



CANALES & CO

SUNSET VALLEY

BRAND DEVELOPMENT ROUND 2

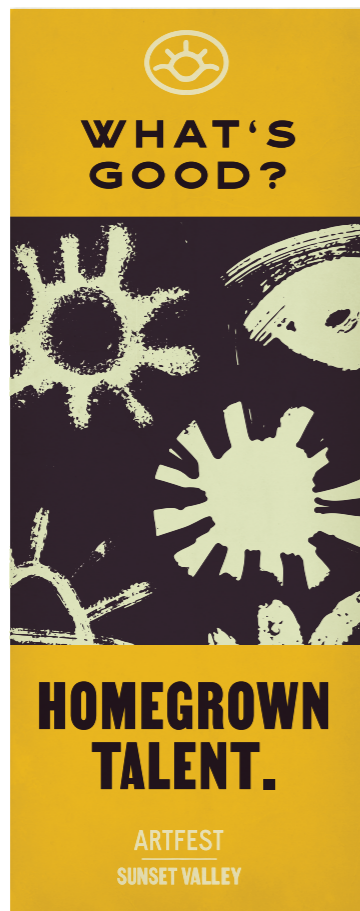
Sunset Valley strives to preserve what's best and grow what's good – whether it's urban or rural, old or new, artsy or folksy, local or national. And they want to share it. This diverse, welcoming, open-minded attitude means anyone looking for something good can make their way to Sunset Valley to find 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.

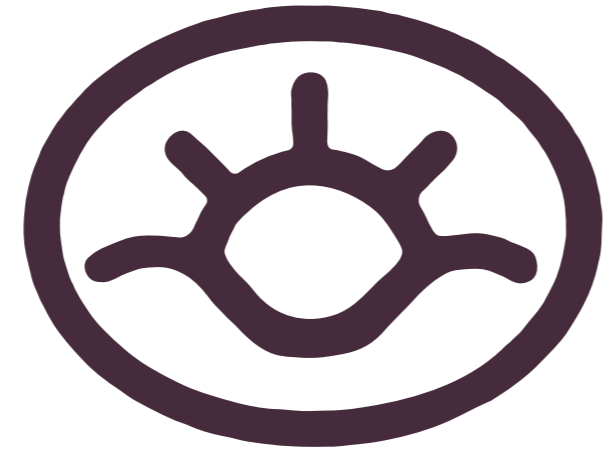
Sunset Valley

Sharing What's Good.

Sunset Valley
It's All Good.

Sunset Valley
It's Good to Be Here.





SUNSET VALLEY

Sun and hills are ambiguous and hard to discern. Reasons for this are:

The icon tends to feel like it's floating

The sun rays combined with shape of sun and hills could convey eyelashes

The hills feel like they're floating within the icon as they aren't attached

The symmetry is iconic, but isn't indicative of a landscape













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.



1



2



3

