

# Project A - Visual Identity Design Collateral

Choose Local

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# Design Statement

In this project I have gone for a warm, friendly and supportive feel. The key messages being about local businesses being the heart of the community, highlighting how important it is to support local businesses. Targetted at people from all works of life in order to entice the use and raise awareness of local business.

## Typefaces

**Britannic Bold**

*Lucida Handwriting Italic*

Arial

Myriad Variable Concept

## Colour Pallette





Choose  
Local  
ACTON



Choose  
ACTON  
Local



ACTON  
Choose Local



Choose Local



Choose  
Local

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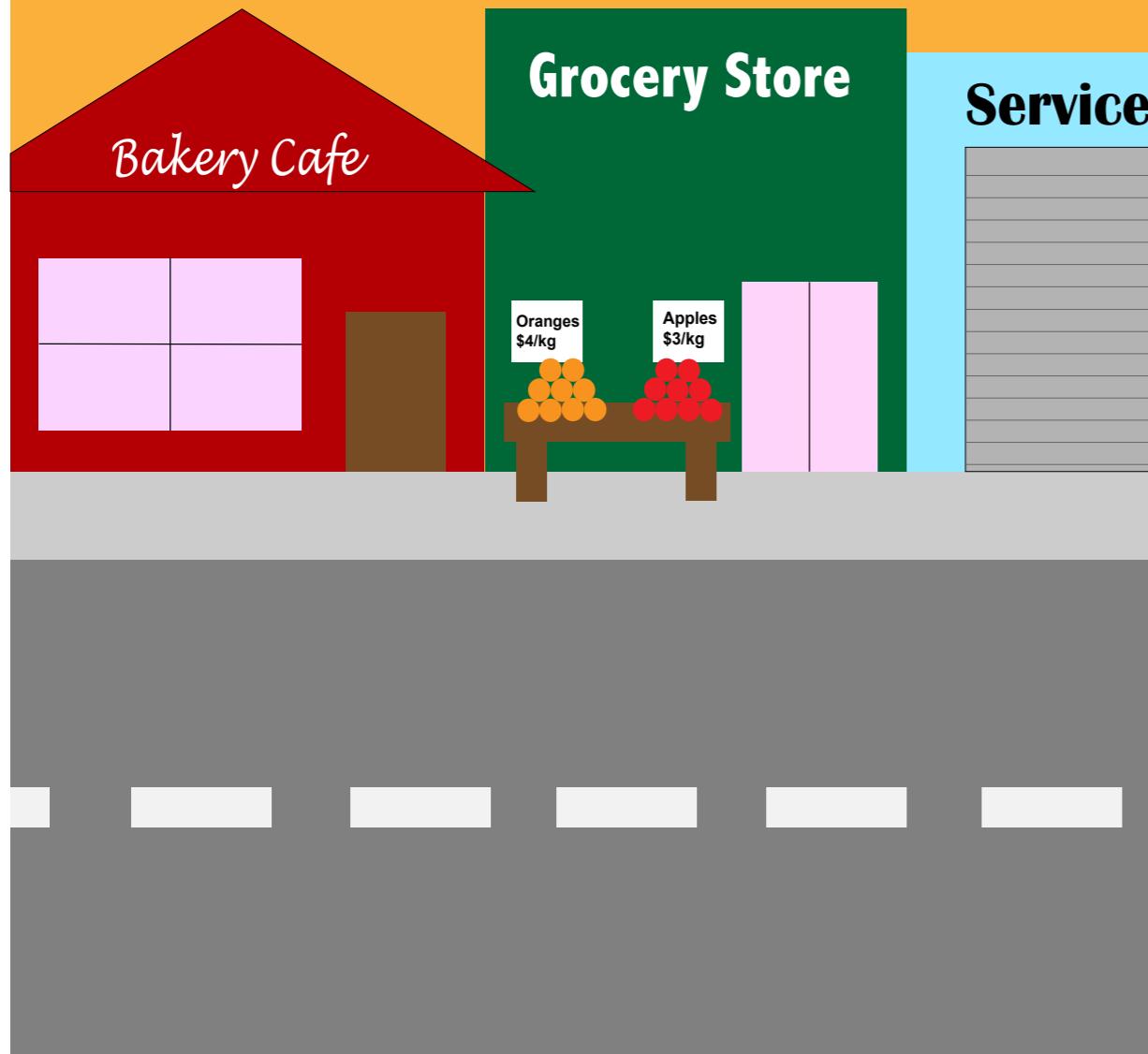
#iheartlocal



## We Are **All** Connected

When you choose to support one local business,  
You're supporting the broader Community

# Choose Local





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