

BRANDING EXERCISE

Winter Park's New Library & Events Center

COLOR PALETTE

OPTION 1



WINTER PARK 
CANOPY

WINTER PARK 
LIBRARY
AT THE CANOPY

THE 
VENUE
AT THE CANOPY

MLK JR. 
PARK
AT THE CANOPY

ROLLINS 
SOFTBALL
AT THE CANOPY



WINTER PARK
CANOPY

WINTER PARK
LIBRARY
AT THE CANOPY

THE
VENUE
AT THE CANOPY

MLK JR.
PARK
AT THE CANOPY

ROLLINS
SOFTBALL
AT THE CANOPY



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WINTER
PARK
CANOPY

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WINTER
PARK
LIBRARY

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VENUE
AT THE
CANOPY

P
MLK
JR.
PARK

S
ROLLINS
SOFTBALL
FIELD

COLOR PALETTE

OPTION 2



WINTER PARK 
CANOPY

WINTER PARK 
LIBRARY
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THE 
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