

**CONCEPT 1**  
OVERVIEW  
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Call users to action through a modern and playful experience. Reference the past, but look toward the future.

## **CONCEPT 1**

COLOR / TEXTURE / IMAGERY

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- Bright colors, bold imagery and typography will highlight beer-gas prohibition as a modern dilemma
- Use typography that references history (bold, loud headlines), but also contains playful youthfulness
- Iconography and modern aesthetic will help the user understand that this is a modern-day issue that they can easily be a part of

**CONCEPT 1**

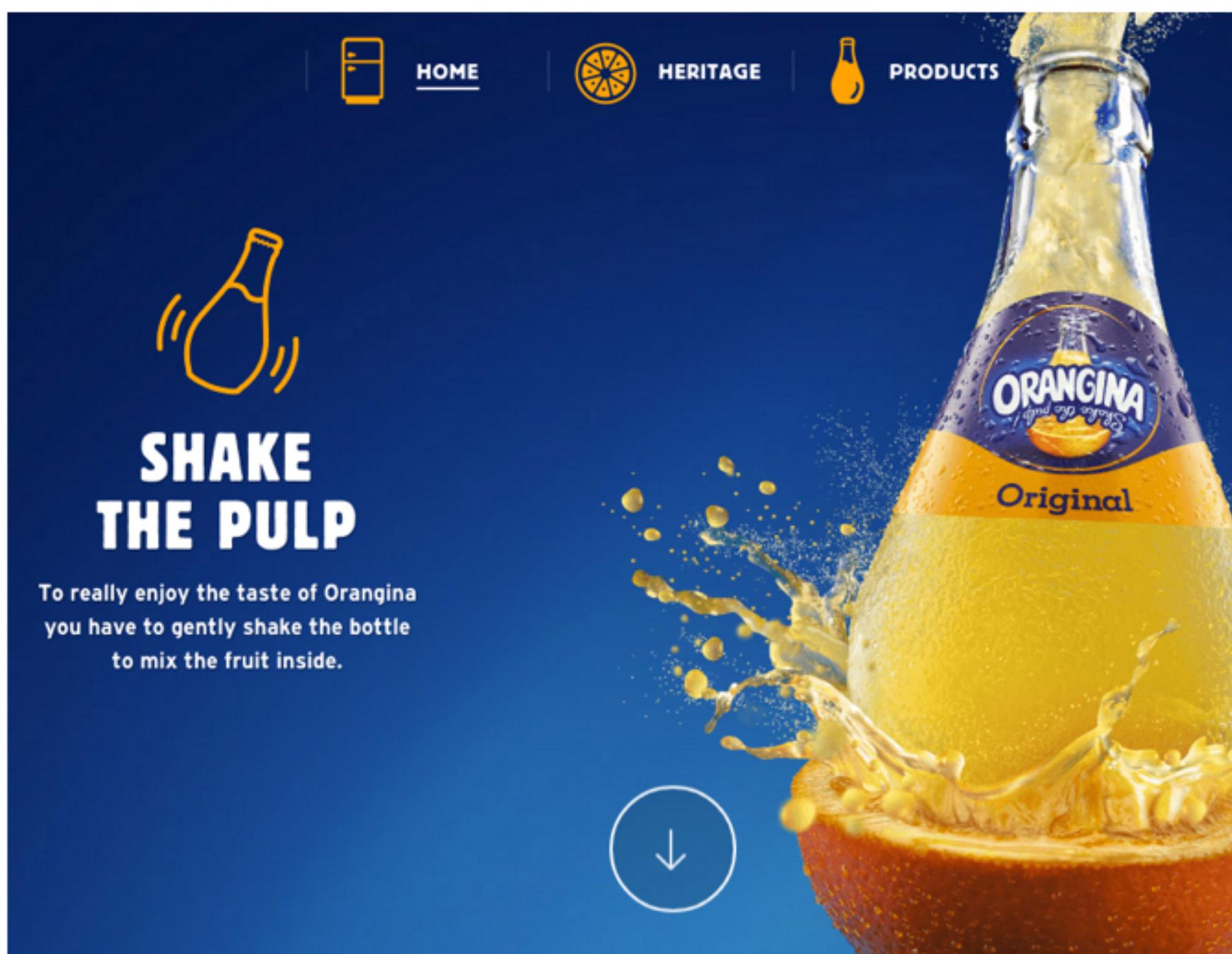
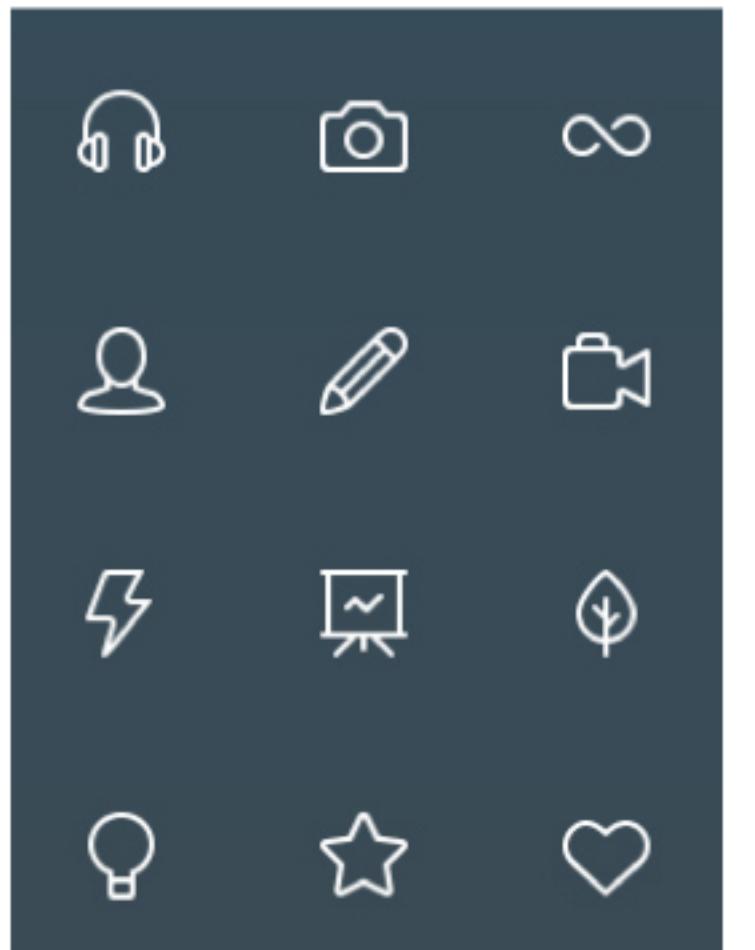
COLOR / TEXTURE / IMAGERY

HWT Artz

**FREE YOUR BEER  
THE TIME IS NOW**

Effra

*Antistick  
Blackbird  
Citizently  
Directive*



**CONCEPT 2**  
OVERVIEW

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Convey a feeling of democratic history and legacy in order to encourage future action.

## **CONCEPT 2**

COLOR / TEXTURE / IMAGERY

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- Evoke a sense of urgency and change through history imagery
- Use rough textures to elicit feelings of history and importance
- Loud typography, mix of serif and sans serif reflective of signage and newspapers in the early 1900s

CONCEPT 2

COLOR / TEXTURE / IMAGERY

Museo Sans Condensed

# FREE YOUR BEER THE TIME IS NOW

Skolar Web

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*Directive*



NINETY-SIX ELEPHANTS

96 ELEPHANTS ARE KILLED IN AFRICA EVERY DAY

## TAKE A STAND

WATCH NOW

SPEAK UP:  
MAKE YOUR VOICE HEARD AT HOME

LEARN MORE:  
WHY CRUSH IVORY?

THE STORY OF THE CRISIS

**CONCEPT 3**  
OVERVIEW

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Help inform the user of information regarding the beer-gas prohibition, all while presenting a clean, easy to understand experience

### **CONCEPT 3**

COLOR / TEXTURE / IMAGERY

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- Minimalism will help user focus on called out information
- Typographic selection will be modern, but also provides contrast between headline (sans-serif) and body copy (serif)
- Focus on colors (as well as whitespace), will bring pertinent information to the forefront of the page

CONCEPT 3

COLOR / TEXTURE / IMAGERY

Avenir Next

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THE TIME IS NOW**

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