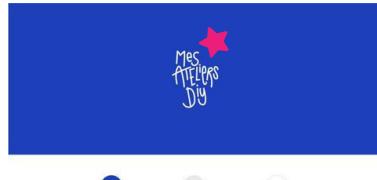


# Project One: Inspiration Collage



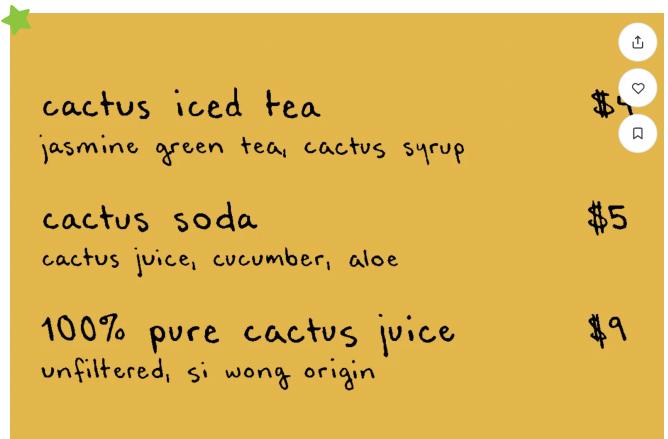
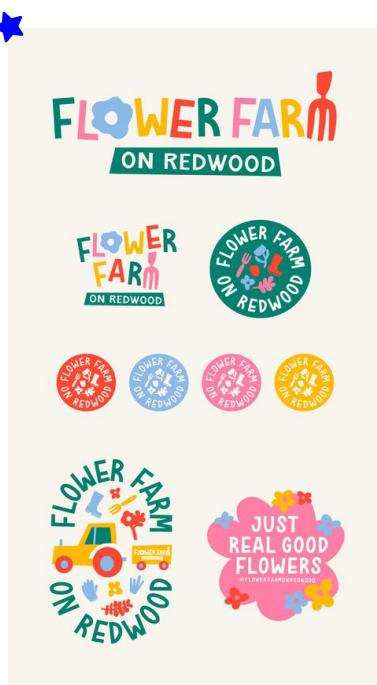
**TYPO**

Gotham ultra  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
abcdefghijklmnopqrstuvwxyz  
0123456789

Gotham light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
abcdefghijklmnopqrstuvwxyz  
0123456789

Montserrat bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
abcdefghijklmnopqrstuvwxyz  
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Montserrat light  
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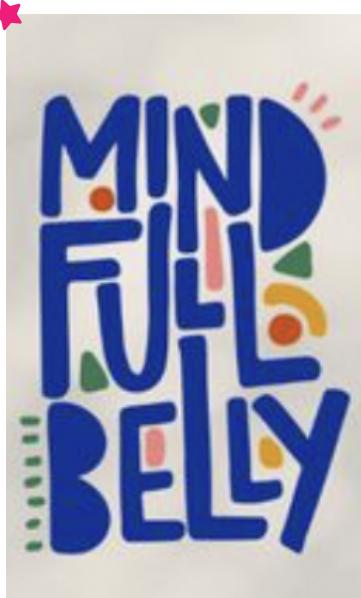
## My Audience:

Since I would be providing web development/design, graphic design, and branding services, my audience would be entrepreneurs, business owners, or any like-minded individuals.

I'd like to cater to small/medium-sized businesses that want to showcase a lot of personality. It doesn't have to be the same aesthetic that I personally have, but I prefer designing something more creative than super professional and uptight.

My audience would consist of people who are passionate and willing to think outside the box to make their brand cool.

My logo will be clean and professional but also reflect a lot of my personality. I like the hand-drawn look because when you start something new and fresh, you sketch it. I want my clients to know that I will always provide something new, fresh, and unique to them.



## Vibes Legend:

What I'm going for:  
 -hand-drawn look/feel  
 -playful and fun  
 -small/local business  
 -clean  
 -small icon  
 -a little bit of spice  
 -but lots of personality

★ i just like it...

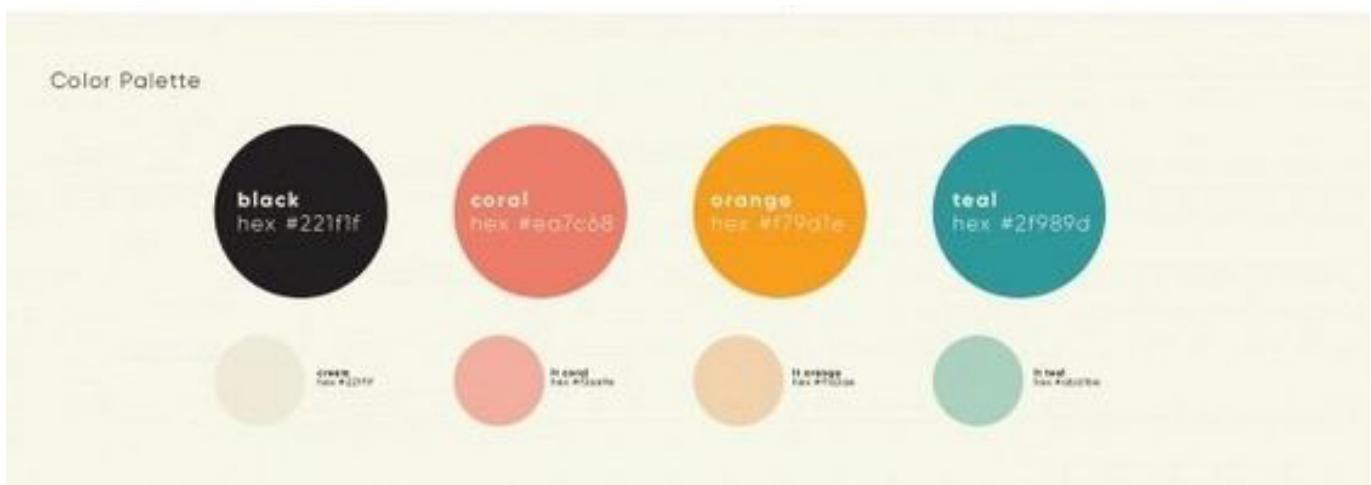
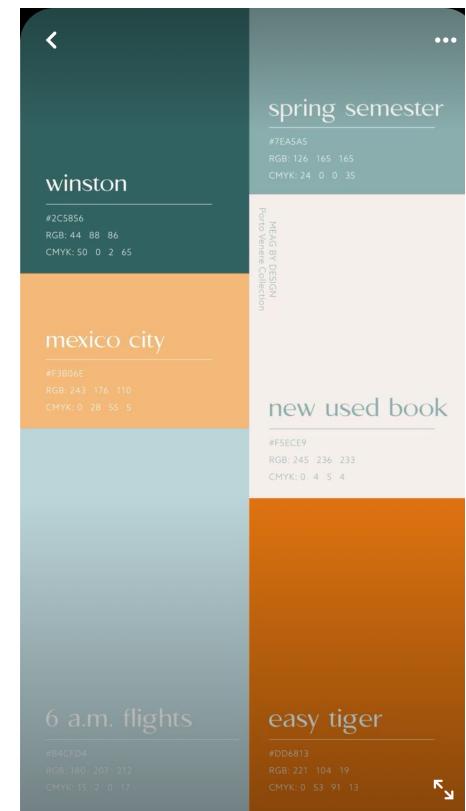
★ font/hand-drawn look

★ logo layout



# Project One: Inspiration Collage

## Color Palette Inspo:



1.

CAITLIN

2.

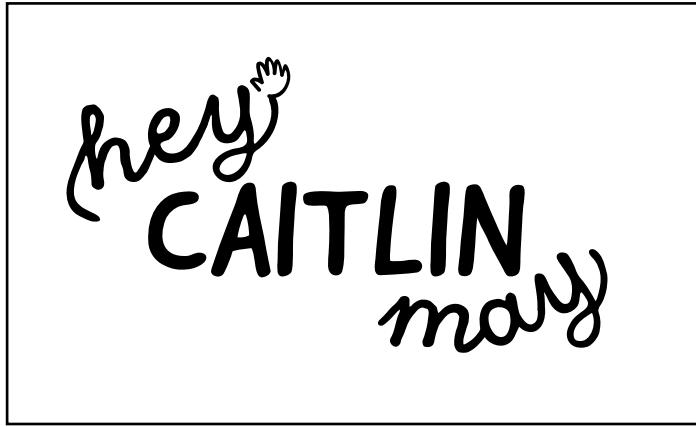
hey  
CAITLIN  
may

3.

hey  
CAITLIN  
may

4.

hey  
CAITLIN  
may



Color Ideas



hey  
CAITLIN  
mary

hey  
CAITLIN  
mary