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FIRST FRIDAY BEMIDJI

Design by Hope Wall

- Give the First Friday Artwalk a recognizable identity/branding.
- Generate renewed awareness and participation in the FFAW.
- Create a design distinct from the Watermark's branding.
- Design should be bold & colorful, exciting but clean and sophisticated.

Deliverables:

- Poster
- Flyer
- Brochure
- Window Decal
- Feather Flag



- Primary Font: Bodoni URWABCDEFGabcdefg
- Secondary Font: Century Gothic ABCDEFG abcdefg
- A colorful background pattern keeps the design recognizable and eye-catching.
- The water-drop shape can be used for unique branding elements, such as bullet-points.











EACH MONTH different art openings, author readings, & workshops take place in locations around Bemidji. Meet artists, authors & musicians during open house receptions. TAKE A SELF-GUIDED **TOUR AROUND BEMIDJI** AND ENJOY NEW ART EXHIBITS, LIVE MUSIC AND GOOD FOOD. FIND UPCOMING EVENTS & EXHIBIT LOCATIONS AT: WATERMARKARTCENTER.ORG

3.66"x 8.5" Front

Back

8.5"x11" Trifold

Printed on matte paper







8.5"x11" Trifold





8.5"x11" Trifold



5"x 3"



