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### Branding Project Proposal

For my branding project, I plan on creating a brand and website for a mocktail company named Free. The overall idea for this company is to provide its customers with sophisticated and fun drinks free of alcohol. The target audience for this brand would primarily be adults in their mid 20s or 30s. Additionally, the product is aimed towards people who prefer not to drink alcohol but still want an enjoyable drink.

For branding, Free will use a lighter blue as its primary color while using one or two other deeper colors to represent the flavors of their drinks. In terms of typefaces, Free will use at most 2 typefaces: a display typeface that is of midweight for the Logo and Healdine, and a standard sans-serif typeface for the body text. I will create drawings of what the product would look like and use them on the website. Additionally, I will take or use more of my own photos as needed for imagery around the website.