

Design Deck

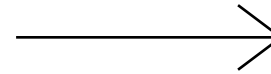
Share Discovery Village

By Erin Greer, Lauren
McMullan & Caragh Orr

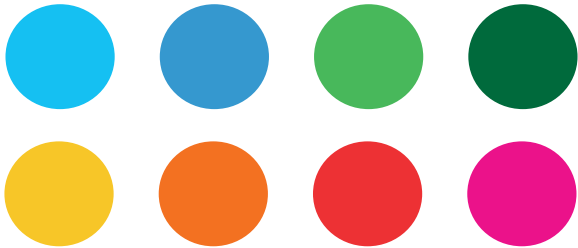
Colour palette



Original Logo



Refreshed Logo

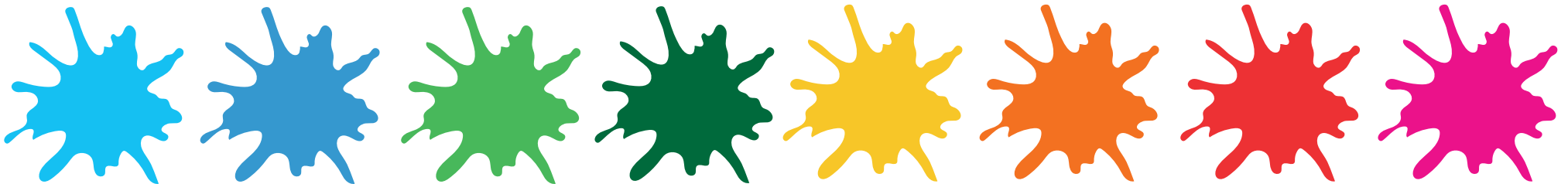


WATER ACTIVITIES

LAND ACTIVITIES

ACCOMODATION

ARTS AND CRAFTS

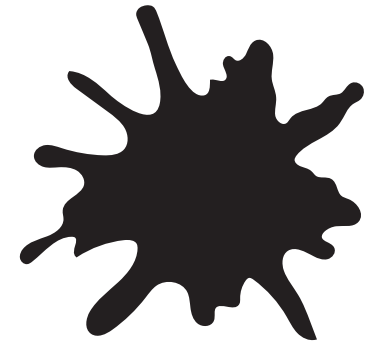


Typeface

Chosen Typeface:

Filson Pro

Share
Discovery Village



Share
Discovery Village

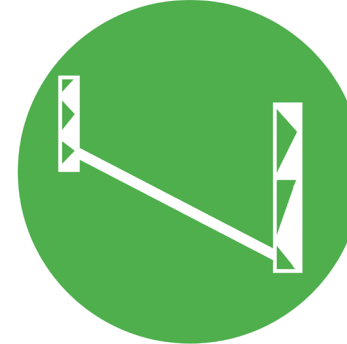
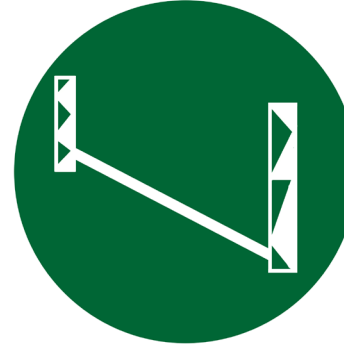
Share ← Bold

Discovery Village ← Regular

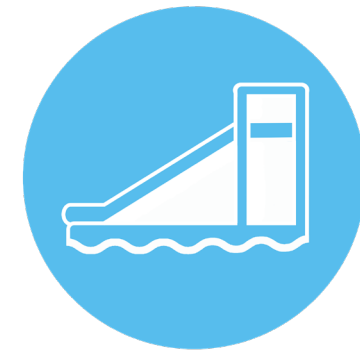
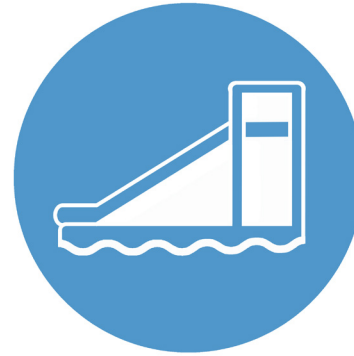
Dare To Do ← Light



Icons- Land Activities



Icons- Water Activities



Icons- Accommodation



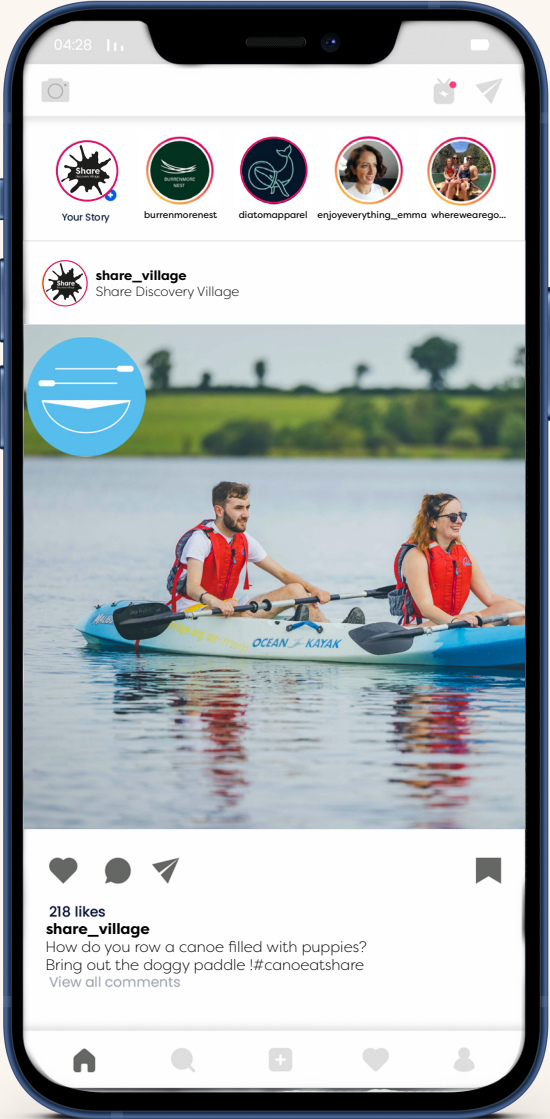
Icons- Arts and Crafts



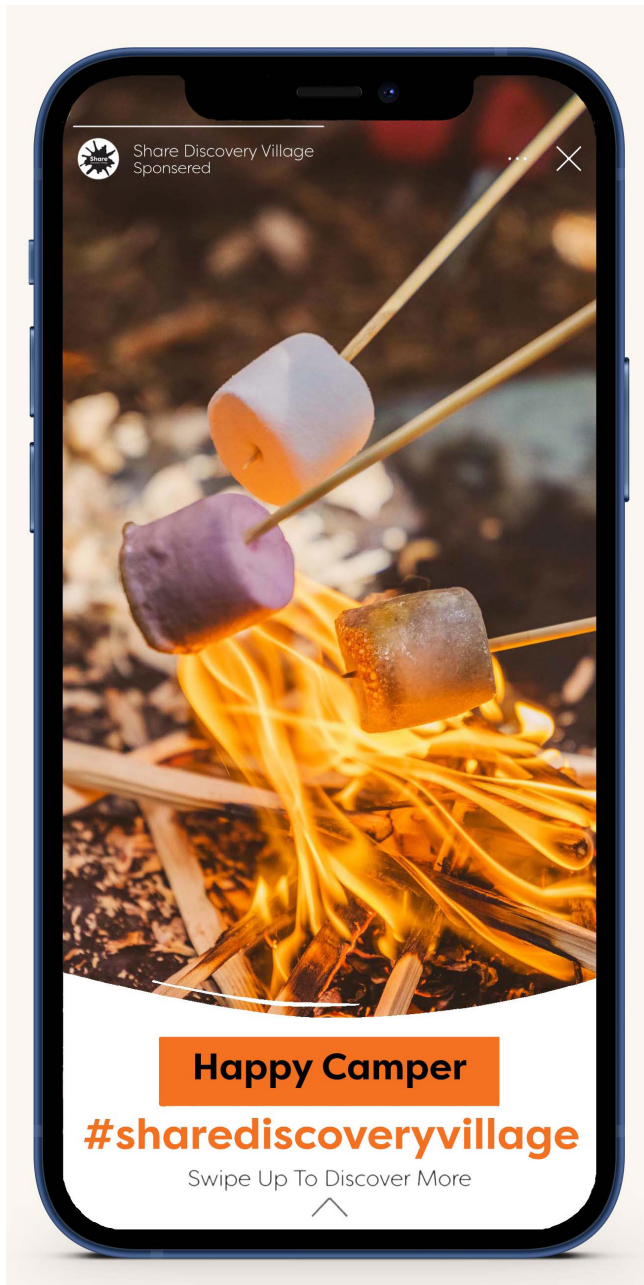
Ice Rink Logo



Instagram Mockup



Instagram Story



Instagram Hashtags

#sharediscoveryvillage

#discoveronice

#discoverstaycation

#canoeingatshare

#springintoadventure

#discovershare

#discoveryouradventure

#sharestaycation

#discoveryourinnerartist

#shareyourdiscovery

#shareforall

#innerartist

#sharedadventures

#discoveranewadventure

#itsacolourfulworld

#happycampers

#discoveraplaceforall

#discovercolourrun

#shareexperience

#makewaves

#sharecolourrun

#sharetogether

#makememories

#adventureawaits

Instagram Captions

It's about drive, it's
about power, here at
Share we empower.

#shareexperience
#discoveradventure
#sharediscoveryvillage

Conquer the day!

#discoveryouradventure
#sharediscoveryvillage

After an adventure
packed day, why not
spend the night in our
accommodation.

#sharestaycation
#sharediscoveryvillage

Finish your day off in the
perfect way at Share's
accommodation.

#happycampers
#sharediscoveryvillage

Come discover what
Share has to offer this
Spring!

#springintoadventure
#sharediscoveryvillage

Embrace creativity at
Share!

#shareforall
#innerartist
#sharediscovery