



Front cover for brochure



Inside spreads

CLE Grows Brochure

The bi-fold brochure is for the CLE Grows flower shop and plant nursery. The fonts for the brochure is Fertigo Pro Script (for the headings and match the natural theme), Interstate (for modern look of the body copy) and Lemance (for modern look on bold words). The logo has the natural theme (with script typeface, Relations and the leaf and stem imagery) and modern look (with sans serif typeface, Cronos Pros (regular)). The main colors were dark brown (for contrast and color of tree bark), yellow green (for energy and the color for the leaves and the stems) and light green (for natural theme and light contrast for the background).