

CARRYLOVE
DESIGNS



Creative Direction Presentation

PREPARED FOR: DOWNTOWN BASTROP

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PROJECT GOALS

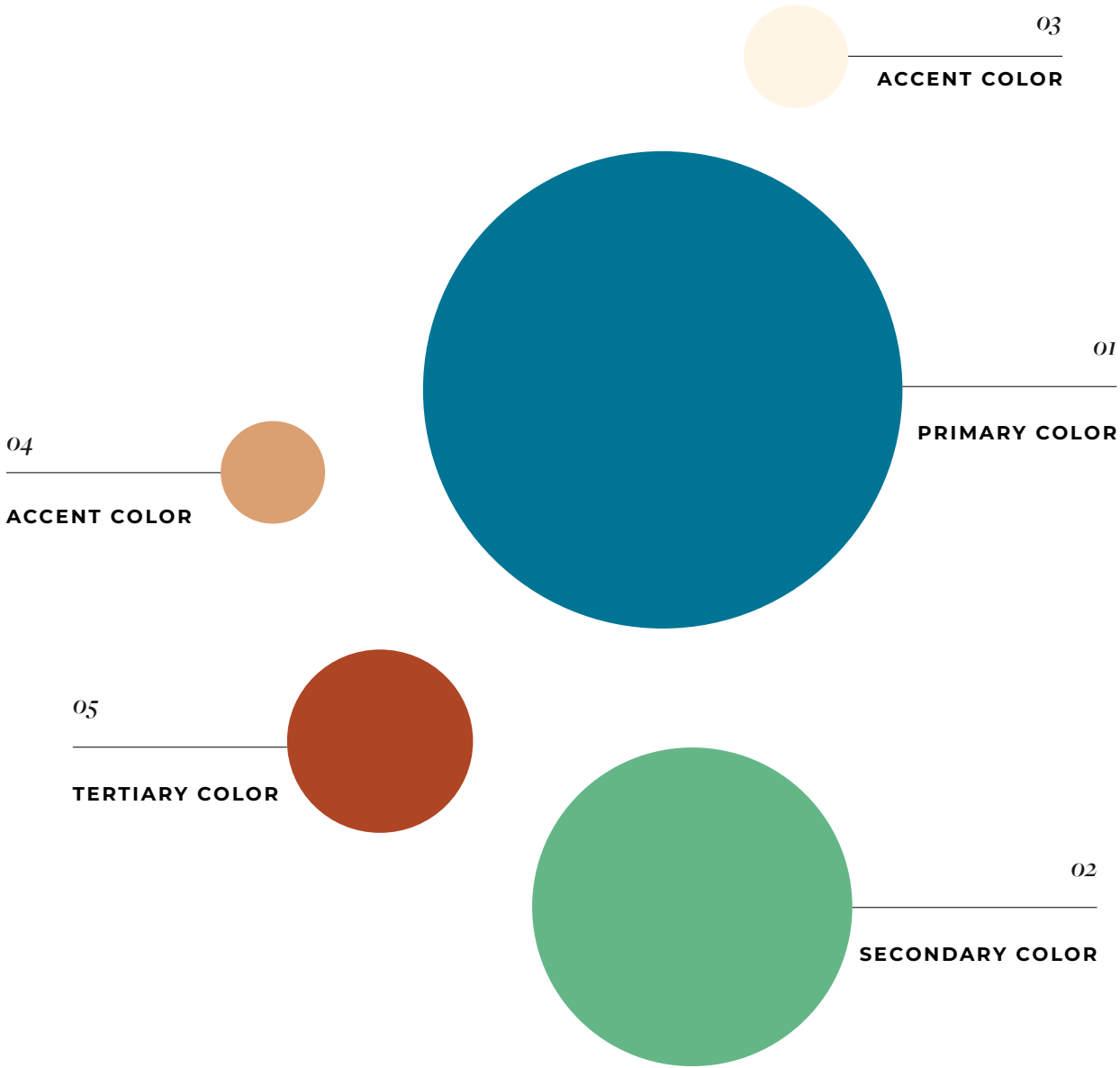
The goal of the brand redesign is to communicate directly and clearly what it represents while maintaining a subtle resemblance to the “Visit Bastrop” brand. One of its primary objectives is to convey its historical appeal while also embracing modernity, making it attractive to both tourists and residents alike.

The importance of a dynamic brand is highly valued, as it will appear at various events spanning a wide range of niches. For this reason, it must adapt easily to diverse situations.

Historic
Adaptable
Touristic
Welcoming

Creative Direction

COLOR PALETTE



TEAL VANGUARD

HEX #047595
RGB 4, 117, 149
CMYK 85, 38, 27, 11

VINTAGE OLIVE GREEN

HEX #65B687
RGB 111, 182, 135
CMYK 63, 4, 58, 0

BURNT CINNAMON

HEX #B03F19
RGB 176, 63, 25
CMYK 22, 83, 99, 14

GOLDEN SAND

HEX #DBA172
RGB 219, 161, 114
CMYK 13, 41, 57, 3

SOFT IVORY

HEX #FFF7E6
RGB 255, 247, 230
CMYK 0, 4, 13, 0



VISUAL INSPIRATION



1 //

Situational images with a vintage touch could be interesting, blending with the historical atmosphere of various city landscapes. The more aged coloring can evoke the necessary feeling at key moments.

2 //

Photographs with more vibrant colors will be used most of the time, as they bring modernity and a stronger tourist appeal to the forefront, while also being more versatile for the events where the brand will be featured.

3 //

The cursive typography with historical influence is interesting, as it associates the brand with "Visit Bastrop," while maintaining its own identity and greater versatility, with numerous application possibilities.

4 //

The "clean" design is also an important point, with clear images and easily readable texts. This will allow the brand to be fully explanatory and adaptable to any events it will be introduced to.

5 //

Complementary elements are necessary, as this allows the brand to be recognized even when its logo is applied at a smaller scale. It's important that the brand is identifiable even without the logo, while also being much more attractive to the audience.

6 //

Simplicity and direct text are essential to ensure all information is understood clearly.