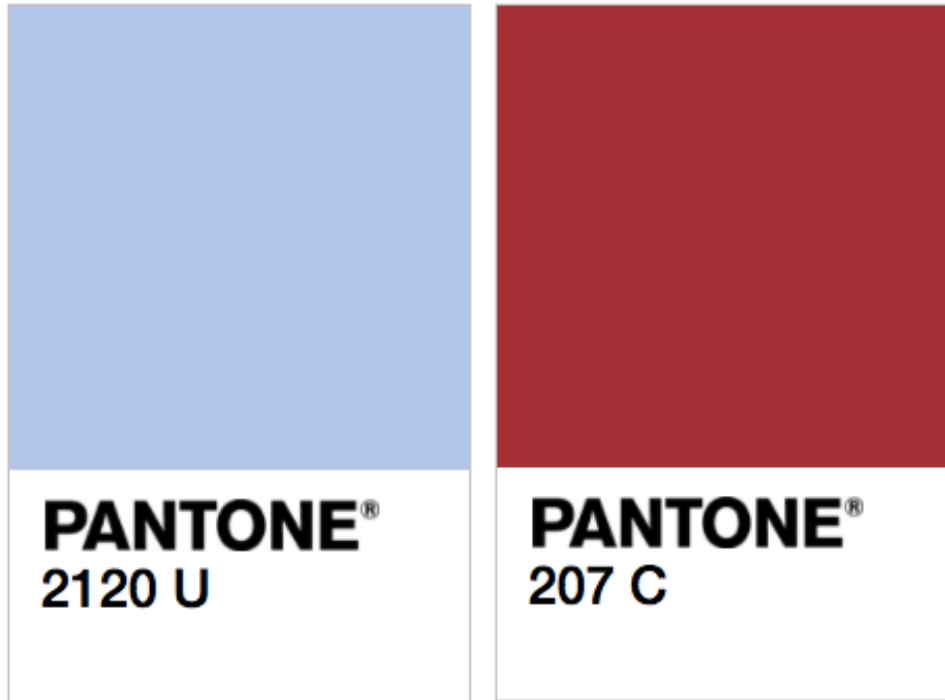


COLOURS

1 PRIMARY : PANTONE 2120 U
1 SECONDARY : PANTONE 207 C

**PANTONE 2120U**

This colour has an easy, comforting yet fresh aspect to it, making it draw to the eye. A great color for spring time, and all age groups “Incorporate purple to make a design look more luxurious and wealthy or a lighter purple to show romance and mystery.”

PANTONE 207C

This colour is striking to the eye, but not as harsh as a normal bright red. It would be great for fall, winter, or special occasions.”It is often associated with passion and love as well as anger and danger. It can increase a person’s heart rate and make them excited.”

FONT

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

'Old London' By Dieter Steffmann

This font is appealing to the eye as it not something you see every day. For everyday use, this may not be suitable. However, for branding and small detail words, this font speaks for itself. This medieval font has a dark edge to it that can change the tone of anything you put it with (clothing, words, colours). Since this font is so bold, those reading will often remember what it belongs to. Fonts can entice the audience, meaning the font will be able to construct a certain type of audience, to a certain extent.