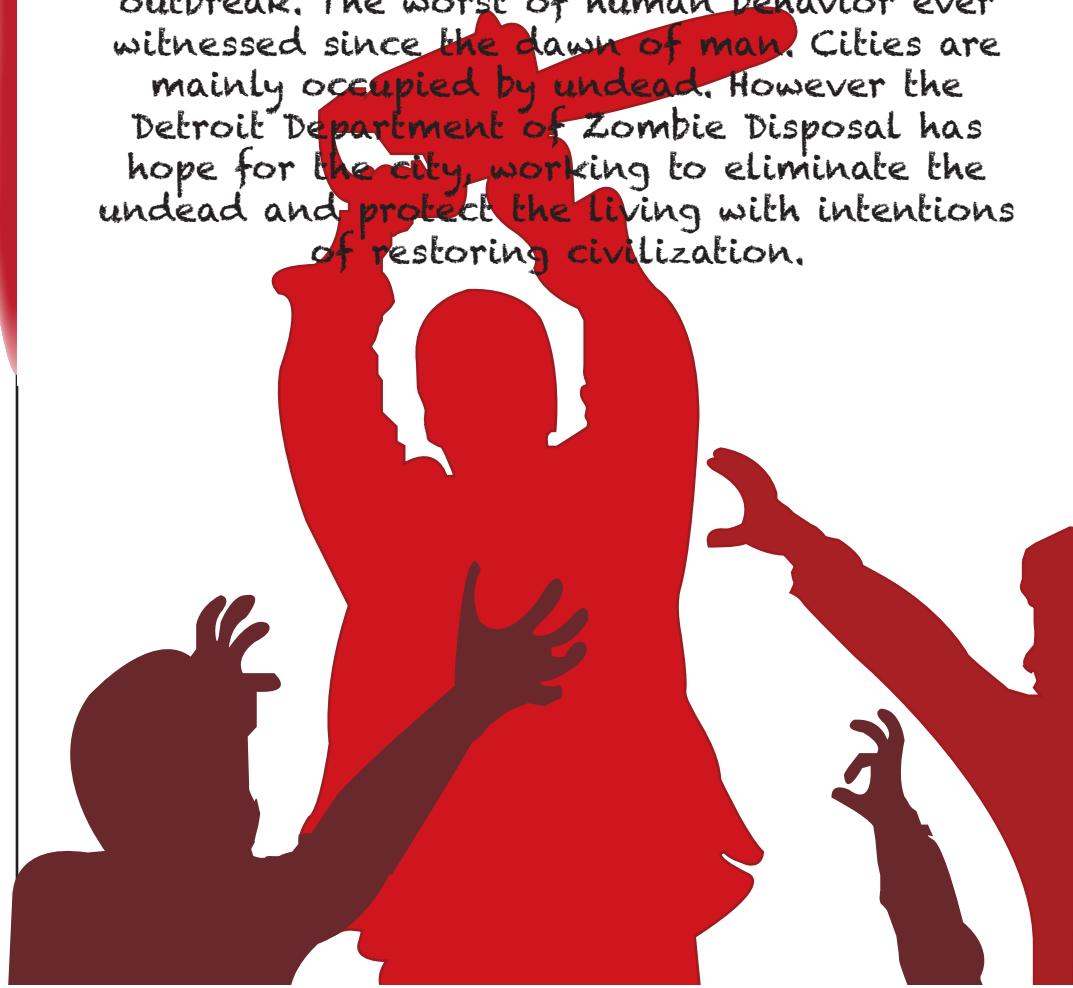


Intro

Earth is no longer the same. In the secret labs of Black Mesa, a research accident went wrong. A virus that spreads through the brain killing the victim only to revive itself within 10 minutes after death, hungry for warm flesh. The rapid outbreak could not be controlled. Spreading internationally the whole world became an apocalyptic warzone. People are now forced to do things that they could never have imagined doing before the outbreak. The worst of human behavior ever witnessed since the dawn of man. Cities are mainly occupied by undead. However the Detroit Department of Zombie Disposal has hope for the city, working to eliminate the undead and protect the living with intentions of restoring civilization.



Rescue
Radio

99.5

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Discovery

Who We Are

Detroit Zombie Disposal is the new breed of local heroes that is composed of former police, fireman, doctors, convicts, and military personnel. We have established ourselves to be defenders of what remains of the society we have after "Black Mesa" which was the cause of the complete collapse of the world we once thrived in. We work hard to keep the streets clean and safe from things we have known through movies, comics, and television series as zombies, or walkers.

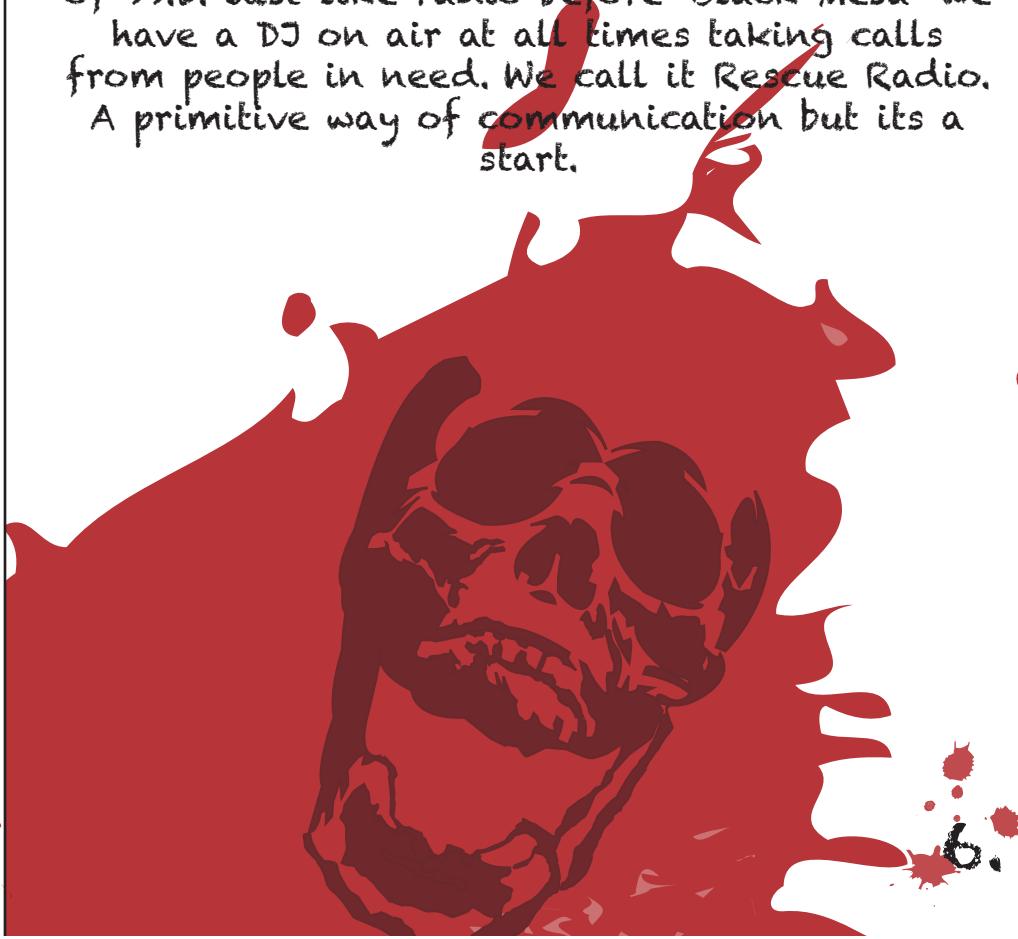


Research

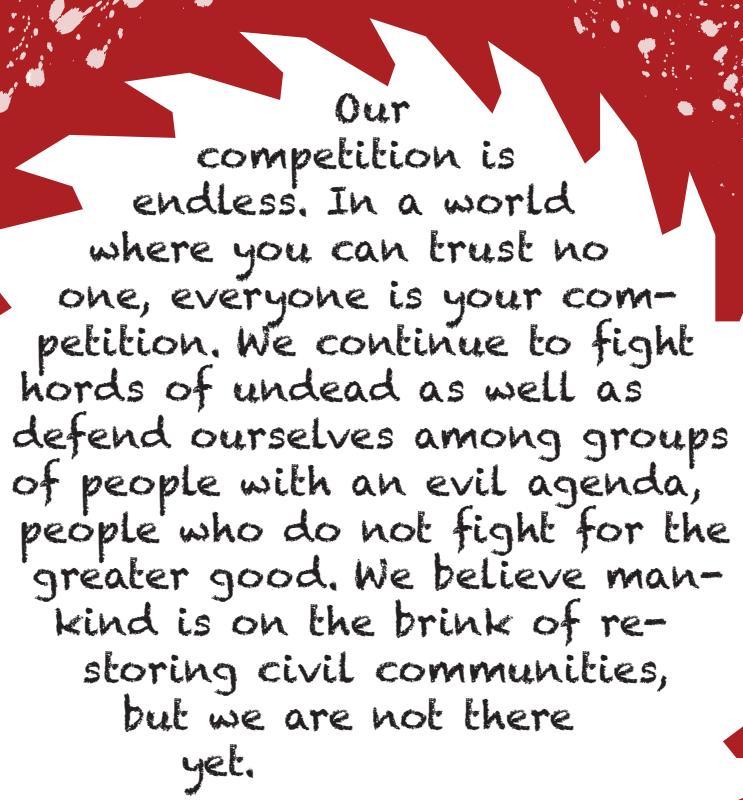
Our research suggests that there is no cure in sight, and we now have to adapt to a new way of life. We have found that several small communities can work together.

How?

Detroit Zombie Desposal was able to re-establish telephone lines and has taken over a former Detroit radio station. We are now able to broadcast through the frequency of 99.5. Just like radio before "Black Mesa" we have a DJ on air at all times taking calls from people in need. We call it Rescue Radio. A primitive way of communication but its a start.



Competition

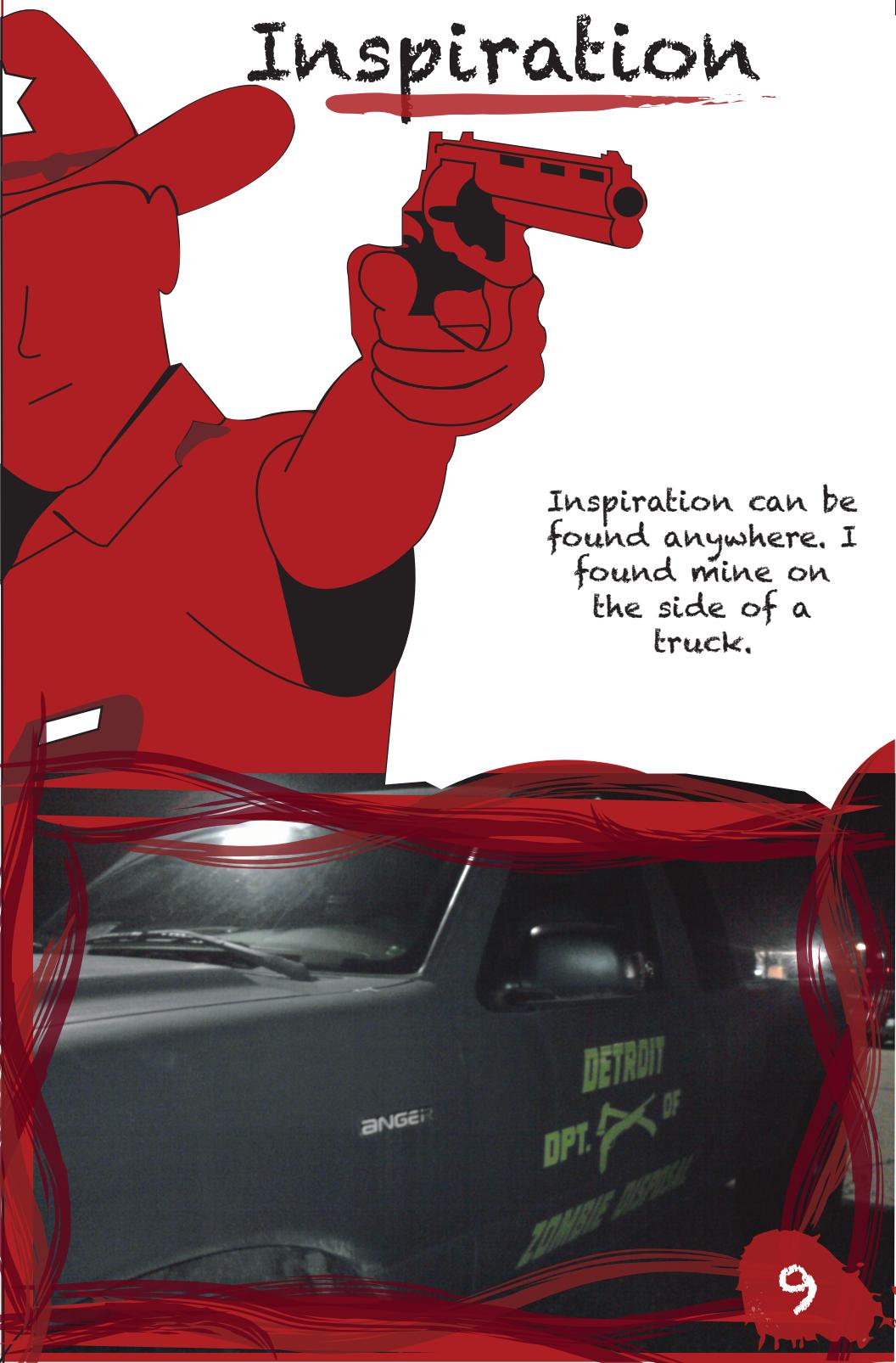


Our competition is endless. In a world where you can trust no one, everyone is your competition. We continue to fight hordes of undead as well as defend ourselves among groups of people with an evil agenda, people who do not fight for the greater good. We believe mankind is on the brink of restoring civil communities, but we are not there yet.



Define

Inspiration



Inspiration can be found anywhere. I found mine on the side of a truck.



Concept

The whole point of my this book is to create a dark and dimented theme. I want people to picture a Zombie apacolyse when reading this, So i went into great detail to establish the best atmosphere I could.



Color

C:21.93
M:100
Y:100
K:14.23

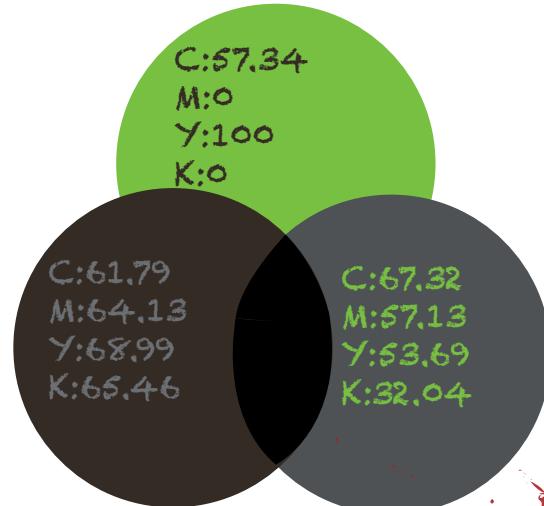


PROCESS Book

I used three combinations of red, and a deep black throughout this book. Other shades of red are used as well, but not enough to mention.

Logo

The weapons in the logo used many colors, but the three major colors are listed to the right.



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Typography

The typography is carefully thought out.

In a post apocalyptic world, working computers are hard to find, therefore so is clean printed text. I used Chalkduster to give this book a very primitive feel since civilization is starting from scratch.

I also used free hand brush strokes in some cases. I feel that this method implies people using their hands to write messages, which creates a very dark and creepy vibe.



Identity

DETROIT
DPT.
OF
ZOMBIE DISPOSAL



Logo Architecture



Remember
Block
Mesa

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