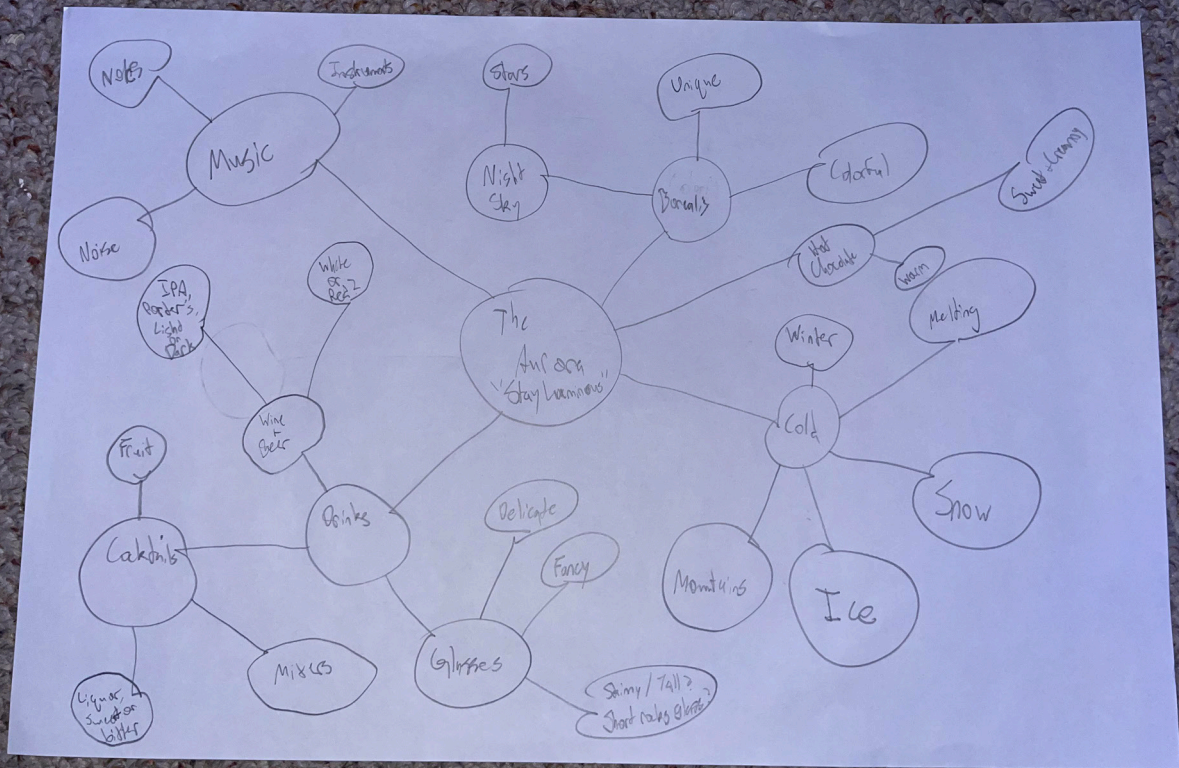


The Aurora

Mind Map



What is “The Aurora”?

The Aurora is a hot chocolate parlor and ice bar as well as a musical venue with live music. We offer fantastic and delicious cocktails and the chilliest but most fun company. Once you're a bit warmed up, go and catch some live music in just the next room where we have local artists come and perform. A portion of our profits go towards climate change initiatives. We pride ourselves on our boozy hot chocolate of which is a secret recipe.

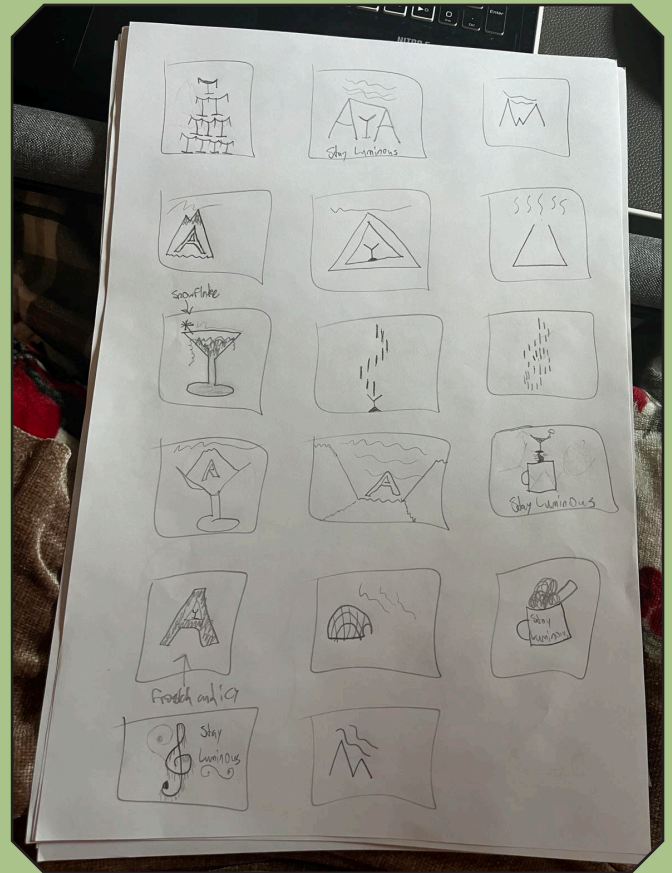
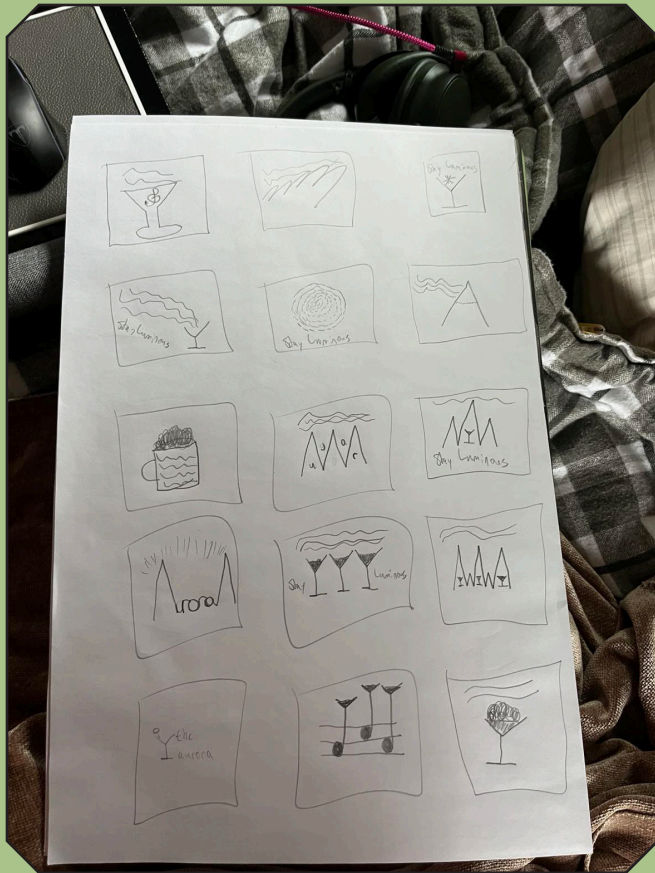
Visual Inspiration and Research

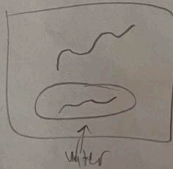
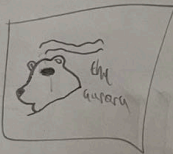
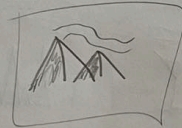
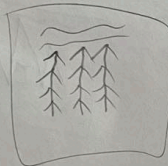


Colour Palette

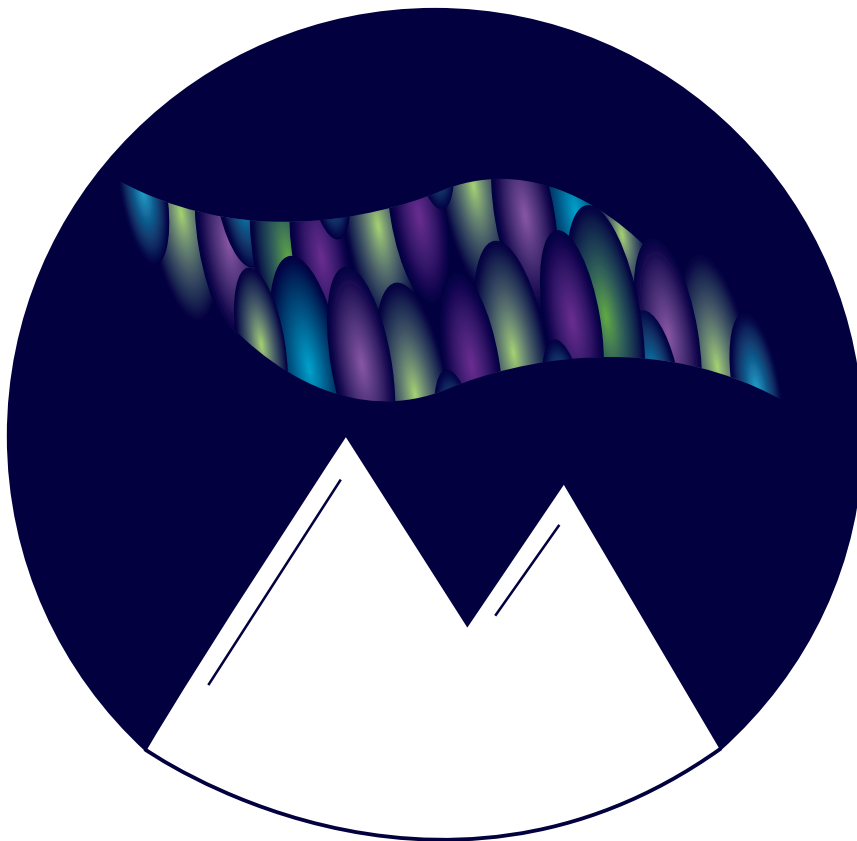


Sketches

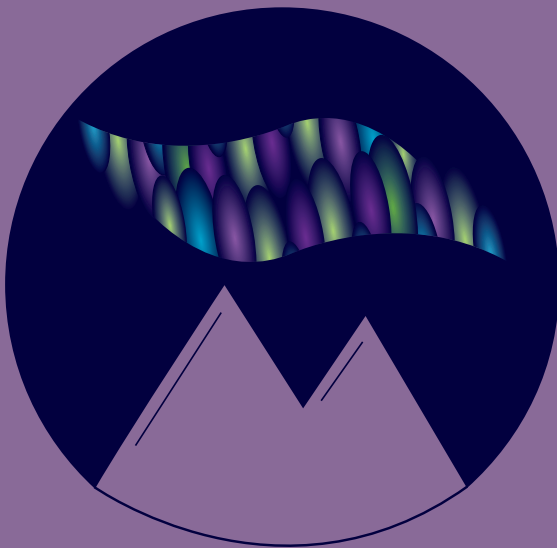




Final Logo



Business Card



Jared Cazmay

Owner

Headquarters:

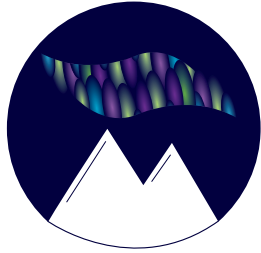
679 Frosty Ave

Charlottetown, PE, Canda, C1A

(902)-248-1827

jcazmay@theaurora.com

Letterhead



The Aurora

Headquarters:
679 Frosty Avenue
Charlottetown, PE, Canada C1A
Phone: (902) 248-1827
www.stayluminous.com

Stay Luminous

Final Wrap Up

This idea was something I came up with during my years in my undergrad at Westfield State University during one of my very first graphic design courses. Below was my original design, I can only hope that I did this justice in bringing it into a more modern era.

