



CANALES & CO

# SUNSET VALLEY

BRAND DEVELOPMENT ROUND 2

Sunset Valley strives to preserve what's best and grow what's good – whether it's urban or rural, old or new, artsy or folksy, local or national. And they want to share it. This diverse, welcoming, open-minded attitude means anyone looking for something good can make their way to Sunset Valley to find it. Business owners find a city ready and willing to work with them. Visitors on the hunt for the perfect place to spend the day shopping can find their favorite things. And people looking for a place to settle down eventually arrive here, because this little city offers a unique mix of all kinds of good things you don't usually find in one place. It's a little eclectic, even eccentric. But it's all good.

# **Sunset Valley**

## **Sharing What's Good.**

**Sunset Valley**  
**It's Good to Be Here.**

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**SUNSET  
VALLEY**

**SUNSET VALLEY**

**SUNSET  
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**SUNSET VALLEY**





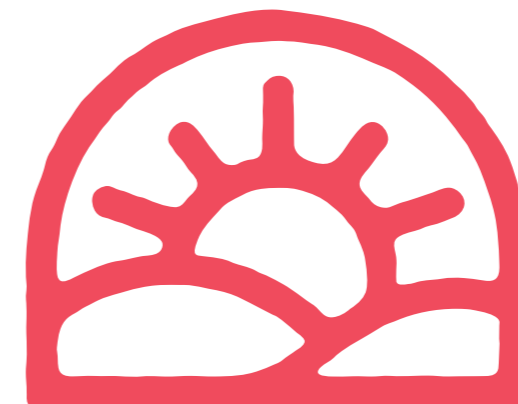
  
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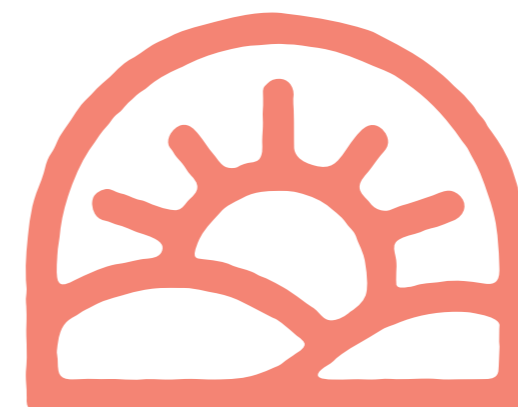
**SUNSET**  **VALLEY**  
 SHARING WHAT'S GOOD

  
**SUNSET  
 VALLEY**

  
**SUNSET  
 VALLEY**















**WHAT'S GOOD?**

**SPECIAL OCCASIONS.**

THE HOMESTEAD  
SUNSET VALLEY

**WHAT'S GOOD?**

**HOMEGROWN TALENT.**

ARTFEST  
SUNSET VALLEY

**WHAT'S GOOD?**

**SATURDAY MORNINGS.**

FARMER'S MARKET  
SUNSET VALLEY

**WHAT'S GOOD?**

**THE PERFECT FIT.**

SHOPPING AT THE VILLAGE  
SUNSET VALLEY

**WHAT'S GOOD?**

**WILD WINGSPANS.**

GREENBELT  
SUNSET VALLEY

**WHAT'S GOOD?**

**TACOS AND MARGS.**

CRUZTECA  
SUNSET VALLEY



Banners seem a bit busy, some info is really small

Is there a larger size of banner?

The illustrations feel intense and dark

More detail in the woodcuts could help to feel less clip art and more authentic

Compositions of illustrations should have context and be grounded

How do we unite photography and illustration to feel cohesive?

**WHAT'S GOOD?**



**GATHERINGS AT THE HOMESTEAD.**



**WHAT'S GOOD?**



**IMAGINATION AT ARTFEST.**




**WHAT'S GOOD?**



**FARMER'S MARKET SATURDAYS.**




**WHAT'S GOOD?**




**HAPPY HOUR AT DOC'S BACKYARD.**




**WHAT'S GOOD?**




**GREENBELT NATURE WALKS.**



**WHAT'S GOOD?**



**CRUZTECA SECRET SALSAS.**



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**SUNSET VALLEY**

**IT'S GOOD TO BE HERE**

A

B

