



E-Blast Email

The e-blast project focuses on the imaginary thrift shop named Gold Age Thrift. The fonts used for the "Gold Age Thrift" logo and coupon is Impact for the retro style and the bold weight line for attention. The rest of the text is Abadi MT Condensed Light for the simple and modern style as the contrast to Impact typeface. The dark blue color adds contrast to the light blue background and dark gold color and match the old-fashioned yet modern theme for the thrift ship. The images were taken by Nikon 3200 camera and they were edited on Adobe Lightroom and Adobe Photoshop.