

MOOD BOARD | MELT THE ICE

warmth



casual

energy



inspiration



courage



wackiness

urban



young

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.

Line break on dark background

Button 1

Button 3

Button 2

Button 4

COPPERPLATE GOTHIC BOLD

COPPERPLATE BOTHIC BOLD

Muli Regular

Muli Regular

d3d3d3

efe5aa

fb8a2a

4c939f

1a1d3b

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