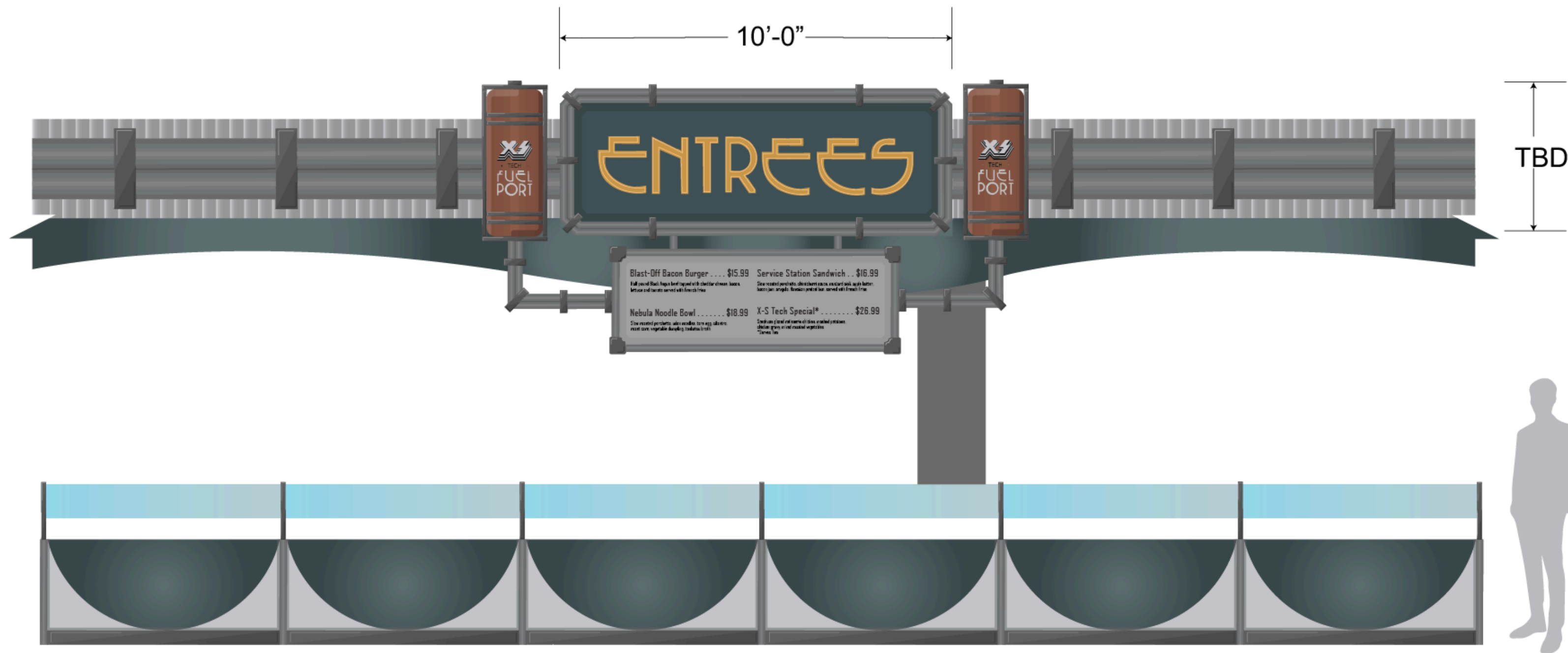
Drawing

Scale

TBD

Drawing

P1-AP107



FRONT ELEVATION
Scale:None

THED 315/715
Themed
Environmental
Graphic
Design

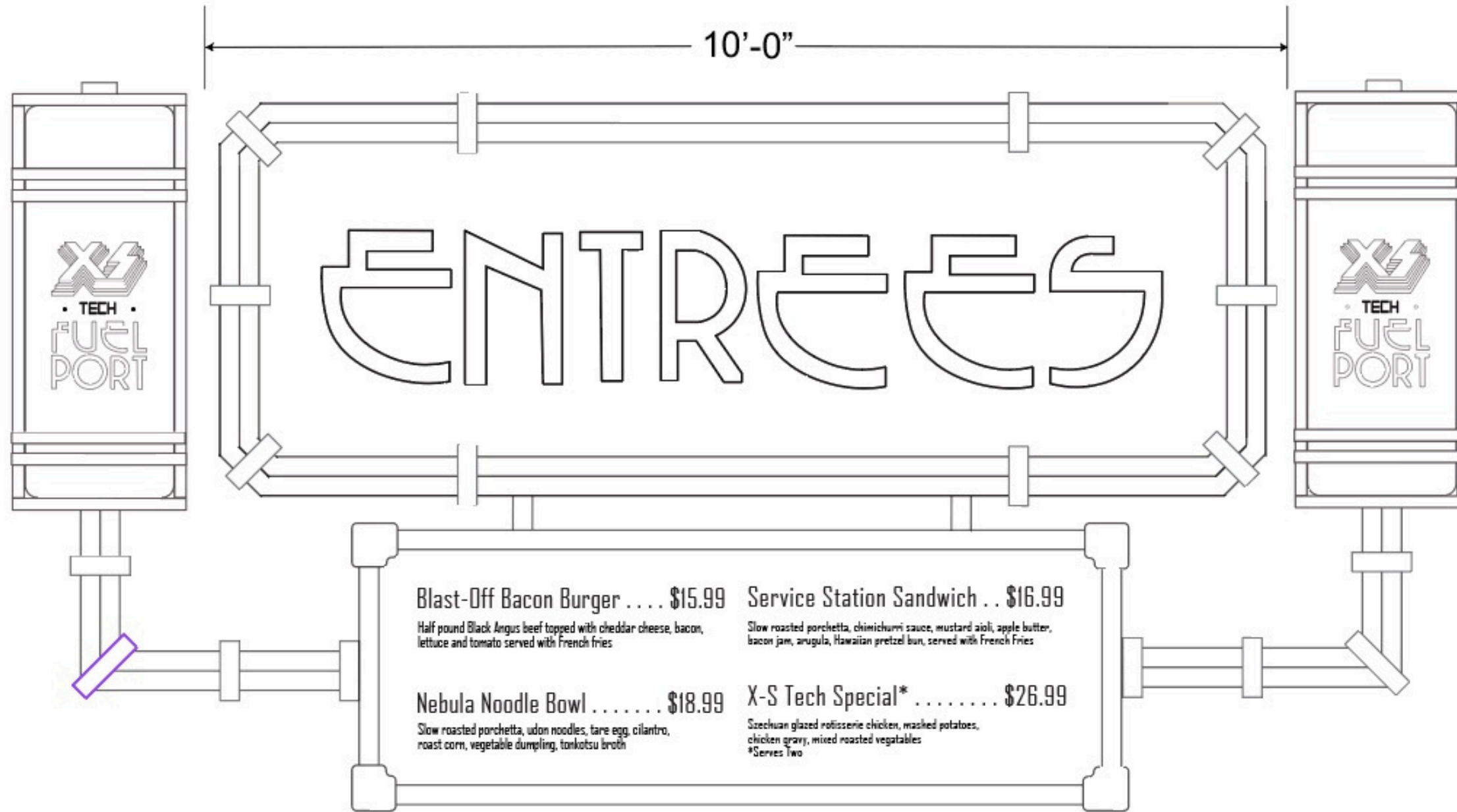
X-S Tech Fuel Port
Project Name

Alien Pizza Planet
Project Location

Drawing
Interior Pizza Sign & Menu

Scale
TBD

Drawing
P1-AP201

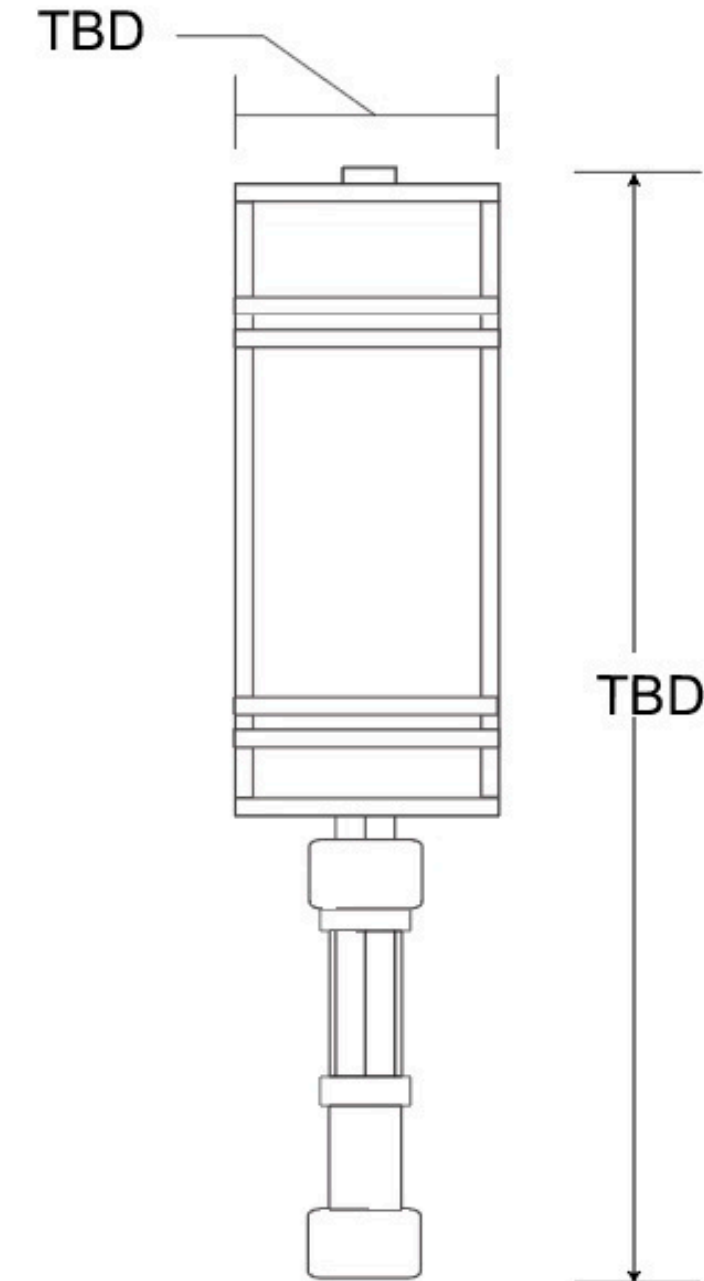


FRONT VIEW

Scale:None

Main Sign Material :
 •Brushed Aluminum
 •Painted entar board with
 fiberglass Dimensional pin-mounted letters

Menu Sign Material :
 •Sentra board with Vinyl printed



SIDE VIEW

Scale:None

THED 315/715
 Themed
 Environmental
 Graphic
 Design

X-S Tech Fuel Port

Project Name

Alien Pizza Planet

Project Location

Drawing

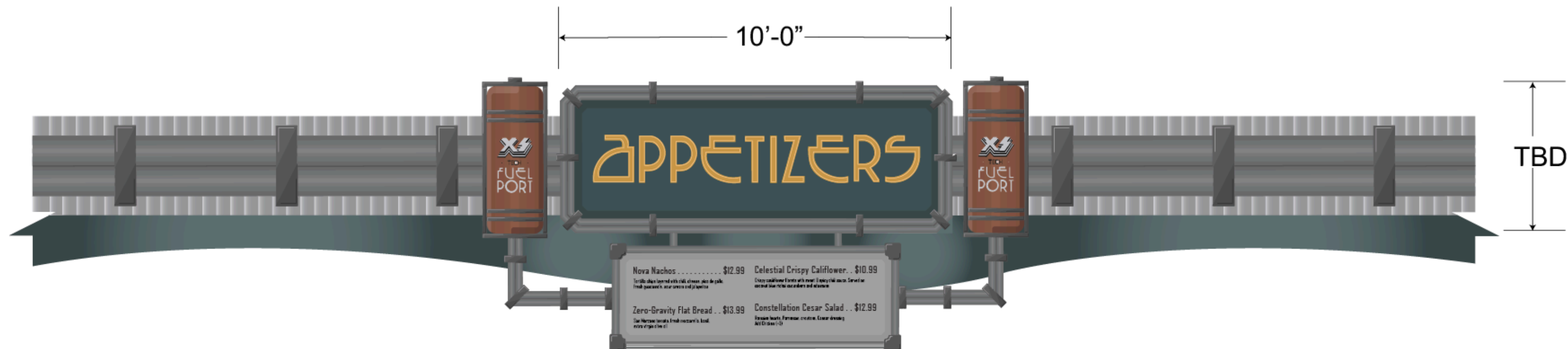
Interior Pizza Sign & Menu

Scale

TBD

Drawing

P1-AP201



FRONT ELEVATION

Scale:None

THED 315/715

Themed
Environmental
Graphic
Design

X-S Tech Fuel Port

Project Name

Alien Pizza Planet

Project Location

Drawing

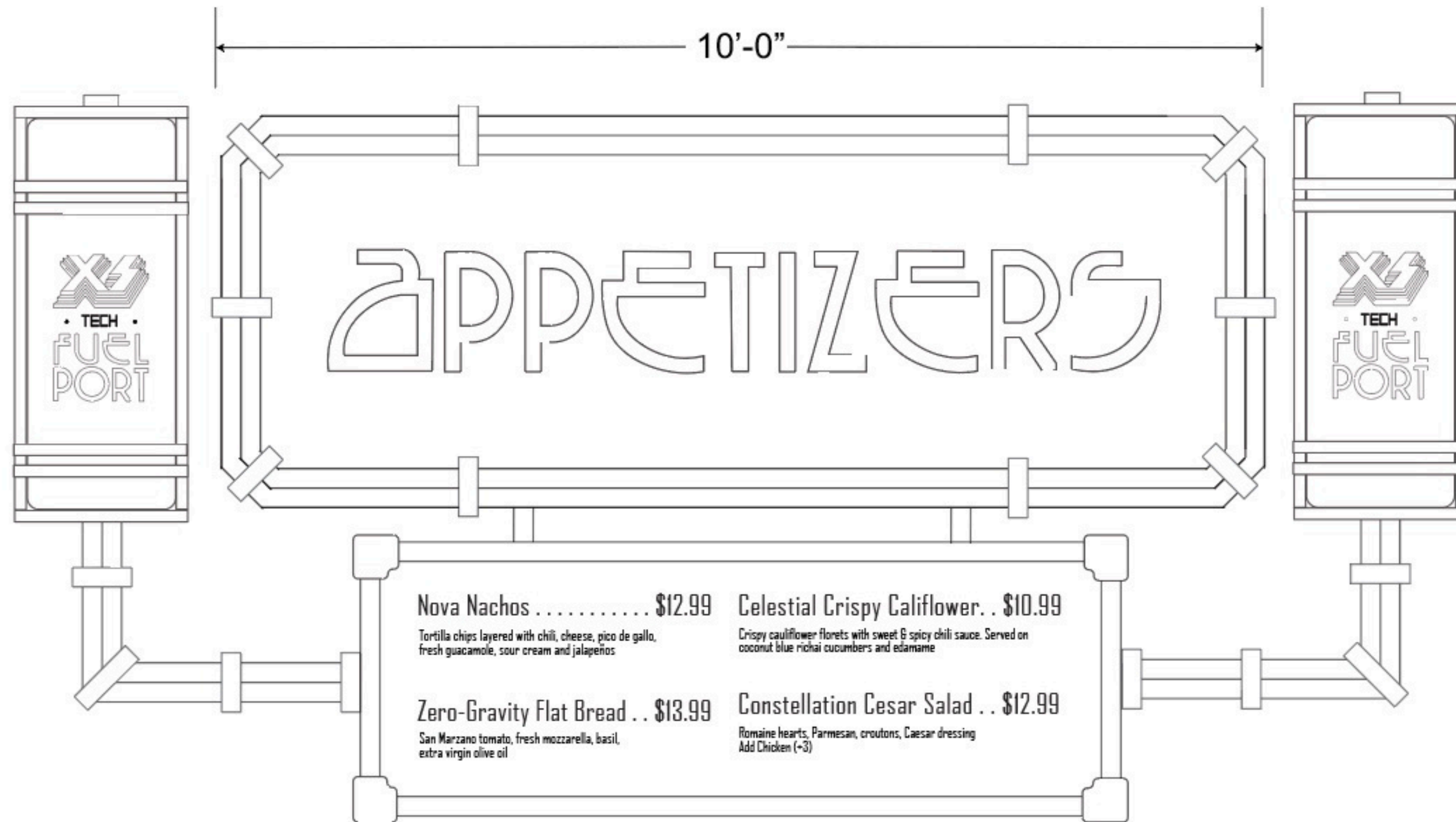
Interior Pasta Sign & Menu

Scale

TBD

Drawing

P1-AP202



FRONT VIEW

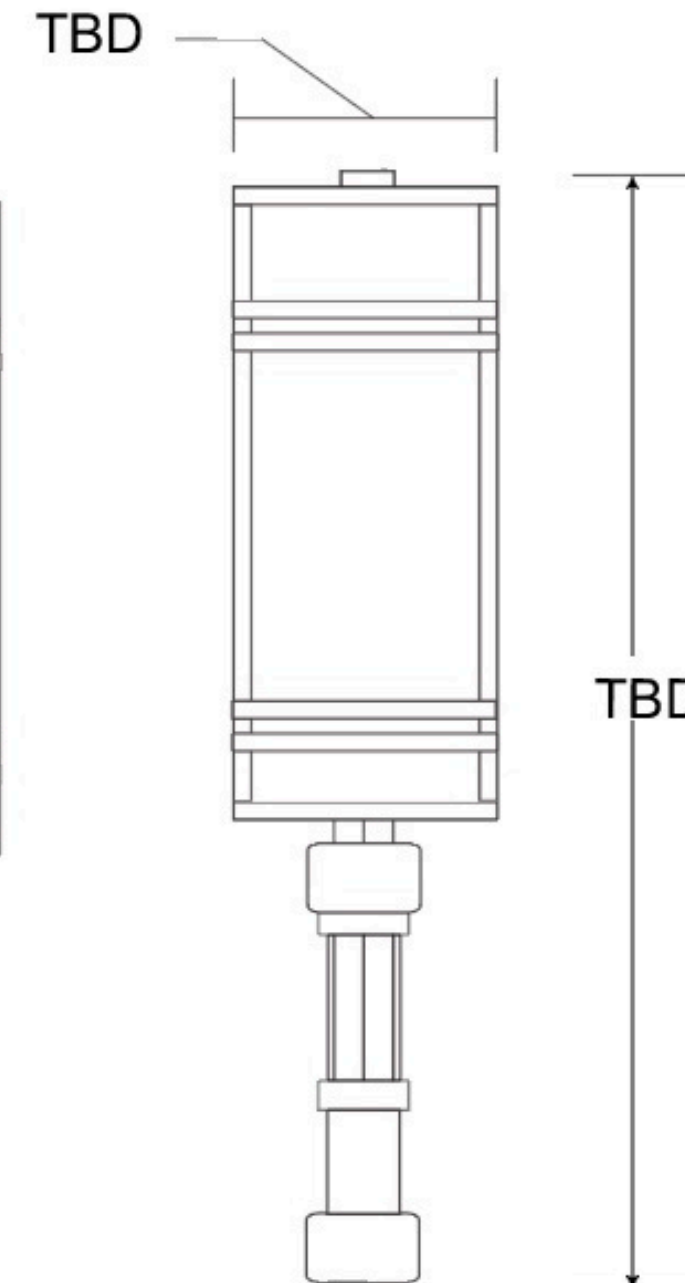
Scale:None

Main Sign Material :

- Brushed Aluminum
- Painted entar board with fiberglass Dimensional pin-mounted letters

Menu Sign Material :

- Sentra board with Vinyl printed



SIDE VIEW

Scale:None

THED 315/715

Themed
Environmental
Graphic
Design

X-S Tech Fuel Port

Project Name

Alien Pizza Planet

Project Location

Drawing

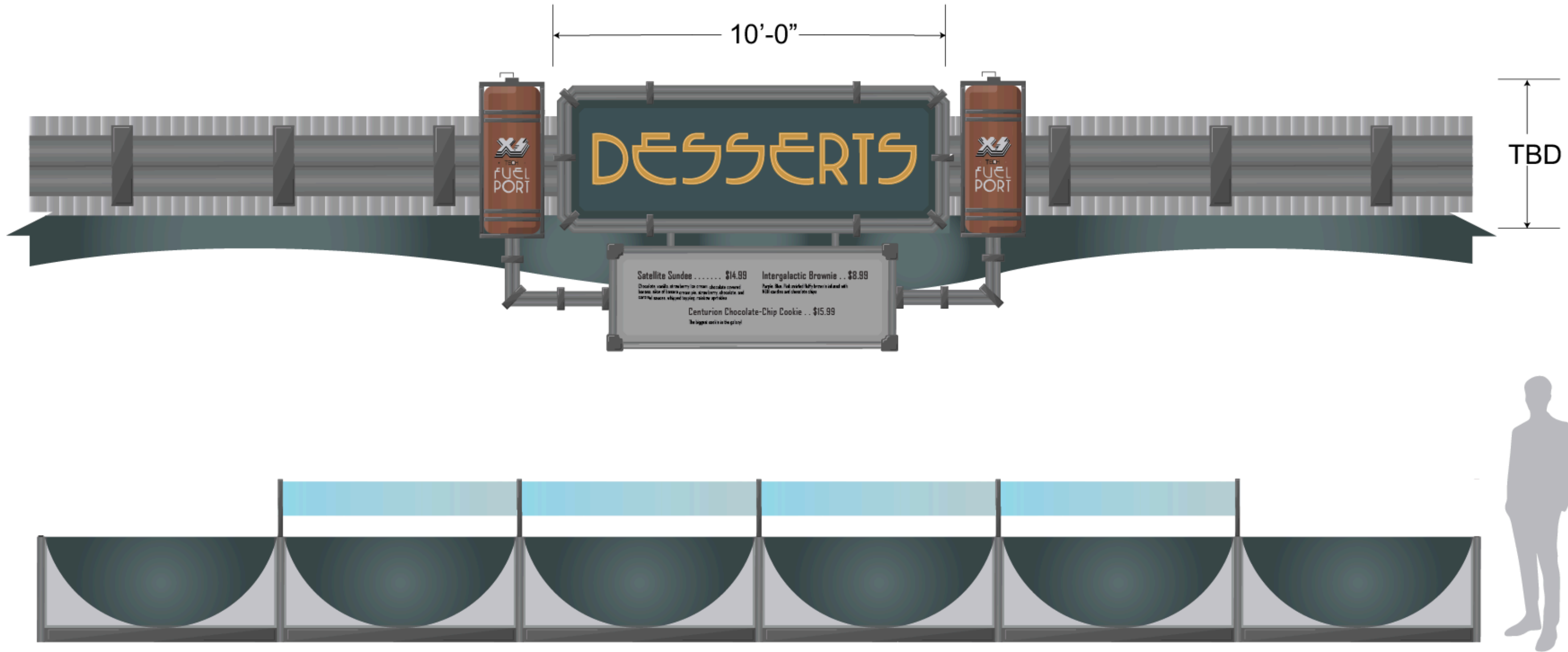
Interior Pasta Sign & Menu

Scale

TBD

Drawing

P1-AP202



FRONT ELEVATION
Scale:None

THED 315/715
Themed
Environmental
Graphic
Design

X-S Tech Fuel Port
Project Name
Alien Pizza Planet
Project Location
Drawing
Interior Salads Sign & Menu
Scale
TBD

Drawing
P1-AP203

FRONT VIEW

Scale:None



Main Sign Material :

- Brushed Aluminum
- Painted entar board with fiberglass Dimensional pin-mounted letters

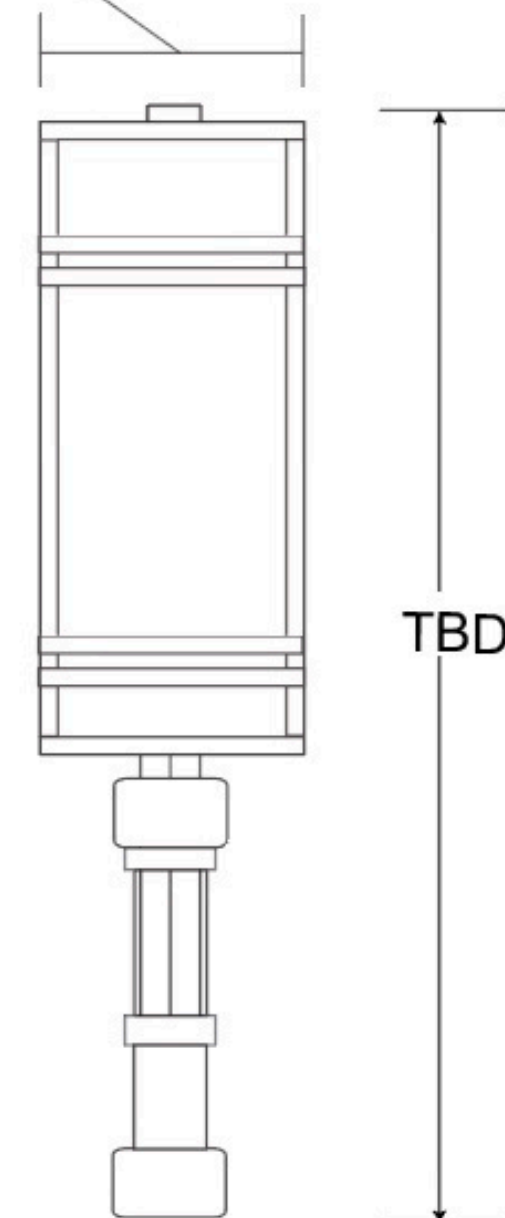
Menu Sign Material :

- Sentra board with Vinyl printed

TBD

SIDE VIEW

Scale:None



THED 315/715

Themed
Environmental
Graphic
Design

X-S Tech Fuel Port

Project Name

Alien Pizza Planet

Project Location

Drawing

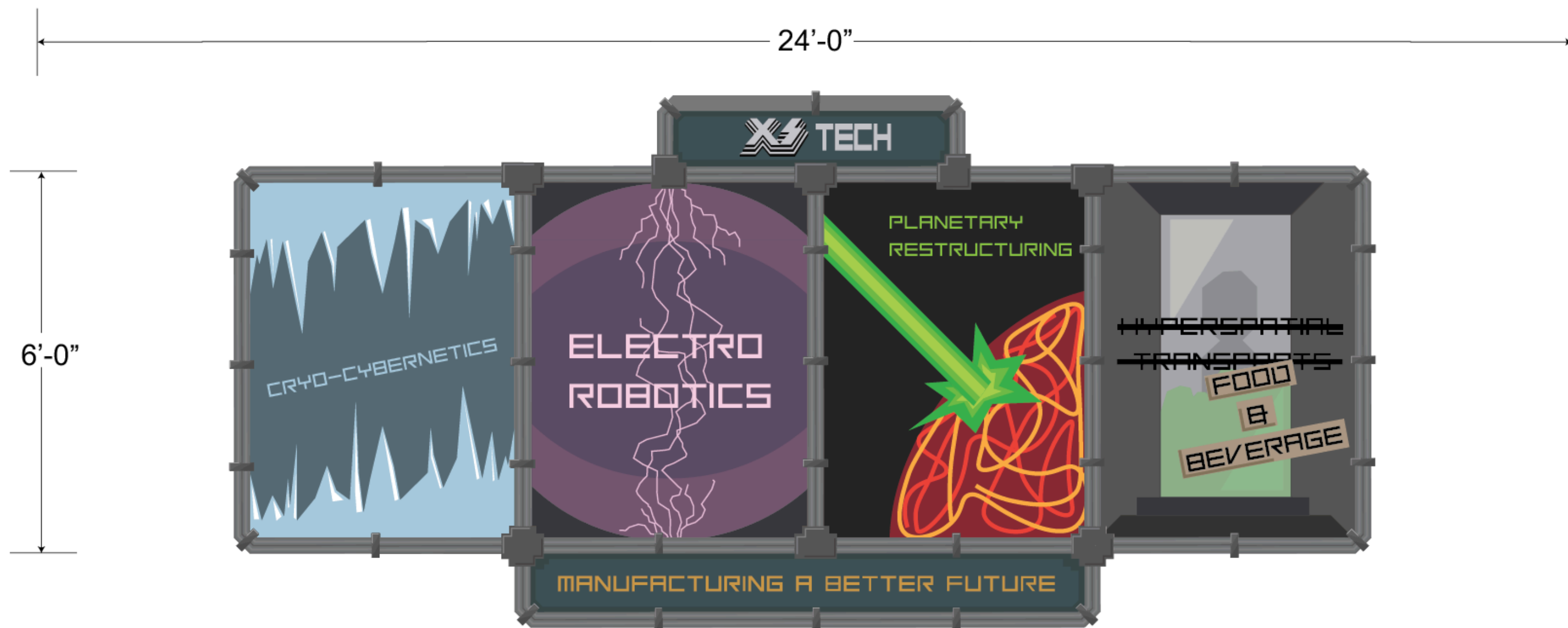
Interior Salads Sign & Menu

Scale

TBD

Drawing

P1-AP203



FRONT ELEVATION
Scale:None

THED 315/715
Themed
Environmental
Graphic
Design

X-S Tech Fuel Port

Project Name

Alien Pizza Planet

Project Location

Drawing

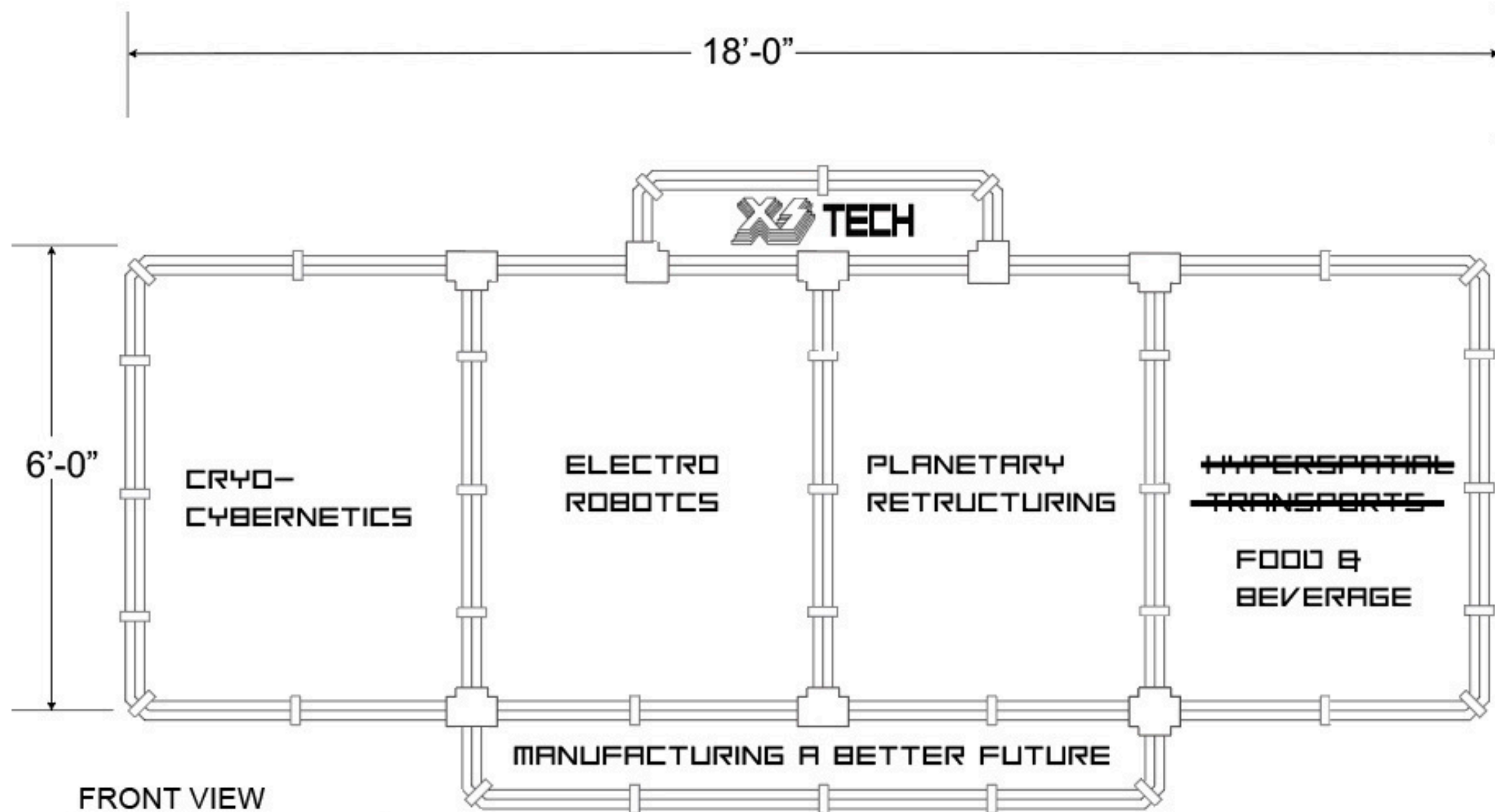
Interior Welcome Backdrop

Scale

TBD

Drawing

P1-AP301

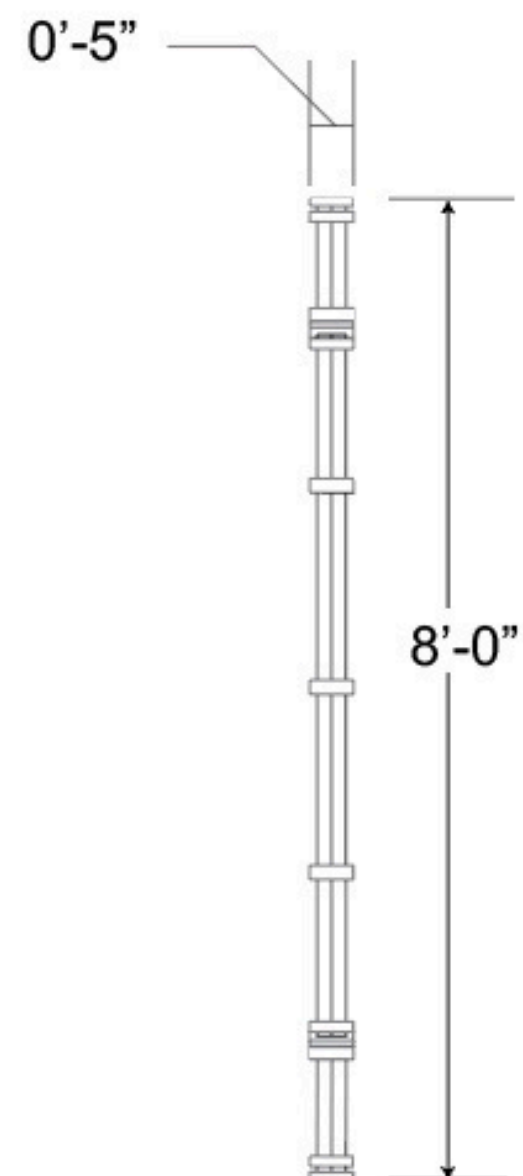


FRONT VIEW

Scale:None

Suggested Material :

- Aluminum with printed vinyl



SIDE VIEW

Scale:None

THED 315/715

Themed
Environmental
Graphic
Design

X-S Tech Fuel Port

Project Name

Alien Pizza Planet

Project Location

Drawing

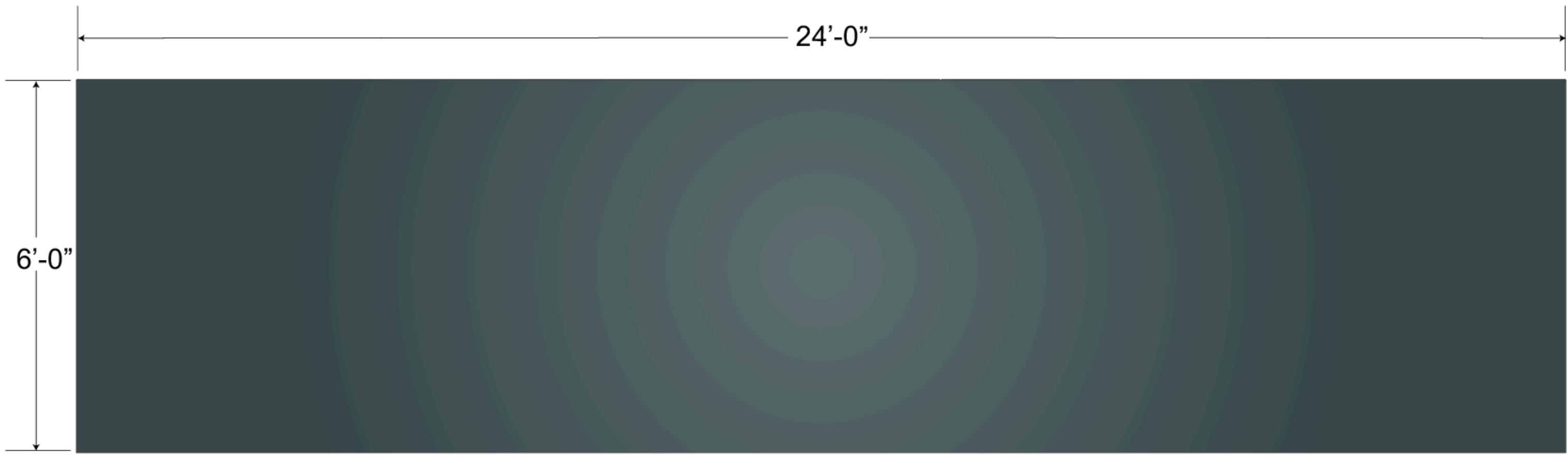
Interior Welcome Backdrop

Scale

TBD

Drawing

P1-AP301



FRONT VIEW

Scale:None

Material :
•Painted backdrop

THED 315/715
Themed
Environmental
Graphic
Design

X-S Tech Fuel Port
Project Name
Alien Pizza Planet
Project Location
Drawing
Interior Welcome Backdrop
Scale
TBD

Drawing
P1-AP301