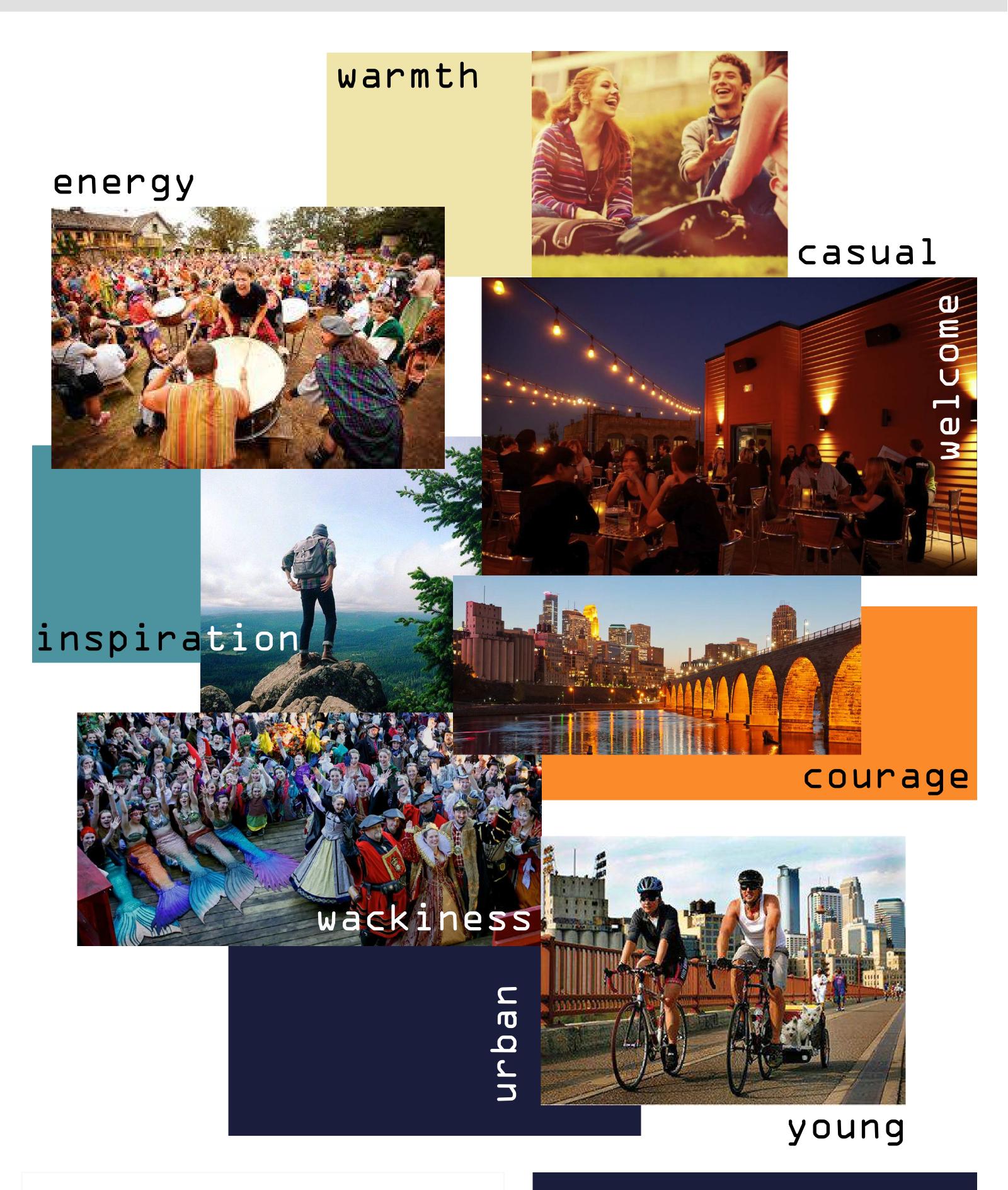
MOOD BOARD I MELT THE ICE



I AM A HEADLINE

I AM A SUB-HEADLINE

<Body text> The existing visit or MN websites such as minneapolis.org or exploreminnesota.com use a lot of green and blue which are peaceful, natural, refreshing, familiar and soothing for the locals as they evokes sentimental memories of ice castles, sky blue, frozen lakes and green leaves in summer. These colors, however; can be perceived as cold, icy, stoeic, rural, traditional, reserved and mature for the newcomers especially blue which can be related to frigid winter.

d3d3d3 efe5aa fb8a2a

Line break on dark background

Button 1

Button 3

Button 2

Button 4

COPPERPLATE GOTHIC BOLD

COPPERPLATE BOTHIC BOLD

Muli Regular

Muli Regular

4c939f lald3b 000000