

# Design Deck

## Share Discovery Village

By Caragh Orr



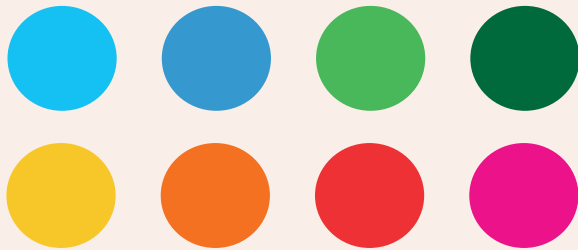
## Colour palette



Original Logo



Refreshed Logo



WATER ACTIVITIES

LAND ACTIVITIES

ACCOMODATION

ARTS AND CRAFTS



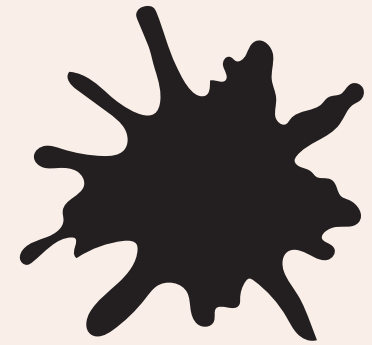
## Typeface

Chosen Typeface:

Filson Pro

**Share**  
Discovery Village

**Share** ← Bold  
Discovery Village ← Regular  
Dare To Do ← Light



**Share**  
Discovery Village

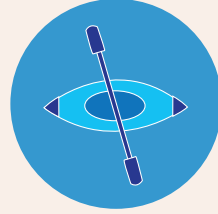


## Icons



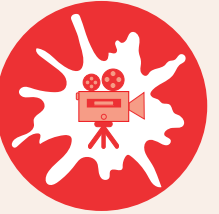
### Land Activities

The 2 shades of green represent the outdoors and the land. The colour provides earthy tones whilst still being bright. The use of the 2 shades provides a less tight palette to stick to.



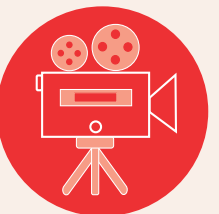
### Water Activities

The 2 shades of blue represent the water. They are bright, colourful and connote the sense of trust, whilst being eye catching and fun.



### Accomodation

I chose the yellow and orange for accomodation as these colours represent happiness, adventure and warmth.



### Arts and Crafts

I changed the colours for this section to new colours. These colours represent courage, playfulness. The colours are bright and cheerful.

# Instagram Mockups

