

BRAND STYLE GUIDE:

LOGO

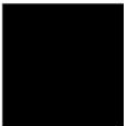


COLOUR

primary



bdc587



000000



a46247

secondary



43685e



e3ceab



abe0f9

TYPOGRAPHY

primary font

Coolvetica:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Baskerville:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

IMAGERY



SWOT (Strength, Weakness, Opportunity, Threat) Analysis

Name: Natalie Lam

Project Title: A Trailing Footprint

	Helpful	Harmful
Internal	<ul style="list-style-type: none">• Organization• Time management• Identifying problems and problem solving• Creativity• Goal oriented• Detailed• Innovative	<ul style="list-style-type: none">• Public speaking and communication• Crunching numbers• Research• Performing analysis
External	<ul style="list-style-type: none">• Spread awareness• Be more mindful of surroundings and impact on the environment• Give a better understanding of the human ecological footprint• Help to practice a more sustainable way of living	<ul style="list-style-type: none">• May not understand intent of the installation/activity• The Installation itself is fragile• Unwilling to participate• Time limit

Moodboard:

