

# PROCESS BOOK

Brianna Kean

# CORPORATE IDENTITIES

# Mark Comparisons

The Good vs. The Bad

Professional

Service

Retail

Non-Profit

Manufacturing



PNC is a global bank. Their logo is very recognizable with a symbol and type. They could use either or both and it would still be recognizable. The color combination with the nicely kerned type creates a great logo that is recognizable and clean.



Eighty-Three Brewing is a local brewery in Akron. I love this logo for its simplicity and thoughtfulness. The way that the icon and typography work together creates a flow between them. I love how the icon looks like a geometric 83 with a design flair.



Jean + Lou is a clothing store located in Cuyahoga Falls. They are known for trendy clothes and items. Their logo is very simplistic and clean. The J and L make this logo recognizable and with the full name on the bottom it makes a nice full rounded logo. The sans-serif font works well for the simple modern look that this logo has.



ArtsNow works to leverage the arts and culture in Summit County to support and strengthen the region's economic and social vibrancy. Their logo is a very simple sans-serif typeface. This logo is still recognizable because of the kerning, color, and simple play with changing the A.



Goodyear is a tire and rubber company located in Akron. This logo is super recognizable and has been around for awhile. The wing-foot is based on the Roman god Mercury who was the messenger god. The simple typeface that surrounds the wing-foot creates a contrasting and bold logo.



BF Empowerment Center is a center for counseling in Akron. There are too many things going on between the building the BF being split up and in a different typeface, the POWER in Empowerment, and the figure off to the side. There is also too much color going on and colors that do not work well together with the teal and light blue paired with the red also with black type.



Falls Wheel and Wrench is a local bike shop in Cuyahoga Falls. This logo has a lot going on. The realistic wheel with type over it makes it difficult to read and covers a lot of the image. There is also a drop shadow underneath the entire logo which drowns out the logo itself and makes it look almost blurry. The green and red also don't work well with each other.



Bizzy Beads Boutique is a jewelry shop in Akron. The owner makes her own jewelry and sells them in her shop. There is a lot wrong with this logo. There are colors that make the text hard to read and hurt your eyes to look at together. The type overlaps which also makes it hard to read. There are dark shadows behind all the type but no shadows behind the added jewelry which makes it confusing as well. The CD gradient behind the colors also makes everything hard to comprehend.



The Legacy of Hope Foundation is a foundation in Akron that helps those who have cancer and their families. This logo has some good parts to it, but everything together makes for a bad logo. The typeface chosen for "The Legacy of" is very difficult to read because of the flair and thin strokes. The ratio of the size between the bird and the text feels like it is trying to be 1:1, but there needs to be a difference to create visual interest.



Vulcan Machinery Corporation is a manufacturing company in Akron. This logo is interesting. I think that the 3D letters with changing the way the word forms makes it difficult to read. The drop shadow doesn't add in anything positive. Overall it feels chunky, illegible, and not memorable.

# FALLS WHEEL & WRENCH

Sketches

Icon



Ouyahoga  
fills  
clock  
tower  
w/ wheel



Helmet

Abstract symbol



Minnaram

W



Sketches


Combination

<sup>of</sup>  
FALLS  
WHEEL & WRENCH



  
WHEEL & WRENCH

  
WHEEL & WRENCH

WHEEL  WRENCH



  
WHEEL & WRENCH

Wheel  
& Wrench



Wheel  
&  
wrench

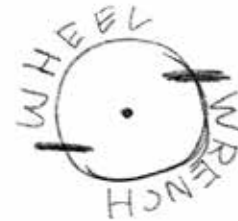
falls  w&w

 WHEEL & WRENCH 

Wheel & Wrench  


 wheel  
&  
wrench

  
Wheel & Wrench



Final Sketches

Icon



Abstract symbol



Monogram



Logotype



Combination





**Brianna Kean**

**Company Name:** Falls Wheel and Wrench

**Type of Business:** Bicycle Shop - Service

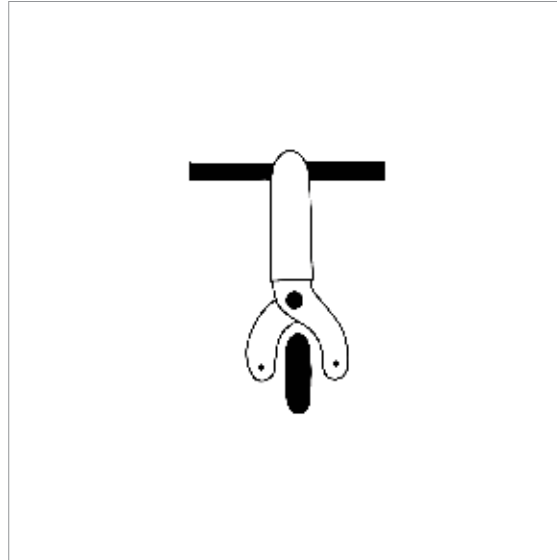
**Key Words:** Bicycle, Shop, Tools, Cycling, Riding, Fixing

**Mission Statement:** We are determined to create an inviting environment to encourage community and the sport of riding while providing the services needed for cycling.

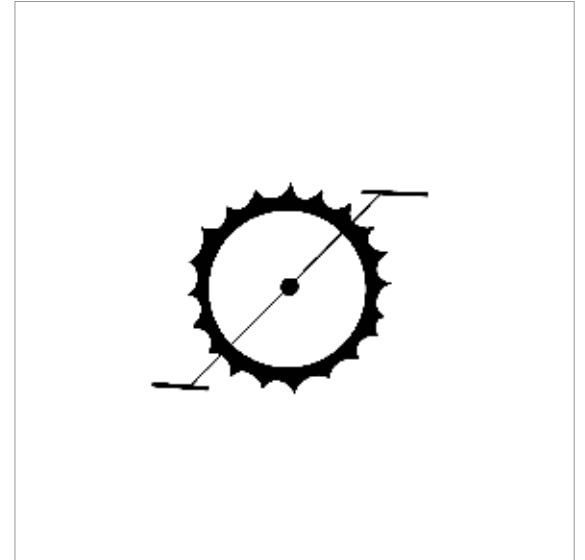
**Competitors:** Century Cycles, Dirty River, Eddie's

**How have you differentiated them from their competition:**  
By creating a more clean look with modern typeface design or with clean a concise icons

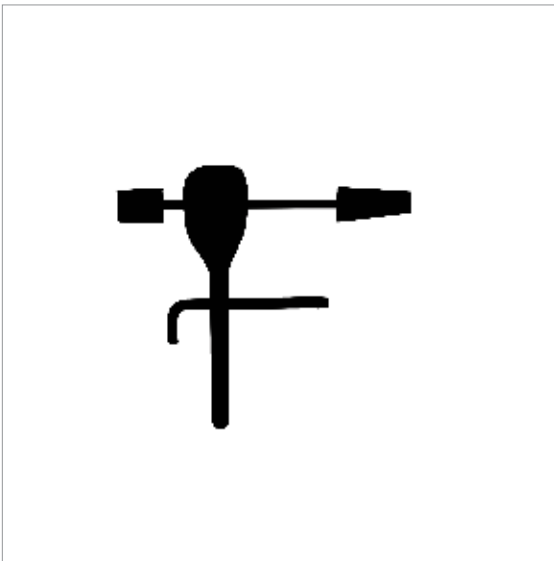
1. Pictogram or Icon



2. Abstract Symbol



3. Monogram



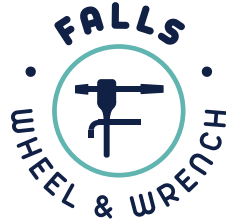
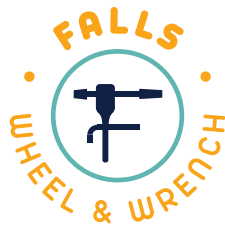
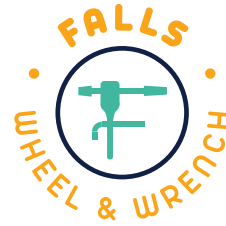
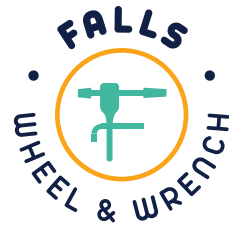
4. Logotype or Wordmark



5. Combination

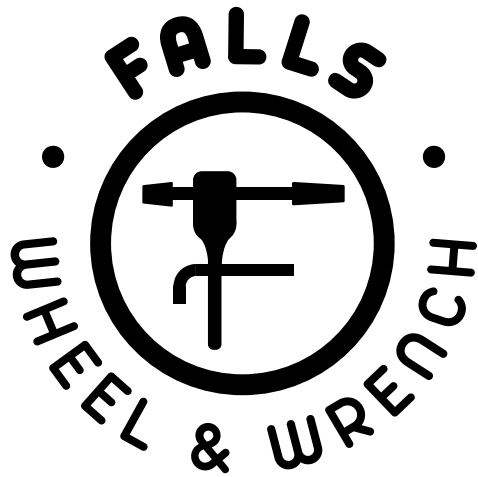






# Falls Wheel & Wrench

## Logo Spec Sheet



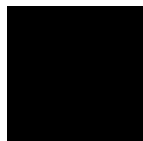
Black & White



2 PMS



Full Color



**Black**  
#000000  
RGB (0,0,0)  
PANTONE P 179-16 U



**Yellow**  
#fbad18  
RGB (251,173,24)  
PANTONE P 14-8 U



**Blue**  
#052460  
RGB (5,36,96)  
PANTONE P 103-16 U



Dear Mr. Johnson,

I wanted to personally invite you to our new event Falls Ride.

This event will be a weekend of fun including two 15 mile rides, discounts at our store, local artist vendors, food truck and more.

Since you have been such a wonderful customer I wanted to give you a discount code for this event for 20% off! Use the code FALLS20 on our website when registering to get your discount.

Can't wait to see you there.

Owner  
Bob Peyak

*Bob Peyak*





**BILL TO:**  
Company Name  
Address  
City  
Postal

**INVOICE #:**  
0000001  
**DATE:**  
12/10/22

**DUE DATE:**  
1/9/23

ITEM	DESCRIPTION	QUANTITY	PRICE	TAX	AMOUNT
BIKE	JAMIS KOMODO 29	1	\$2,000	5.75%	\$2,115
REPAIR	ASSEMBLY	1	\$50	0%	\$50
REPAIR	UPGRADE TUBES	1	\$25	0%	\$25

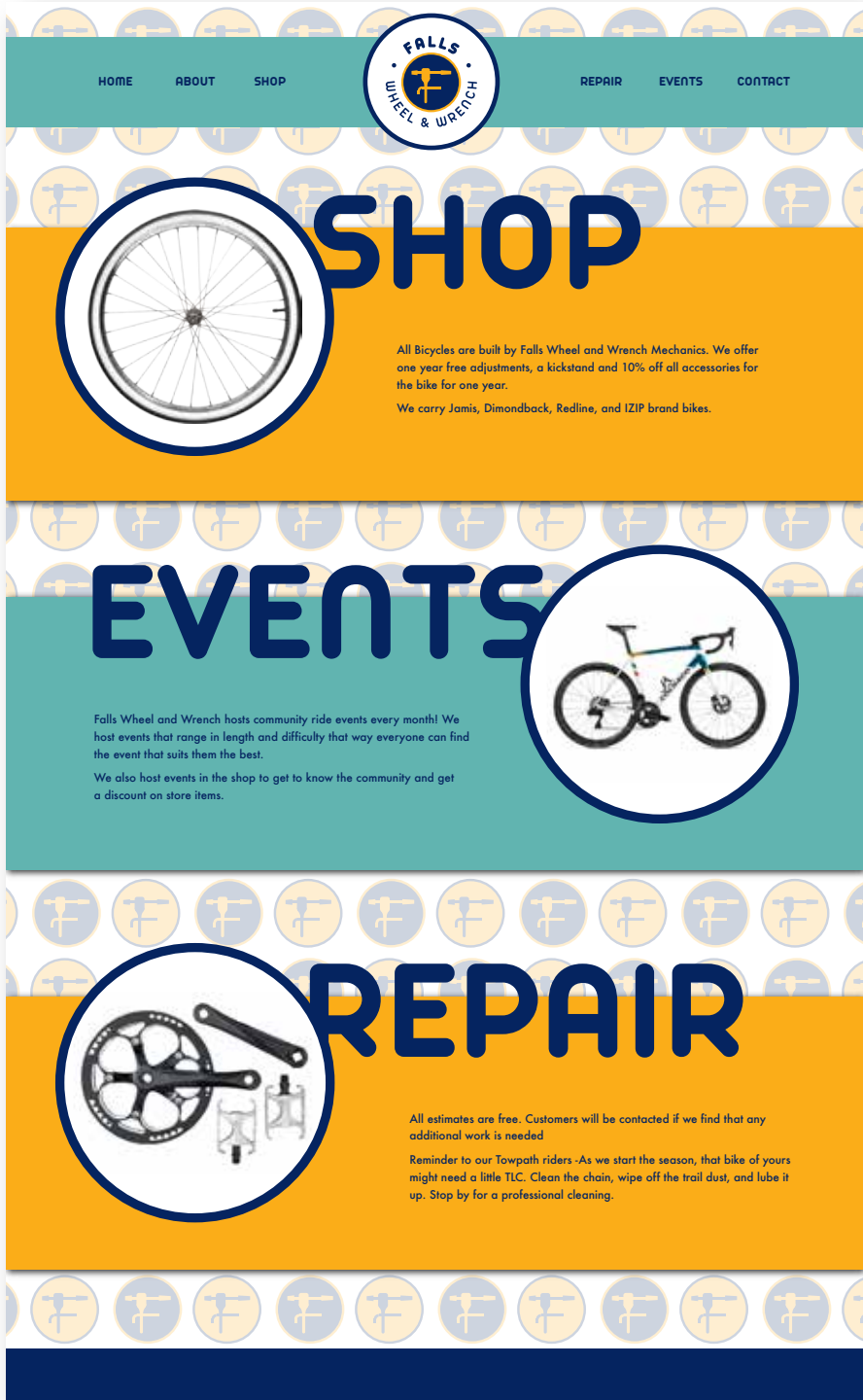
**COMMENTS:**

- Payment due within 30 days of date on invoice
- One year of free adjustments
- Buy one get one 50% off accessories

**TOTAL DUE:**

**\$2,190.00**

**THANK YOU** FOR CHOOSING FALLS WHEEL & WRENCH!  
PLEASE CONTACT US WITH ANY QUESTIONS.



HOME ABOUT SHOP



REPAIR EVENTS CONTACT

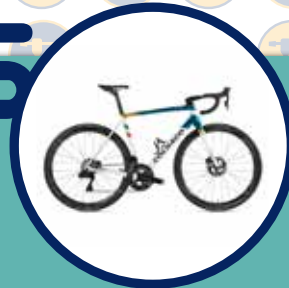


# SHOP

All Bicycles are built by Falls Wheel and Wrench Mechanics. We offer one year free adjustments, a kickstand and 10% off all accessories for the bike for one year.

We carry Jamis, Diamondback, Redline, and IZIP brand bikes.

# EVENTS



Falls Wheel and Wrench hosts community ride events every month! We host events that range in length and difficulty that way everyone can find the event that suits them the best.

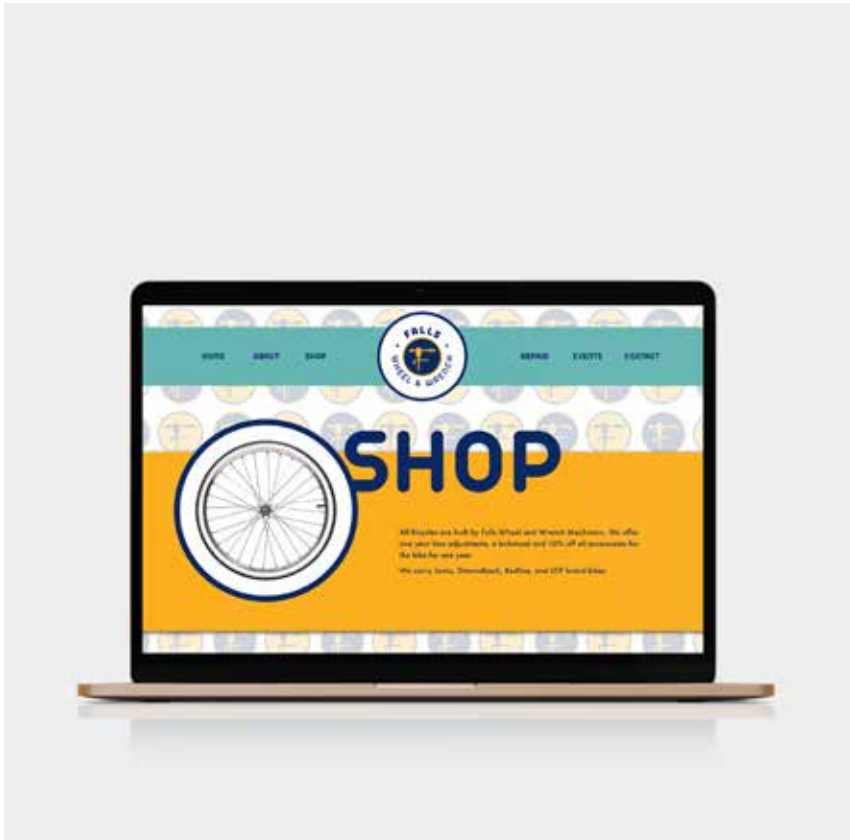
We also host events in the shop to get to know the community and get a discount on store items.



# REPAIR

All estimates are free. Customers will be contacted if we find that any additional work is needed

Reminder to our Towpath riders -As we start the season, that bike of yours might need a little TLC. Clean the chain, wipe off the trail dust, and lube it up. Stop by for a professional cleaning.



HOME ABOUT SHOP



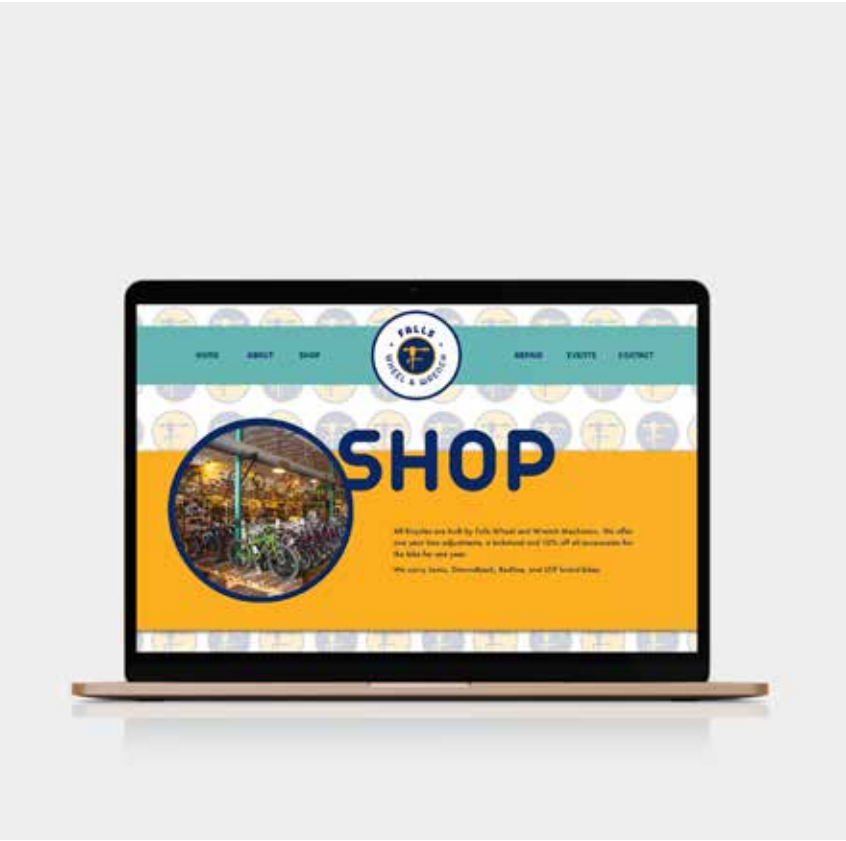
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2445 State Rd  
Cuyahoga Falls, OH 44223



330-928-0533



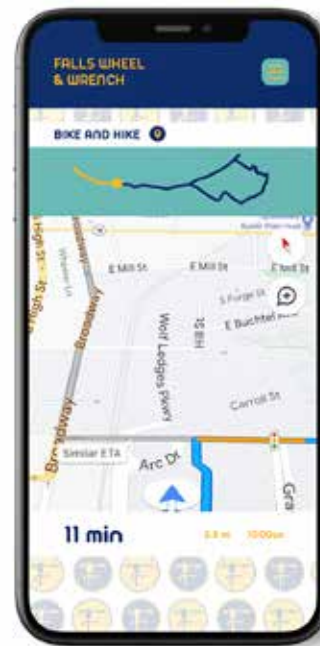
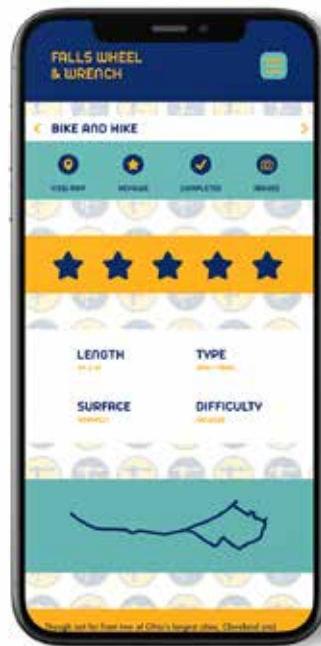
info@wheelandwrench.com

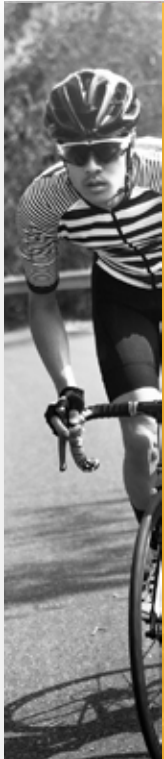
# YOU ARE INVITED!

Join us in our annual Falls Ride event! This event is all about bringing our community together to do something we love. Tickets are only \$5 per person

[BUY TICKETS](#)







## GET YOUR HEALTH FIX

Daily riding improves your overall health. Here are some specific benefits:

- Increase cardiovascular fitness
- Increase muscle strength and flexibility
- Improved joint mobility
- Decrease stress levels
- Improved posture and coordination
- Strengthen bones
- Decrease body fat levels
- Prevention or management of diseases
- Reduced anxiety and depression



Falls Wheel and Wrench will help you get your health fix.



## GET YOUR SOCIAL FIX

There are many social benefits to riding, here are a few:

- Better sense of community
- Option for independent travel
- Increase shopping at local businesses
- Less accidents (50% less than cars)
- Reduces carbon emissions by 67%
- Less concrete space needed (room for plant life)
- Fewer cars = Safer road conditions
- Decrease the need to build, service and dispose of cars



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## GET YOUR FINANCIAL FIX

Finances for owning a car:

- Costs include vehicle purchase, insurance, gas, oil, maintenance/repairs, etc
- Total cost is \$9,561 per year on avg.

Finances for owning a bike:

- Costs include bike purchase and maintenance/repairs
- Total cost is \$350 per year on avg.

Owning a bike can save you over \$9,000 per year



Falls Wheel and Wrench will help you get your financial fix.



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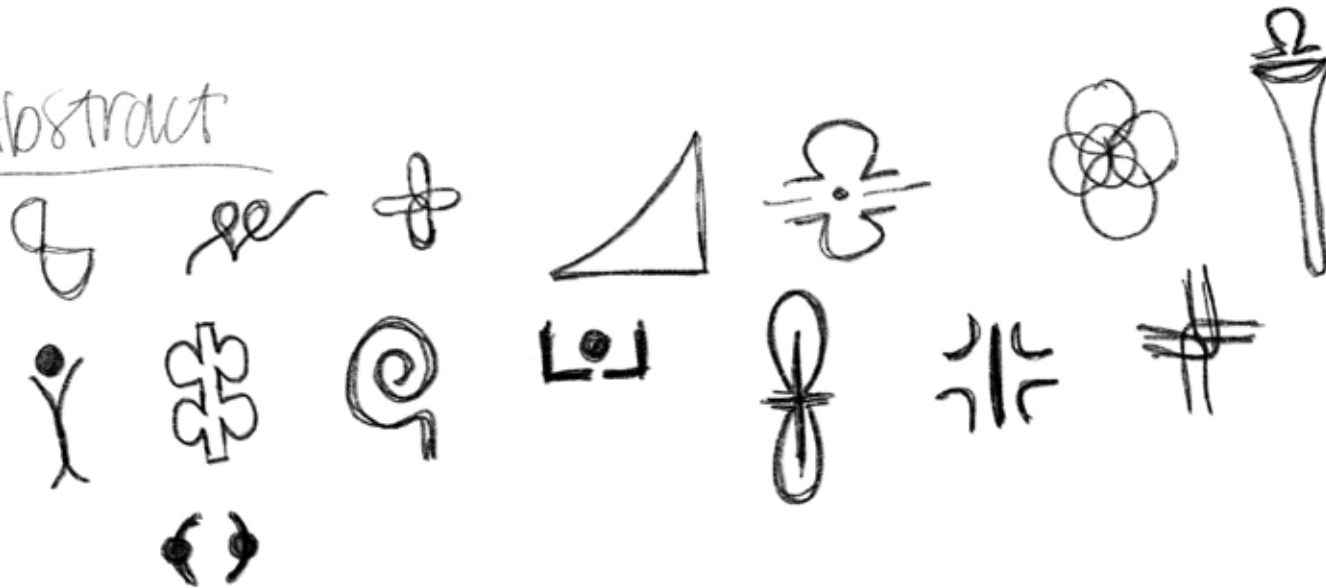
# **BF EMPOWERMENT CENTER**

Sketches

Icons

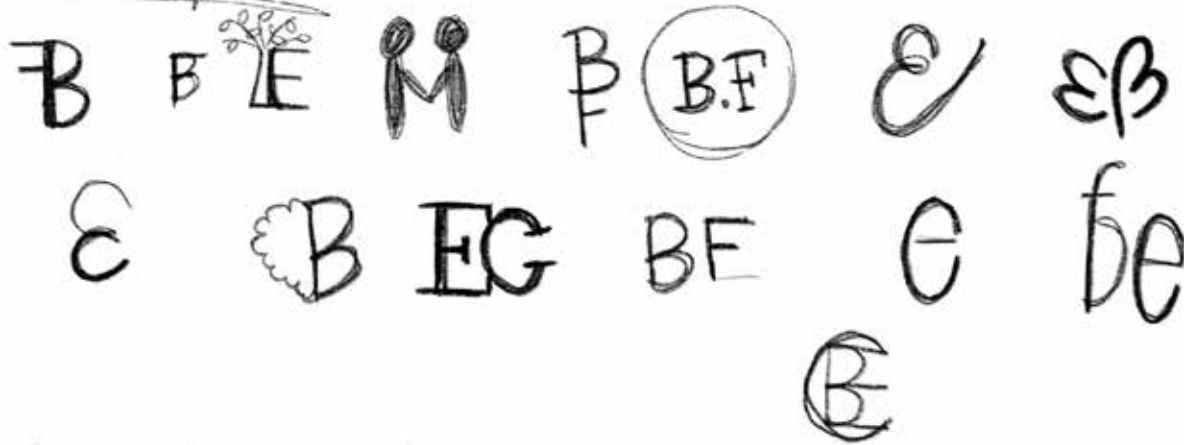


Abstract



Sketches

Monogram



Logotype



Sketches

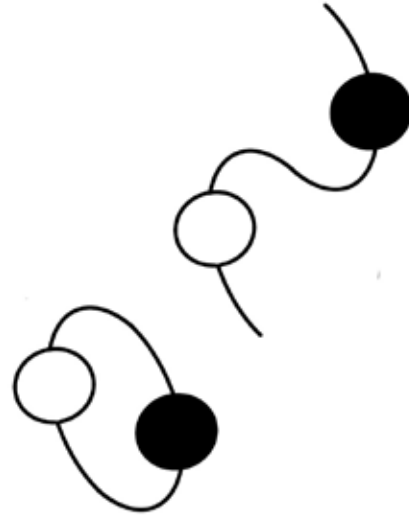


Final Sketches

Icons



Abstract



Logotype

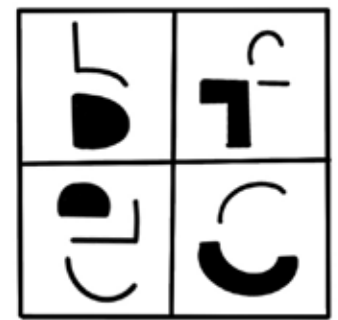
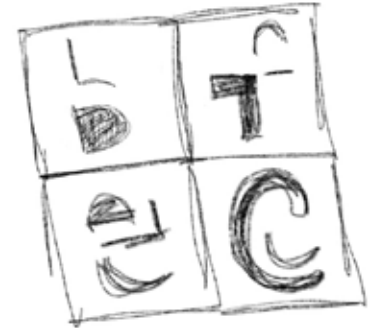
em  
**POWER**  
ment

Combs

em. **POWER**.ment  
center

Monogram

BE BE  
BE BE  
BE BE



**Brianna Kean**

**Company Name:** BF Empowerment Center

**Type of Business:** Professional

**Key Words:** empowerment, power, medical, therapy, community, help, love

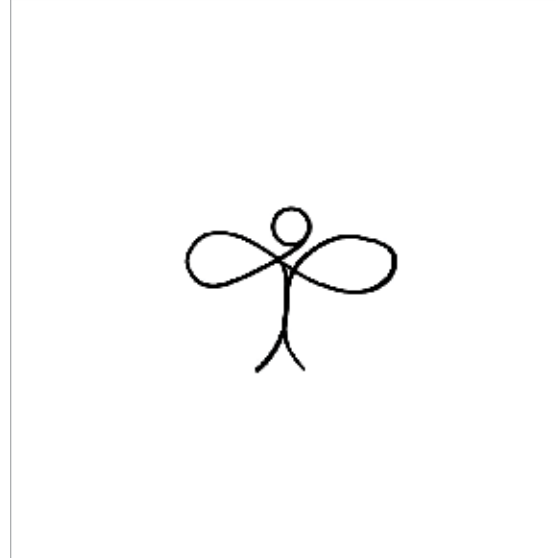
**Mission Statement:** BF Empowerment Center is focused on creating systemic change through the empowerment of service providers, stakeholders, clients, and communities by making systemic change. BF Empowerment is dedicated to training clinicians to provide effective and efficient treatment to clients with mental health concerns. BF Empowerment trained clinicians will take a holistic approach developing and executing mental health treatment to clients. The BF Empowerment center will advocate and teach others to effectively advocate for themselves. BF Empowerment will provide employment services, Mental Health/Substance Use Disorder counseling, transitional housing and case management.

**Competitors:** Clinic For Individual & Family Counseling

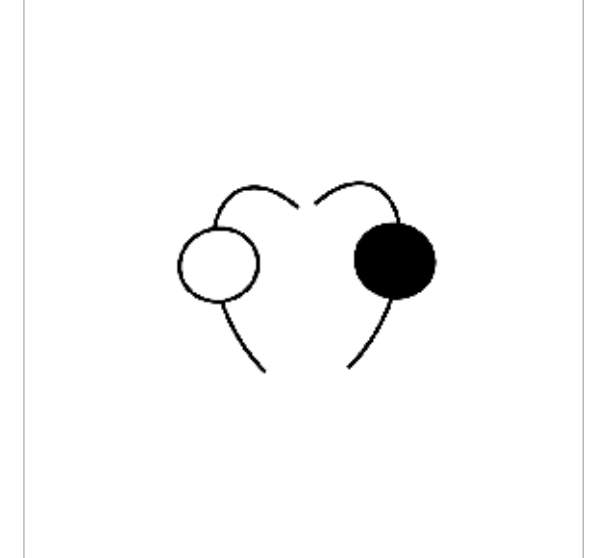
**How have you differentiated them from their competition:**

Focused on the positives and healing

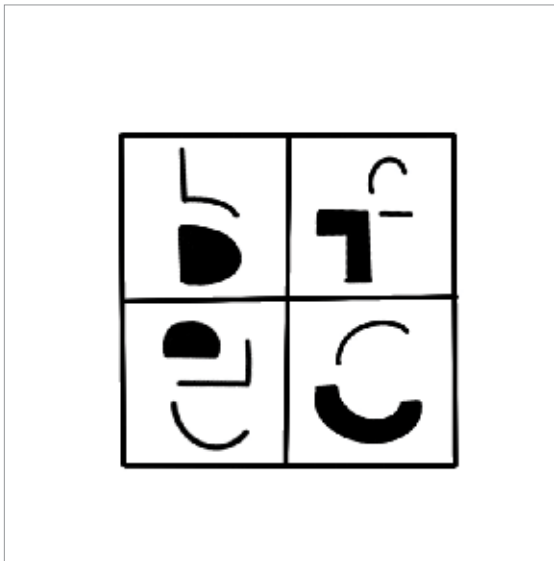
1. Pictogram or Icon



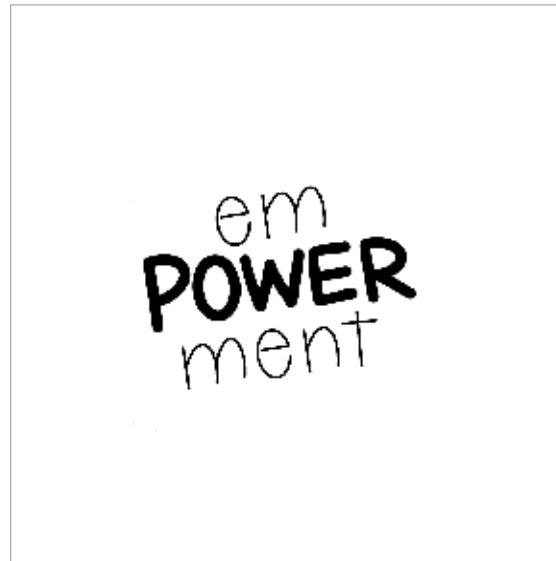
2. Abstract Symbol



3. Monogram

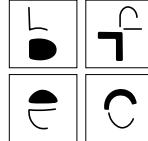
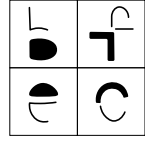
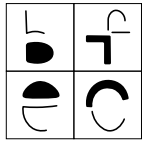


4. Logotype or Wordmark



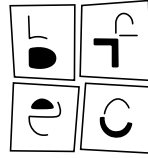
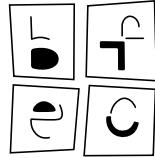
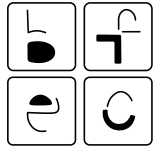
5. Combination





EMPOWERMENT

EMPOWERMENT

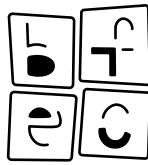
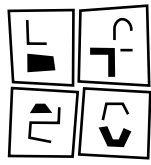
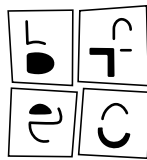


EMPOWERMENT

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BF Empowerment Center



BF Empowerment Center



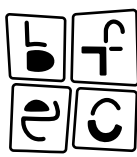
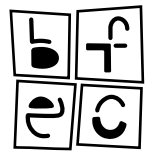
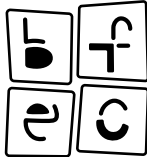
BF Empowerment Center



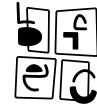
Empowerment Center

EMPOWERMENT center

EMPOWERMENT CENTER



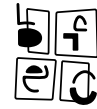
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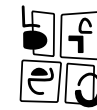
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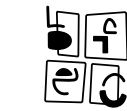
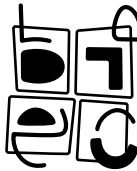
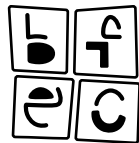
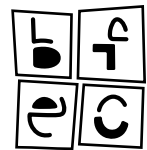
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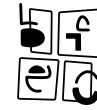
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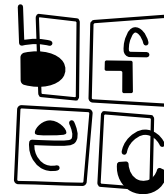
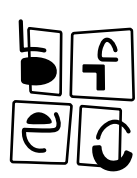
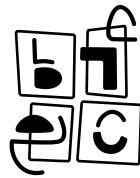
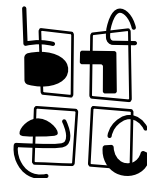
Empowerment Center



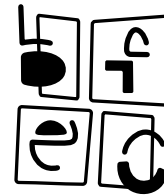
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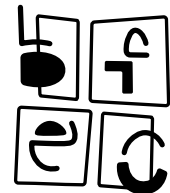
EMPOWERMENT CENTER



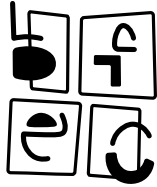
Empowerment Center



EMPOWERMENT CENTER



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**EMPOWERMENT  
CENTER**



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**EMPOWERMENT  
CENTER**



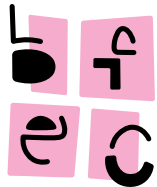
**EMPOWERMENT  
CENTER**



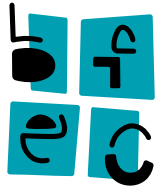
**EMPOWERMENT  
CENTER**



**EMPOWERMENT  
CENTER**



**EMPOWERMENT  
CENTER**



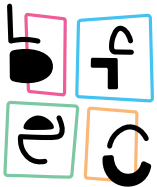
**EMPOWERMENT  
CENTER**



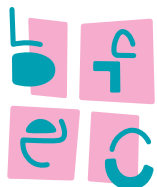
**EMPOWERMENT  
CENTER**



**EMPOWERMENT  
CENTER**



**EMPOWERMENT  
CENTER**



**EMPOWERMENT  
CENTER**



**EMPOWERMENT  
CENTER**



**EMPOWERMENT  
CENTER**



# BF Empowerment Center

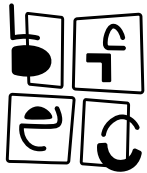
## Logo Spec Sheet



**EMPOWERMENT  
CENTER**



**EMPOWERMENT  
CENTER**



**EMPOWERMENT  
CENTER**

Black & White



**EMPOWERMENT  
CENTER**



**EMPOWERMENT  
CENTER**

2 PMS



**EMPOWERMENT  
CENTER**

Full Color



**Black**  
#000000  
RGB (0,0,0)  
PANTONE P 179-16 U



**Teal**  
#00a0b0  
RGB (0,160,176)  
PANTONE P 121-15 U



**Blue**  
#07074e  
RGB (7,7,78)  
PANTONE P 101-16 U



**Pink**  
#ed017f  
RGB (237,1,127)  
PANTONE P 73-8 U



**Yellow**  
#ffe443  
RGB (255,228,67)  
PANTONE P 4-7 U



**Orange**  
#f26524  
RGB (242,101,36)  
PANTONE P 34-8 U



Dear Mr. Johnson,

Thank you for expressing interest in BF Empowerment Center. We wanted to reach out and encourage you to schedule a visitation or appointment so you can get to know each other better. You can call, email, or schedule online given the information at the bottom on this page.

BF Empowerment Center is focused on creating systemic change through the empowerment of service providers, stakeholders, clients, and communities by making systemic change. We are dedicated to training clinicians to provide effective and efficient treatment to clients with mental health concerns. BF Empowerment trained clinicians will take a holistic approach developing and executing different mental health treatment to clients. The BF Empowerment center will always advocate and teach others to effectively advocate for themselves. BF Empowerment will provide employment services, Mental Health/Substance Use Disorder counseling, transitional housing and case management.

We hope to hear from you about how we can provide services to help your current needs. We are happy to go wherever you are most comfortable, just let us know.

With Appreciation,

Owner  
Barbara L. Parker

*Barbara L. Parker*

400 South Main St Suite 107 Alexandria, Ohio 44303 | info@bfe empowerment.com | 754 388 8985

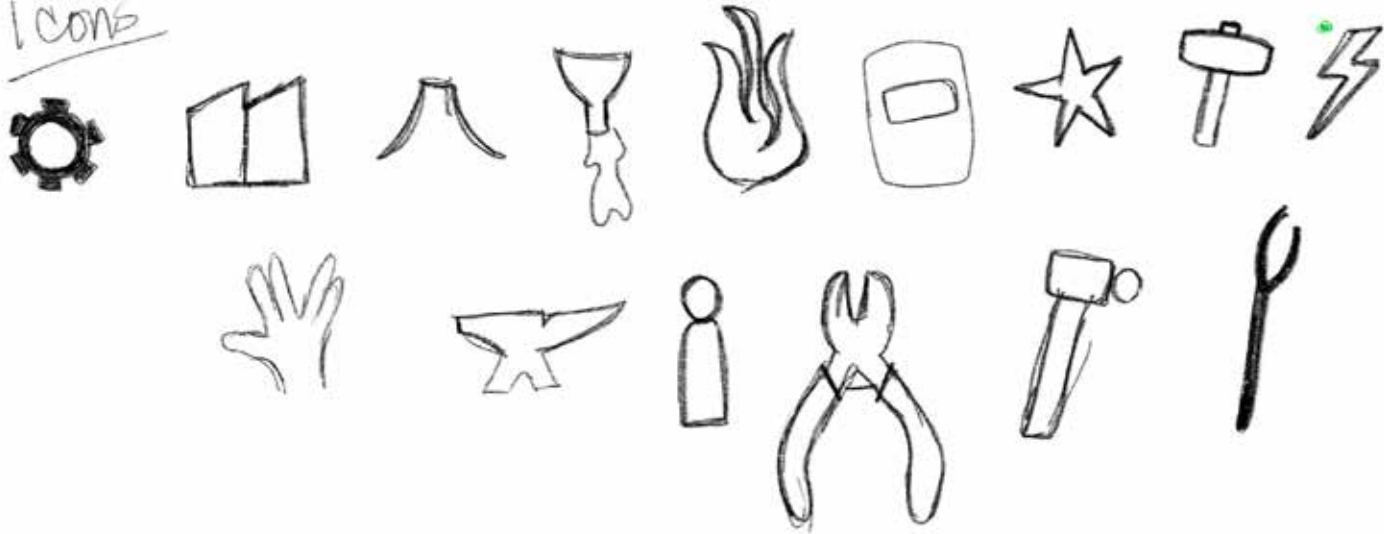




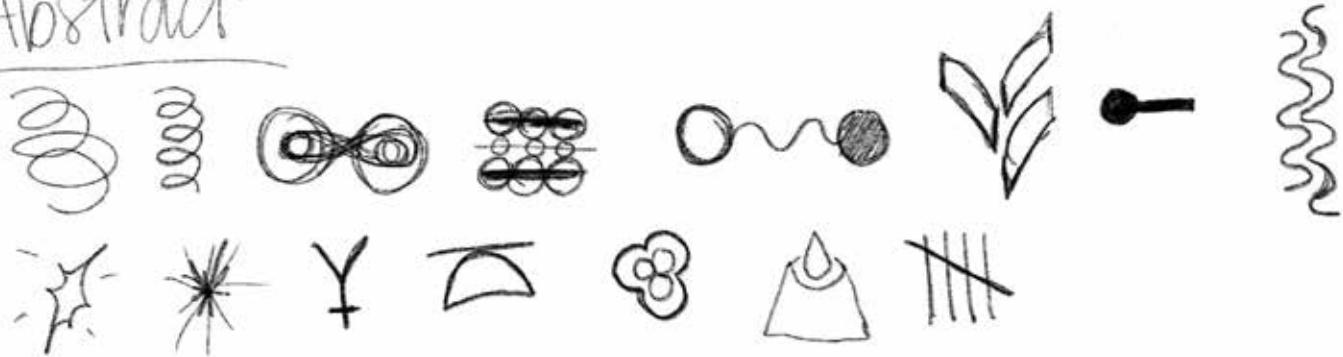
# VULCAN MACHINERY

Sketches

Icons



Abstract



Sketches

Monogram



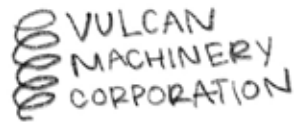
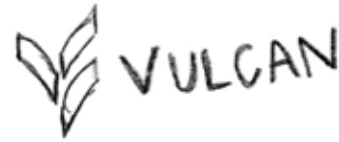
Logotype



Sketches



MACHINERY CORPORATION



Final Sketches

Icons



Abstract



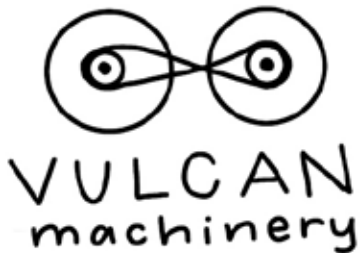
Monogram



Logotype



Combs





**Brianna Kean**

**Company Name:** Vulcan Machinery Corporation

**Type of Business:** Manufacturing

**Key Words:** machinery, metalsmith, vulcan

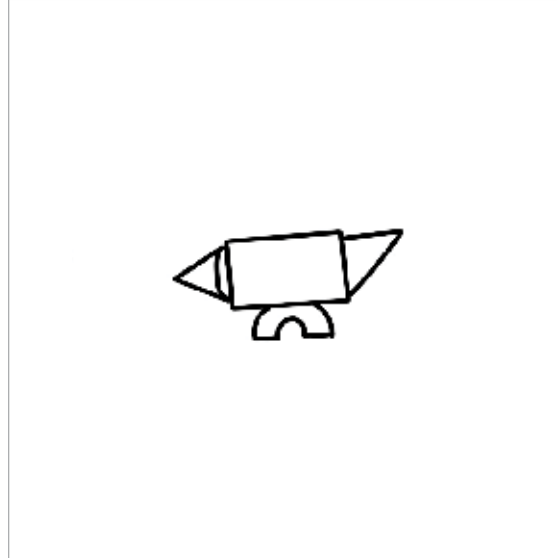
**Mission Statement:** We use customer-specific servo controllers/drives to be used allowing our customers unprecedented flexibility in supporting their 24/7 operations. Vulcan continues to design, fabricate, machine and build all aspects of our equipment. We do not source out components or subsystems; a full service manufacturer and not just an assembler. We supply our machinery and systems with unparalleled documentation, allowing our customer the ability to decide where they secure critical support in maintaining their production in a timely and cost effective manner.

**Competitors:** Logan Machine Co, Flohr Machine Company

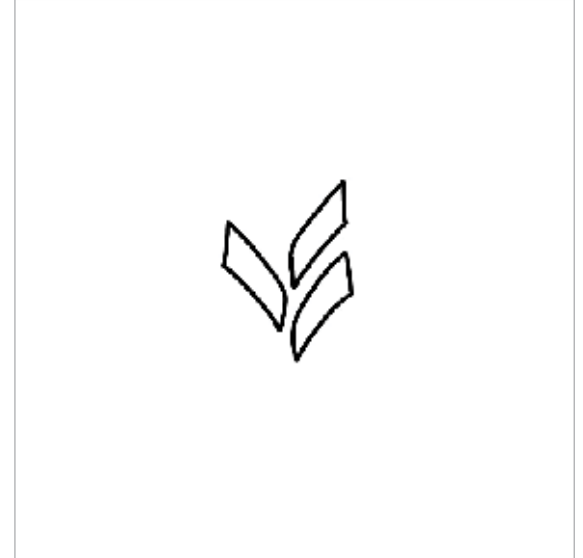
**How have you differentiated them from their competition:**

Digging into the name meaning and bringing that together with a strong machinery feeling with bold type

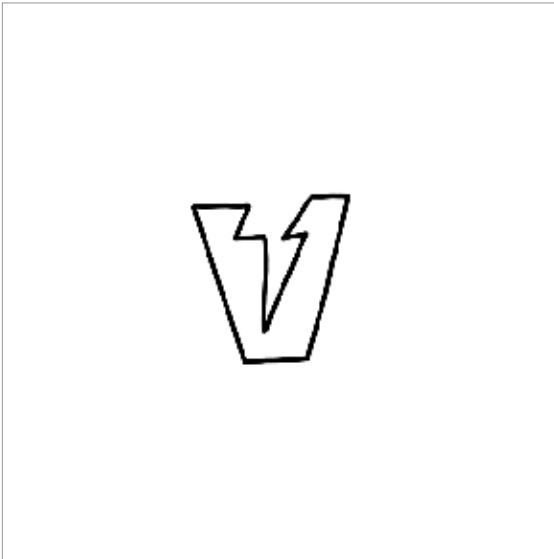
1. Pictogram or Icon



2. Abstract Symbol



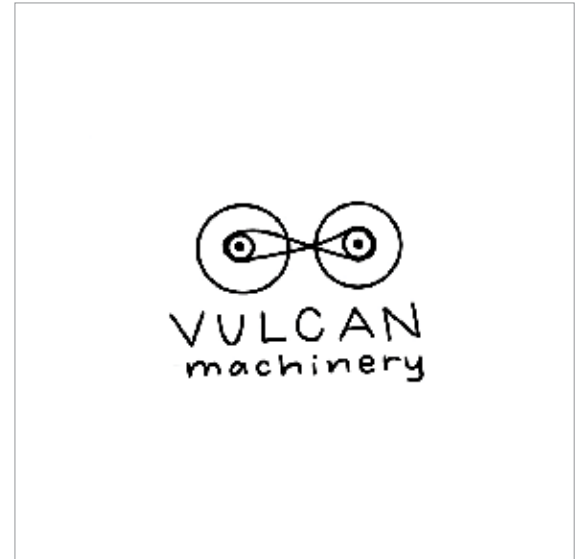
3. Monogram



4. Logotype or Wordmark



5. Combination





**VULCAN**  
MACHINERY

**VULCAN**  
MACHINERY

**VULCAN**  
MACHINERY

**VULCAN**  
MACHINERY

**VULCAN**  
MACHINERY

**VULCAN**  
MACHINERY

**VULCAN**  
MACHINERY

**VULCAN**  
MACHINERY

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MACHINERY

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MACHINERY

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MACHINERY

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MACHINERY

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MACHINERY

**VULCAN**  
MACHINERY

**VULCAN**  
MACHINERY

**VULCAN**  
MACHINERY

**VULCAN**  
MACHINERY

# Vulcan Machinery

## Logo Spec Sheet



Black & White



2 PMS



Full Color



**Black**  
#000000  
RGB (0,0,0)  
PANTONE P 179-16 U



**Yellow**  
#e0c300  
RGB (224,195,0)  
PANTONE P 4-16 U



**Gray**  
#67686b  
RGB (103,105,107)  
PANTONE P 179-11 U





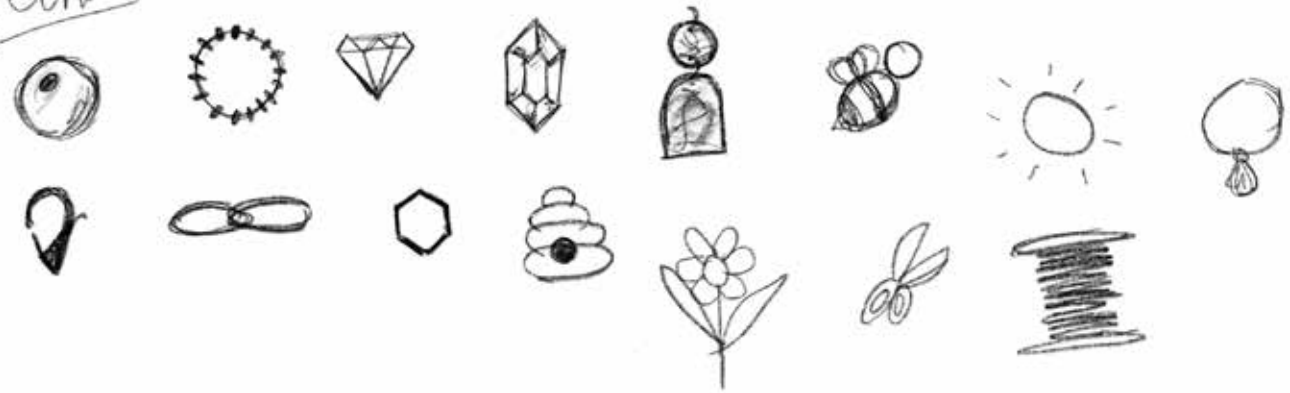


**BIZZY BEADS**  
**BOUTIQUE**

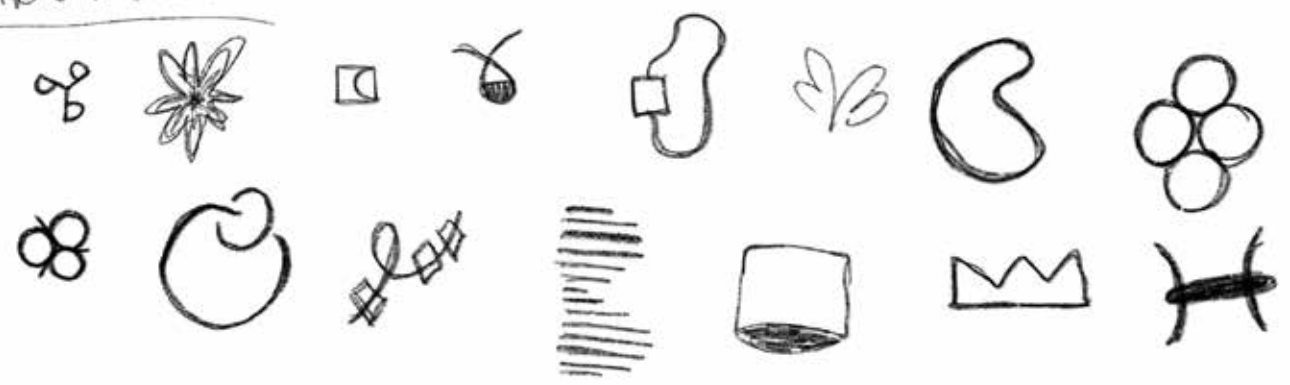


Sketches

Icons




Abstract





Sketches

Combs

BIZZY BEADS 

  
boutique



  
brazy beads boutique

  
BIZZY BEADS



  
BIZZY BEADS BOUTIQUE

  
BIZZY BEADS BOUTIQUE

  
BOUTIQUE


  
Bizzy beads

  
BIZZY BEADS BOUTIQUE

  
boutique

  
brazy beads boutique

  
BB

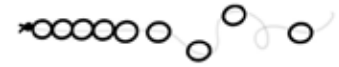
  
bizzlybeads

Final Sketches

Icons



Abstract



Monogram



Logotype

BizzyBeads

Combs



**Brianna Kean**

**Company Name:** Bizzy Beads Boutique

**Type of Business:** Retail

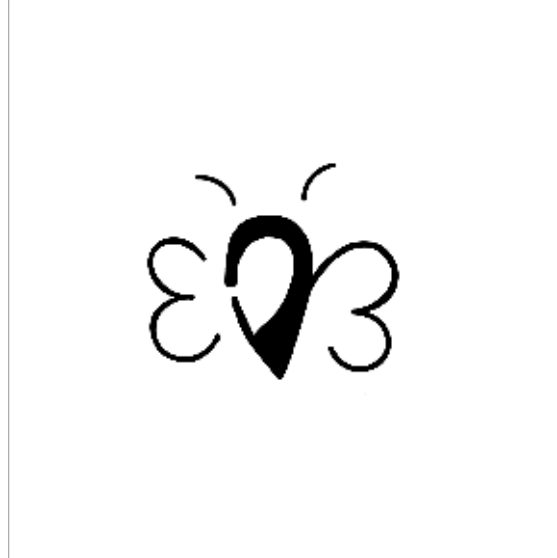
**Key Words:** Jewelry, beads, busy bee, necklace, bracelet

**Mission Statement:** Bizzy Beads Boutique, LLC was created out of my love for jewelry. I've always had a love for accessories because I think they enhance the look of any outfit, and they always fit. I have had the entrepreneurial spirit since I was young when I started selling candy at my school, and it has always been my dream to own a business.

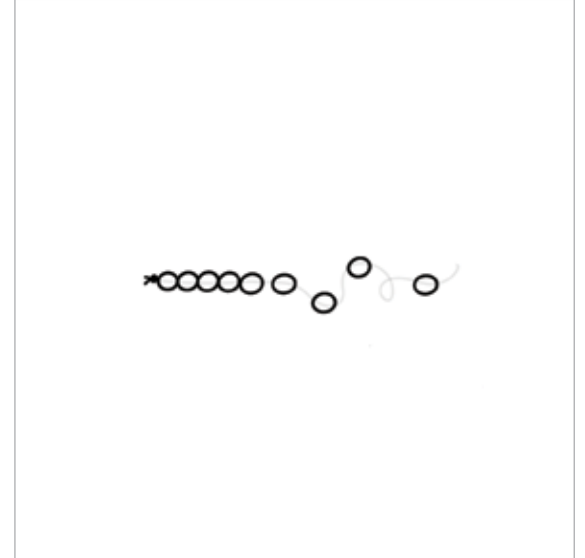
**Competitors:** Etsy shops

**How have you differentiated them from their competition:** Specific to the name, the meaning of the name, and what she sells (mostly beaded jewelry)

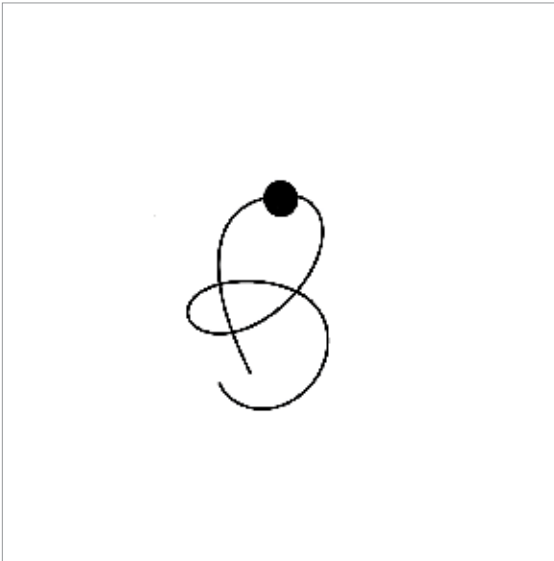
1. Pictogram or Icon



2. Abstract Symbol



3. Monogram



4. Logotype or Wordmark



5. Combination



# LEGACY OF HOPE FOUNDATION

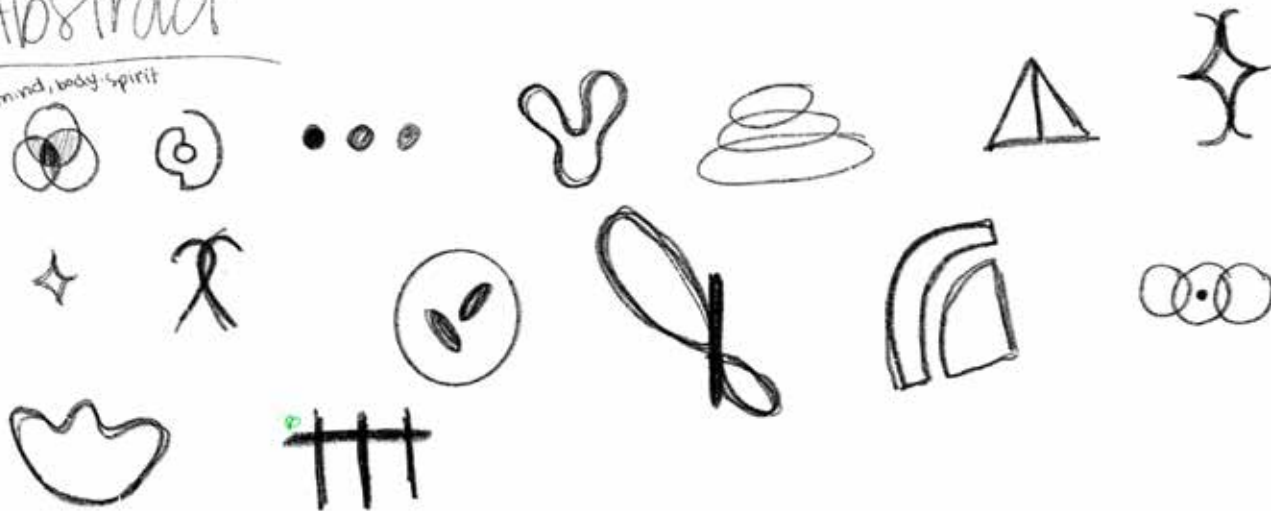
Sketches

Icons



Abstract

mind, body, spirit



Sketches

Monogram

Y E H A H T h h h  
E O B l h H H

Logotype

HOPE foundation  
Legacy of HOPE foundation  
HOPE FOUNDATION  
hope foundation  
Legacy of hope foundation  
HOPE FOUNDATION  
HOPE FOUNDATION  
Legacy of HOPE Foundation  
LEGACY of hope  
legacy of hope  
HOPE FOUNDATION  
hope foundation  
Legacy of Hope  
LEGACY OF HOPE




Sketches

COMBOS

HOPE  
foundation

Legacy of  
HOPE  
foundation

● ● ●  
hope foundation

 The Legacy of  
Hope Foundation

hope  
foundation



Legacy  
Hope of  
foundation

Legacy of  
HOPE  
Foundation

hope

  
hope

LEGACY OF  
HOPE  
FOUNDATION

 hope  
foundation

  
HOPE

HOPE  
FOUNDATION

 legacy  
of  
hope  
foundation

Final Sketches

Icons



Abstract



Monogram



Logotype



Combs



**Brianna Kean**

**Company Name:** The Legacy of Hope Foundation

**Type of Business:** Non-profit

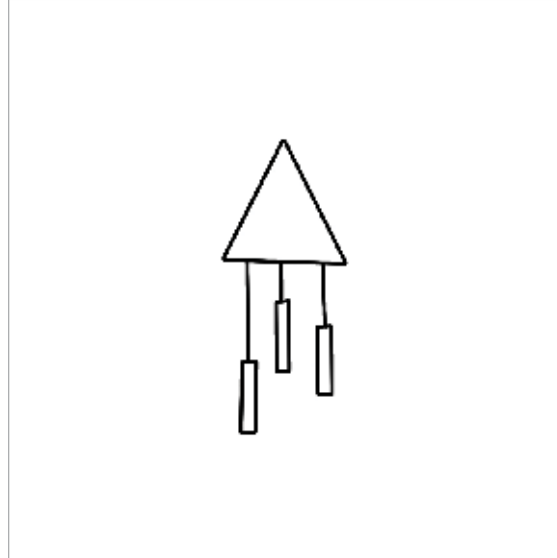
**Key Words:** Hope, encouragement, help, community, love

**Mission Statement:** Rebuild. Restore. Revitalize. Providing love, encouragement, guidance, hope, courage and acceptance to our community.

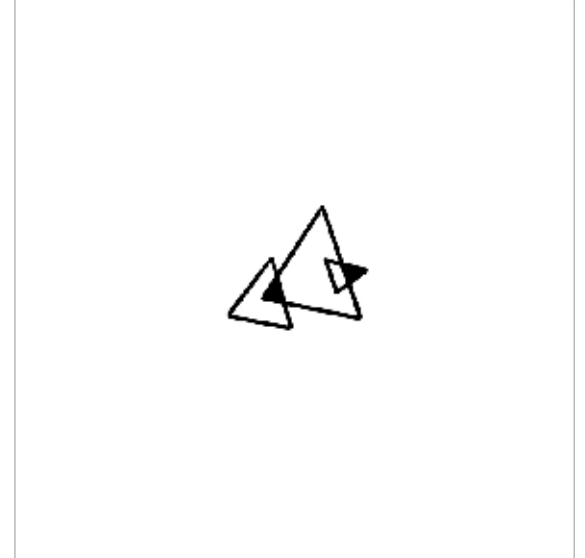
**Competitors:** Keep Akron Beautiful, Akron Rise

**How have you differentiated them from their competition:**  
Clean and concise logo

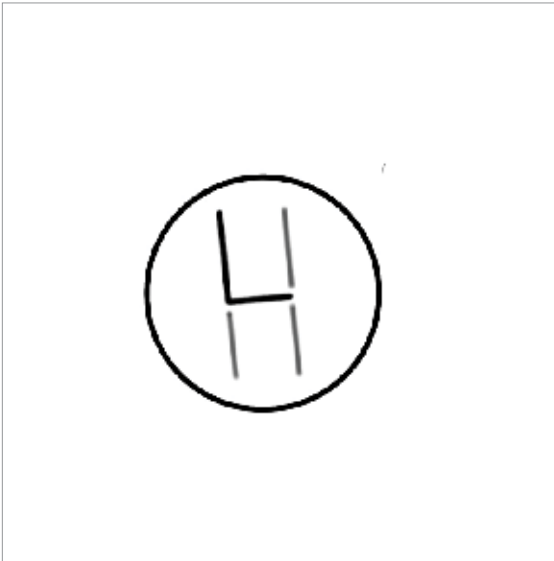
1. Pictogram or Icon



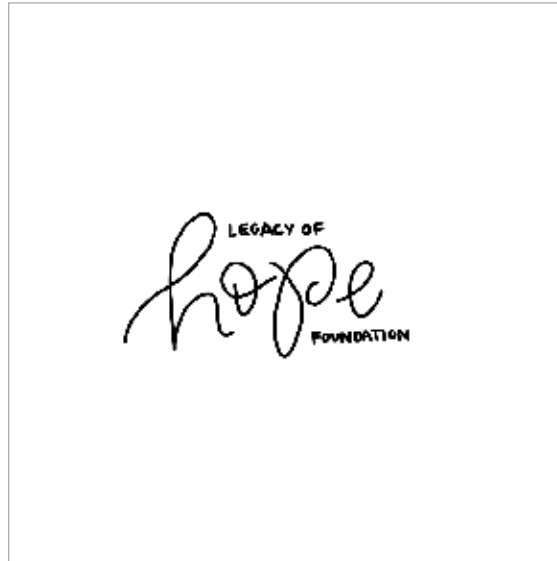
2. Abstract Symbol



3. Monogram



4. Logotype or Wordmark



5. Combination



**PACKAGING**

# RESEARCH & IDEATION

## Packaging Project 2: Skincare/Make-Up

### Brand

- affordable
- high quality
- easily recyclable/reusable
- young adults
- cruelty / chemical free

### Recyclable/Reusable

- glass
- cardboard
- paper

### Products

1. oil
2. Moisturizer
3. Stone

1. Primer
2. sponge/brush
3. Foundation/  
concealer

# Inspiration- Packaging



# Inspiration- Design





Face Oil



# Moisturizer

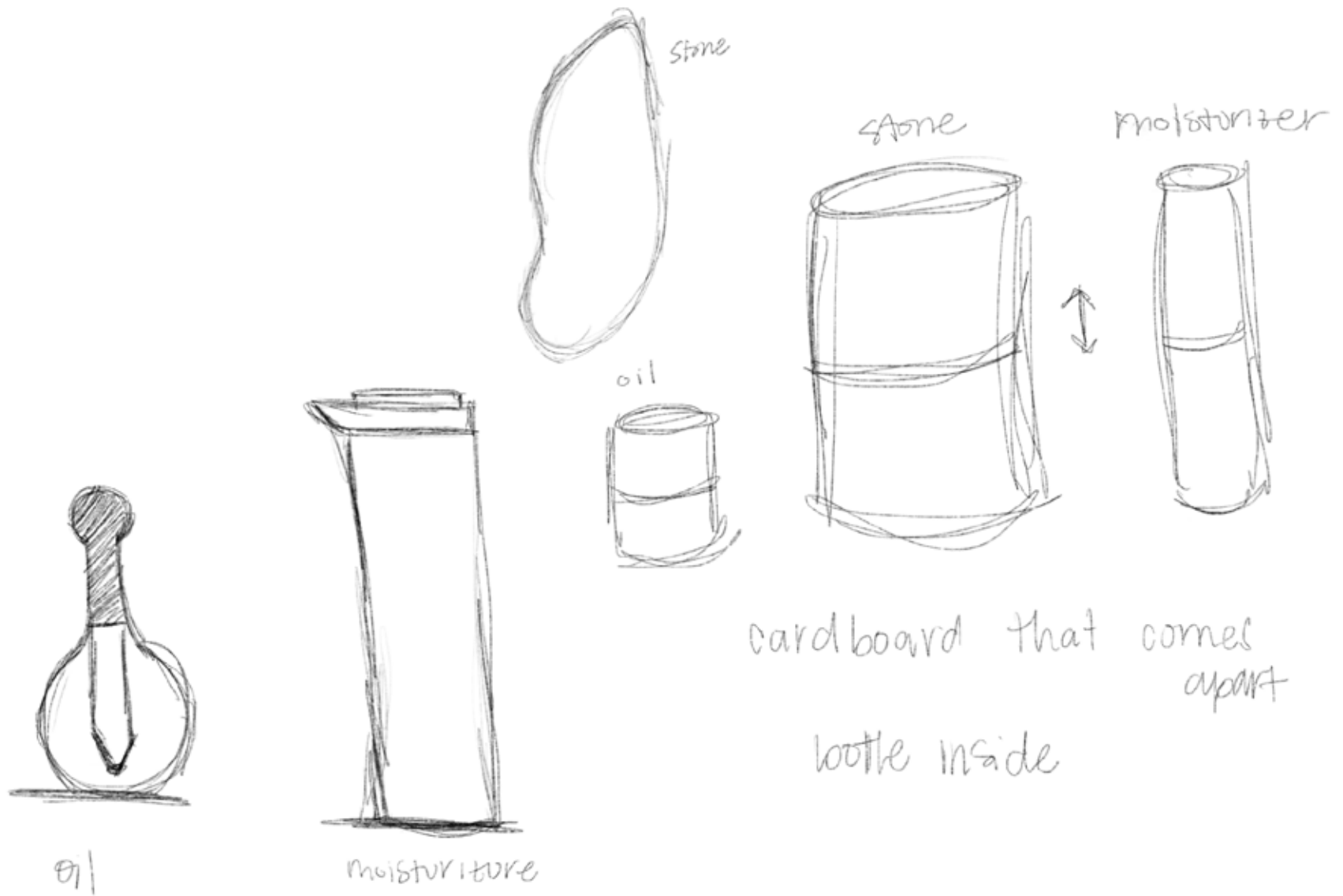


Cleanser



# SKETCHING

Initial Sketches



## Name Ideas

My LuckyTone

Pure Skin

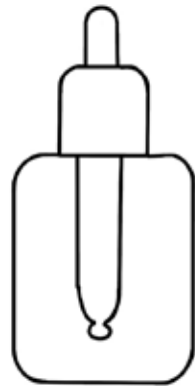
Love Tone

Love Skin

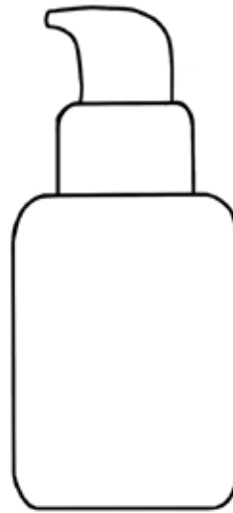
Pure Love

Pure Tone

green, natural  
jade



dropper (oil)  
glass

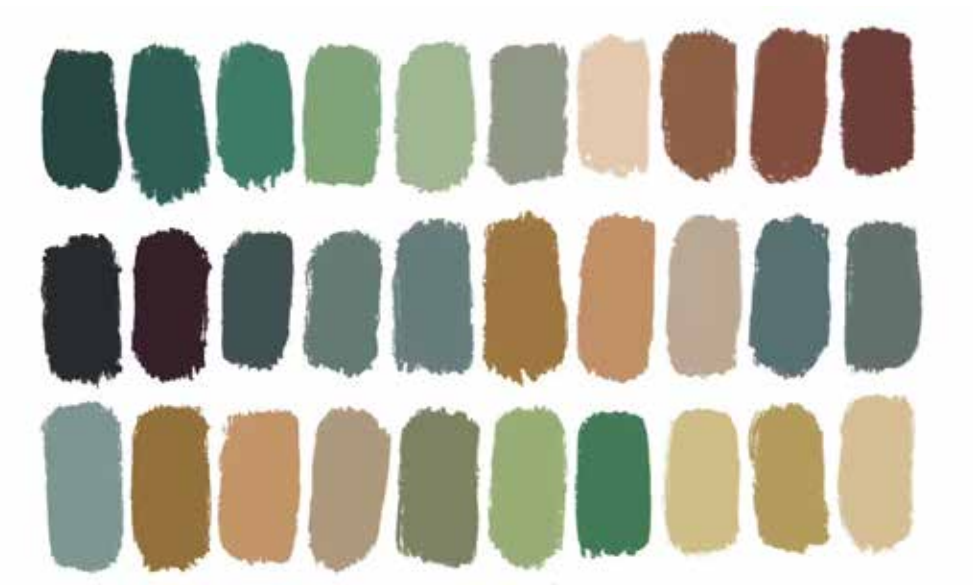
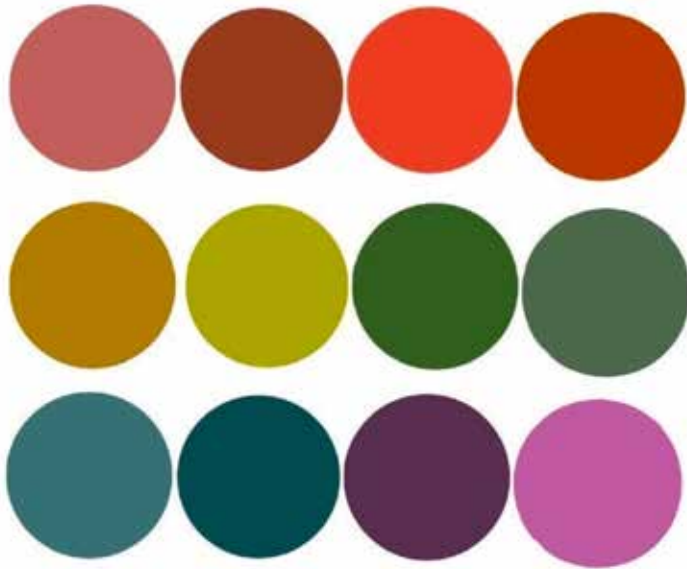


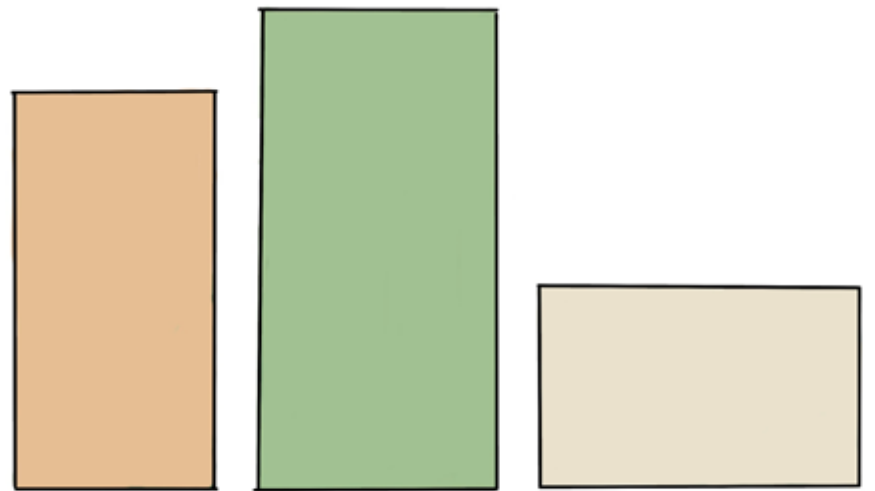
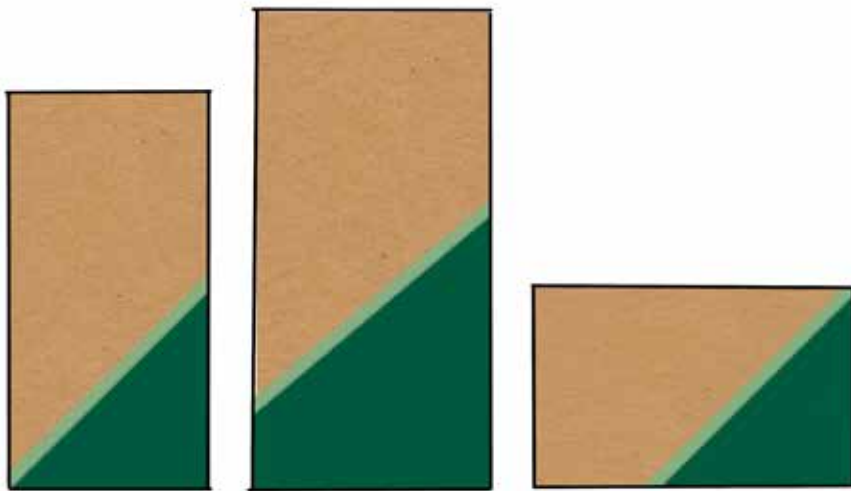
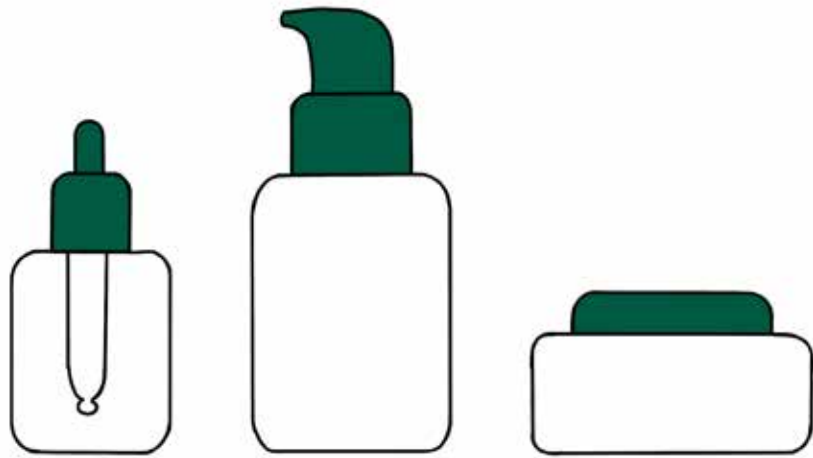
pump  
moisturizer  
glass



jar  
cleanser  
glass

Colors







**DIGITAL**

Pure T̄ne

**Pure Tone**

Pure Tone

PureTone

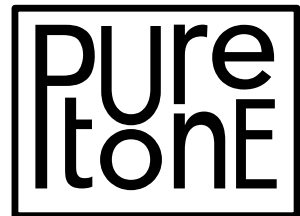
Pure  
to

PURE  
TONE

PURE  
TONE

PURE  
TONE

Pure  
tone



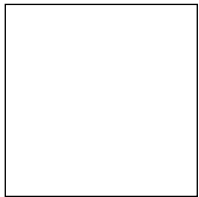
# Colors and Typeface

Logo- Avenir

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Type- Urbanist

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz



White  
#ffffff



Black  
#000000



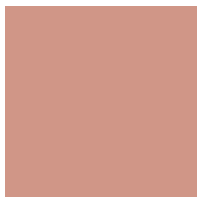
Dark Pink  
#a06655



Dark Blue  
#809ab0



Dark Green  
#888d6b



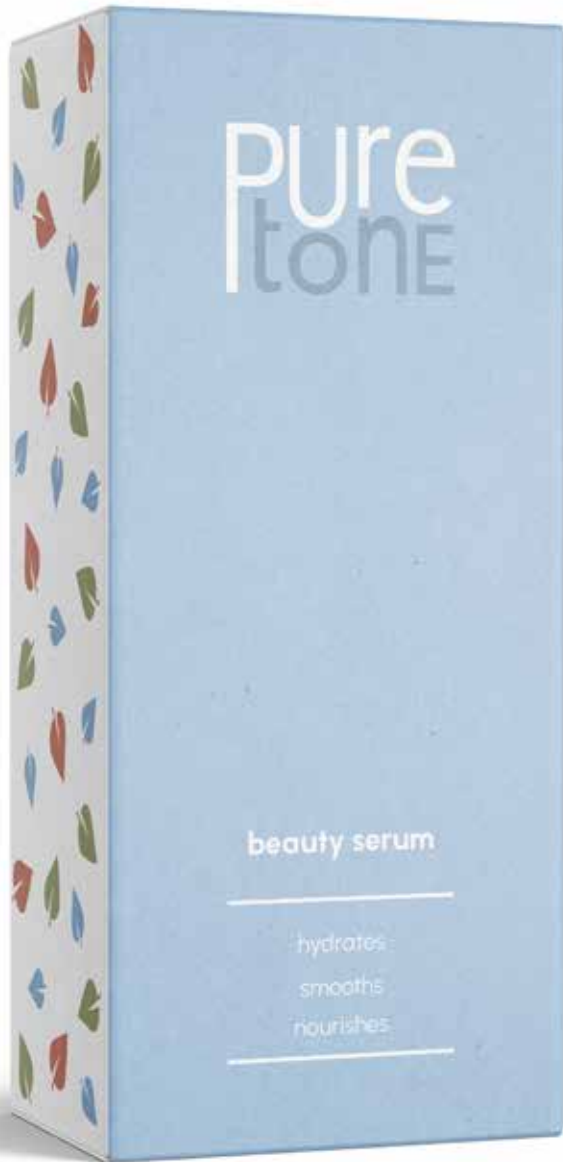
Light Pink  
#d09687



Light Blue  
#a6c0d9



Light Green  
#acaf8d





pure  
tone

facial cleanser





facial cleanser

hydrates  
smooths  
nourishes





facial cleanser

---

hydrates  
smooths  
nourishes

---



## ALL NATURAL INGREDIENTS

pinus astyagalus, dulcis almondi oil, lily of the valley, rose  
ditch, ammoniac, citreus, lily of the valley, rose, rose  
zinc oxide, butyrospermum parkii (shea butter), caprylic  
acid, linalyl acetate, ylang-ylang, eucalyptus, lavender, chamomile  
oil, D-panthoic acid, D-panthoic acid, tocopherol (vitamin E)

\*certified organic

## HOW TO USE

**EN** apply 2 times daily to clean and dry skin. **FR** appliquer  
2 fois par jour sur une peau propre et sèche. **IT** applicare 2  
volte al giorno sulla pelle pulita e asciutta. **ES** aplicar 2  
veces al día sobre la piel limpia y seca. **DE** 2 mal täglich auf  
die gereinigte und trockene Haut auftragen. **SV** applicera 2  
gånger dagligen på ren och torr hud. **NL** 2 keer per dag  
aanbrengen op een schone en droge huid.



# pure tone

moisturizer

hydrates

smooths

nourishes



2.5"

1.75"

9.13"

5.63"

1.75"

pure  
tone

pure  
tone

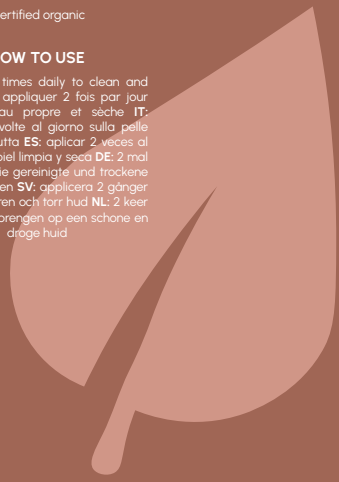
**ALL NATURAL INGREDIENTS**

prunus amygdalus dulcis (almond) oil\*,  
oryza sativa (rice) starch, simmondsia  
chinensis (jojoba) seed oil\*, non-nano  
zinc oxide, butyrosperum parkii (shea)  
butter\*, copernicia cerifera (carnauba)  
wax, euphorbia cerifera (candelilla)  
wax, CI 77491, CI 77492 (iron oxides),  
tocopherol (vitamin e)

\*certified organic

**HOW TO USE**

**EN:** apply 2 times daily to clean and  
dry skin. **FR:** appliquer 2 fois par jour  
sur une peau propre et sèche. **IT:**  
applicare 2 volte al giorno sulla pelle  
pulita e asciutta. **ES:** aplicar 2 veces al  
dia sobre la piel limpia y seca. **DE:** 2 mal  
täglich auf die gereinigte und trockene  
Haut auftragen. **SV:** applicera 2 gånger  
dagligen på ren och torr hud. **NL:** 2 keer  
per dag aanbrengen op een schone en  
droge huid



**moisturizer**

hydrates  
smooths  
nourishes



2.5"

1.75"

9.13"

5.63"

1.75"

pure  
tone

pure  
tone

**ALL NATURAL INGREDIENTS**

prunus amygdalus dulcis (almond oil),  
oryza sativa (rice) starch, simmondsia  
chinensis (jojoba) seed oil\*, non-nano  
zinc oxide, butyrosperum parkii (shea)  
butter\*, copernicia cerifera (carnauba)  
wax, euphorbia cerifera (candelilla)  
wax, CI 77491, CI 77492 (iron oxides),  
tocopherol (vitamin e)

\*certified organic

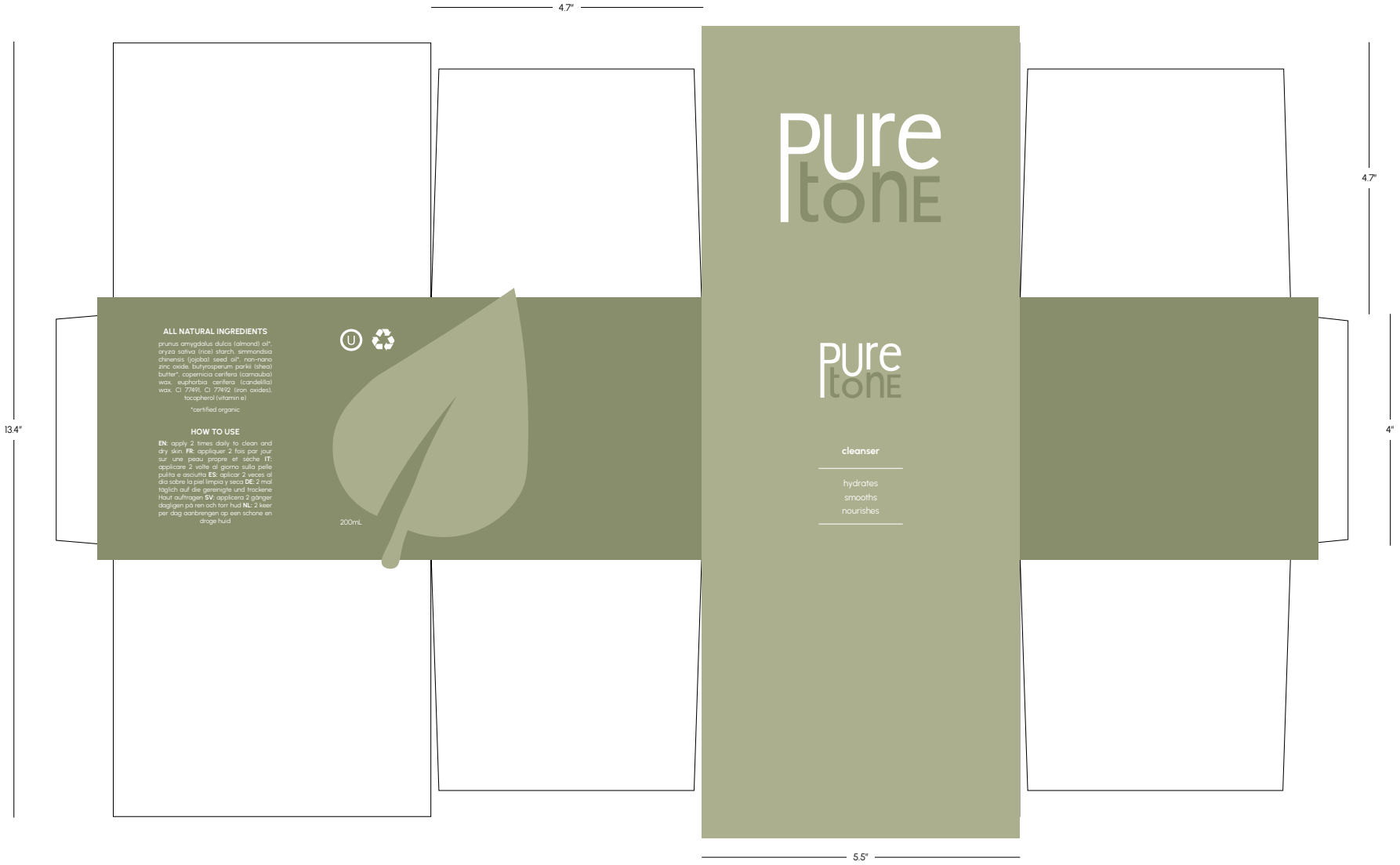
**HOW TO USE**

EN: apply 2 times daily to clean and  
dry skin. FR: appliquer 2 fois par jour  
sur une peau propre et sèche. IT:  
applicare 2 volte al giorno sulla pelle  
pulita e asciutta. ES: aplicar 2 veces al  
dia sobre la piel limpia y seca. DE: 2 mal  
täglich auf die gereinigte und trockene  
Haut auftragen. SV: applicera 2 gänger  
dagligen på ren och torr hud. NL: 2 keer  
per dag aanbrengen op een schone en  
droge huid



beauty serum

hydrates  
smooths  
nourishes



ALL NATURAL INGREDIENTS

prunus amygdalus dulcis (almond) oil,  
oryza sativa (rice) starch, spondias  
chinensis (japab) seed oil, non-nano  
zinc oxide, butyrospermum parkii (shea)  
butter\*, copernicia cerifera (carnauba)  
wax, euphorbia cerifera (candelilla)  
wax, CI 77491, CI 77492 (iron oxides),  
tocopherol (vitamin e)

\*certified organic

HOW TO USE

EN: apply 2 times daily to clean and  
dry skin. FR: appliquer 2 fois par jour  
sur une peau propre et sèche. IT:  
applicare 2 volte al giorno sulla pelle  
pulita e asciutta. ES: aplicar 2 veces al  
día sobre la piel limpia y seca. DE: 2 mal  
täglich auf die gereinigte und trockene  
Haut auftragen. SV: applicera 2 gånger  
dagligen på ren och torr hud. NL: 2 keer  
per dag aanbrengen op een schone en  
droge huid

200mL

pure  
tone

pure  
tone

cleanser

hydrates  
smooths  
nourishes

13.4"

4.7"

4.7"

4"

5.5"



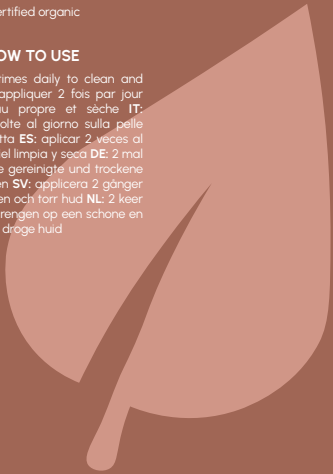
**ALL NATURAL INGREDIENTS**

prunus amygdalus dulcis (almond) oil\*,  
oryza sativa (rice) starch, simmondsia  
chinensis (jojoba) seed oil\*, non-nano  
zinc oxide, butyrospermum parkii (shea)  
butter\*, copernicia cerifera (carnauba)  
wax, euphorbia cerifera (candelilla)  
wax, CI 77491, CI 77492 (iron oxides),  
tocopherol (vitamin e)

\*certified organic

**HOW TO USE**

**EN:** apply 2 times daily to clean and  
dry skin. **FR:** appliquer 2 fois par jour  
sur une peau propre et sèche. **IT:**  
applicare 2 volte al giorno sulla pelle  
pulita e asciutta. **ES:** aplicar 2 veces al  
dia sobre la piel limpia y seca. **DE:** 2 mal  
täglich auf die gereinigte und trockene  
Haut auftragen. **SV:** applicera 2 gånger  
dagligen på ren och torr hud. **NL:** 2 keer  
per dag aanbrengen op een schone en  
droge huid



pure  
tone

pure  
tone

**moisturizer**

hydrates  
smooths  
nourishes



**ALL NATURAL INGREDIENTS**

prunus amygdalus dulcis (almond) oil\*,  
oryza sativa (rice) starch, simmondsia  
chinensis (jojoba) seed oil\*, non-nano  
zinc oxide, butyrospermum parkii (shea)  
butter\*, copernicia cerifera (carnauba)  
wax, euphorbia cerifera (candelilla)  
wax, CI 77491, CI 77492 (iron oxides),  
tocopherol (vitamin e)

\*certified organic

**HOW TO USE**

**EN:** apply 2 times daily to clean and  
dry skin. **FR:** appliquer 2 fois par jour  
sur une peau propre et sèche. **IT:**  
applicare 2 volte al giorno sulla pelle  
pulita e asciutta. **ES:** aplicar 2 veces al  
dia sobre la piel limpia y seca. **DE:** 2 mal  
täglich auf die gereinigte und trockene  
Haut auftragen. **SV:** applicera 2 gånger  
dagligen på ren och torr hud. **NL:** 2 keer  
per dag aanbrengen op een schone en  
droge huid



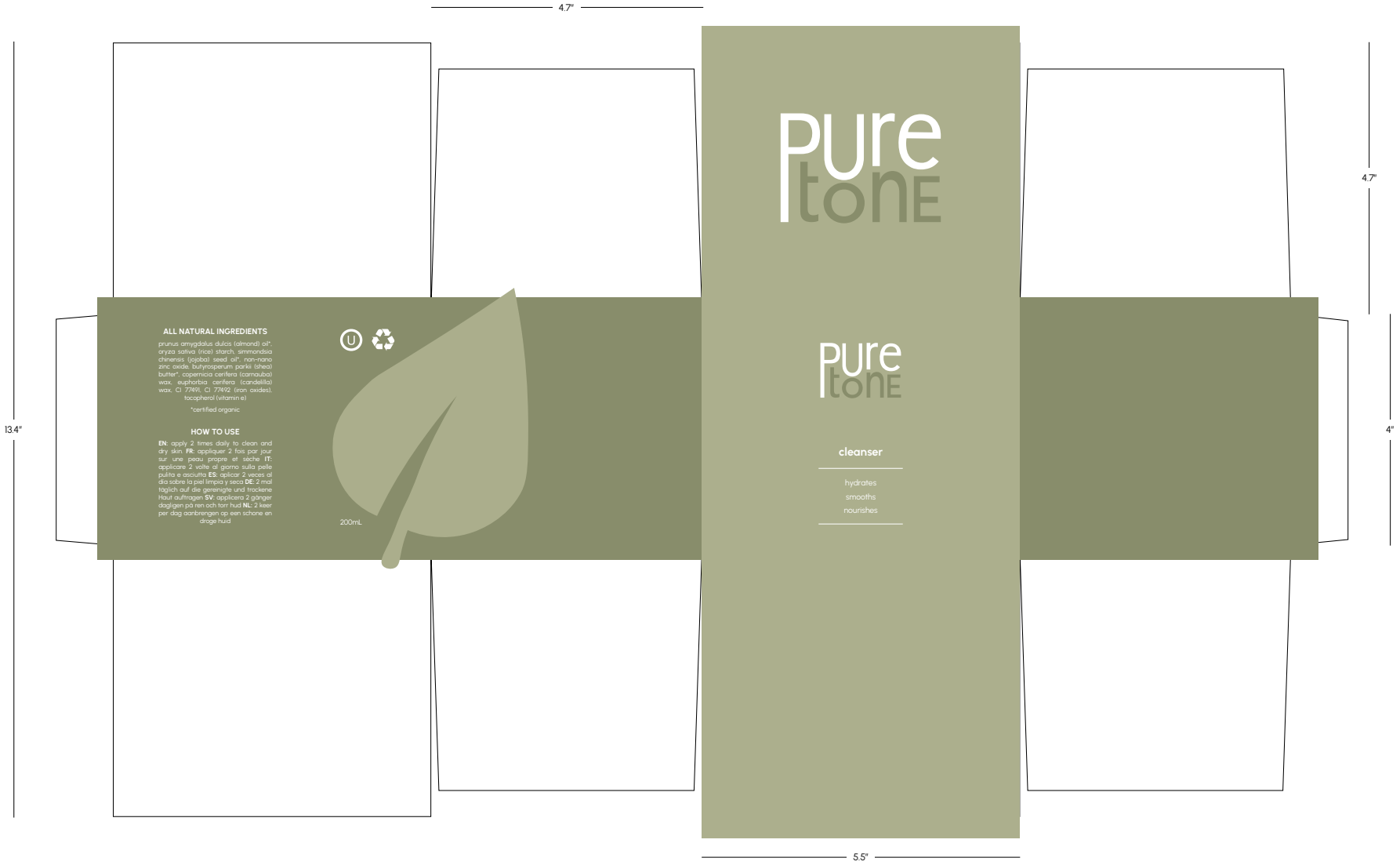
pure  
tone

pure  
tone

beauty serum

hydrates  
smooths  
nourishes





47"

47"

4"

5.5"

13.4"

pure  
tone

pure  
tone

cleanser

- hydrates
- smooths
- nourishes



ALL NATURAL INGREDIENTS

prunus amygdalus dulcis (almond) oil, drya sativa (rosa) starch, spondias chinensis (gojib) seed oil, non-nano zinc oxide, butyrospermum parkii (shea) butter\*, copernicia cerifera (carnauba) wax, euphorbia cerifera (candelilla) wax, CI 77491, CI 77492 (iron oxides), tocopherol (vitamin e)  
\*certified organic

HOW TO USE

EN: apply 2 times daily to clean and dry skin. FR: appliquer 2 fois par jour sur une peau propre et sèche. IT: applicare 2 volte al giorno sulla pelle pulita e asciutta. ES: aplicar 2 veces al día sobre la piel limpia y seca. DE: 2 mal täglich auf die gereinigte und trockene Haut auftragen. SV: applicera 2 gånger dagligen på ren och torr hud. NL: 2 keer per dag aanbrengen op een schone en droge huid

200mL

# Final Dieline - Cleanser



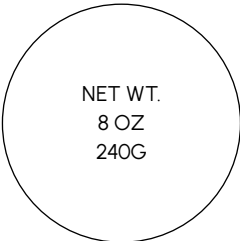
# Final Dieline - Moisturizer



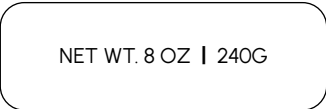
# Final Dieline - Serum



Stickers on Bottom of Bottles



Moisturizer



Serum



Cleanser

# MOCK-UPS: FINALS

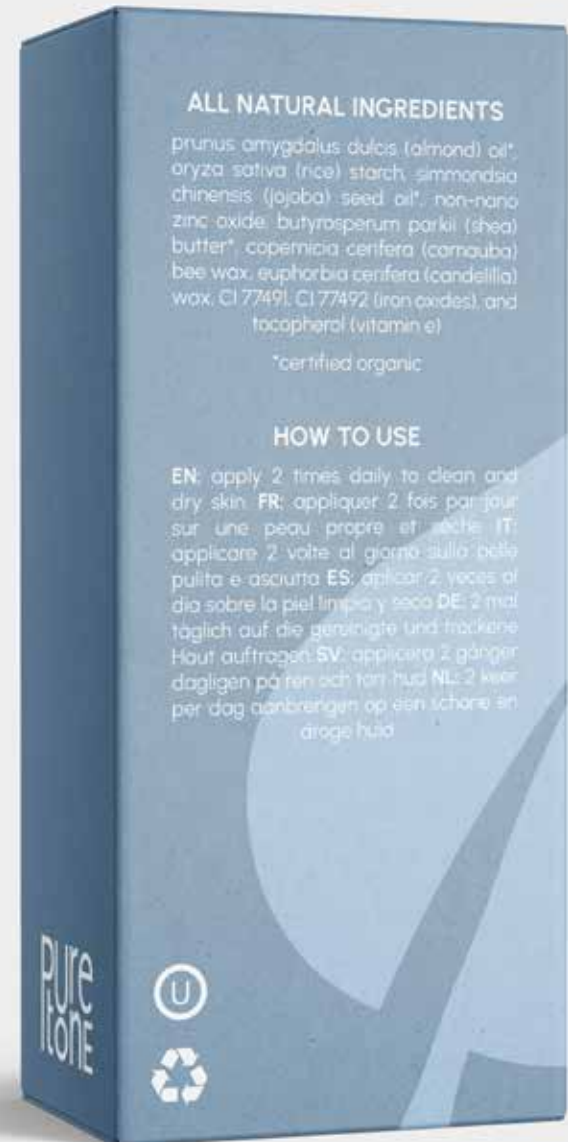
















beauty serum

hydrates  
smooths  
nourishes

moisturizer

hydrates  
smooths  
nourishes

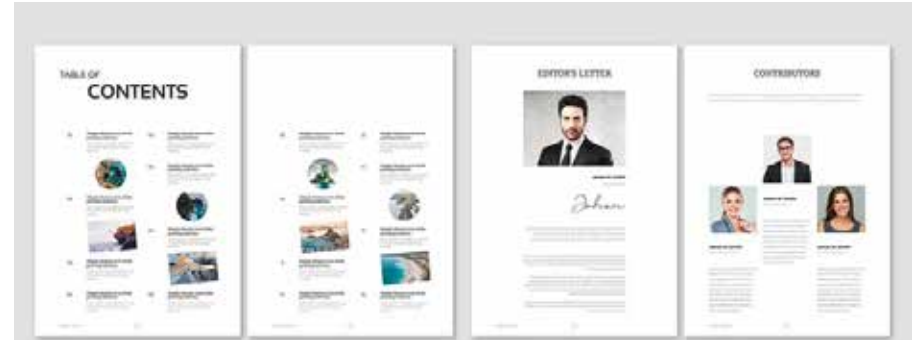
facial cleanser

hydrates  
smooths  
nourishes

# TROUVAILLE MAGAZINE

# RESEARCH & IDEATION

# MOOD BOARD





## TYPEFACE CHOICES

Avenir- Travel Voyage

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

COPPERPLATE- TRAVEL VOYAGE

AA BB CC DD EE FF GG HH II JJ KK LL MM NN  
OO PP QQ RR SS TT UU VV WW XX YY ZZ

AA BB CC DD EE FF GG HH II JJ KK LL MM NN  
OO PP QQ RR SS TT UU VV WW XX YY ZZ

**AA BB CC DD EE FF GG HH II JJ KK LL MM NN  
OO PP QQ RR SS TT UU VV WW XX YY ZZ**

Hiragino Sans- Travel Voyage

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww  
Xx Yy Zz**

**Swear Display- Travel Voyage**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz**

**Superclarendon- Travel Voyage**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy  
Zz

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll**

**Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx  
Yy Zz**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww  
Xx Yy Zz**

Lao MN- Travel Voyage

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

PingFang SC- Travel Voyage

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Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

Helvetica- Travel Voyage

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

Cochin- Travel Voyage

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Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

## NAME OPTIONS

Travel

Travel Guide

Travelers Guide

Getting Around

Getting Down

Voyage

Journey

A Ticket Away

Gallivant

Globe-Trotting

**Dérive(dar-eve):** A spontaneous and unplanned journey where the traveler is guided by the landscape and architecture

**Fernweh (fian-vi):** an ache to get away and travel to a distant place, a feeling even stronger than wanderlust

**Vagary:** A whimsical or roaming journey

**Trouvaille:** A chance encounter with something wonderful

**Trouvaille**

**Trouvaille**

**TROUVAILLE**

**Trouvaille**

**Trouvaille**

Trouvaille

Trouvaille

## CITY OPTIONS

### **U.S. Cities:**

New York

San Francisco

Las Vegas

Los Angeles

Chicago

San Diego

Charleston

Nashville

### **Other Cities:**

London

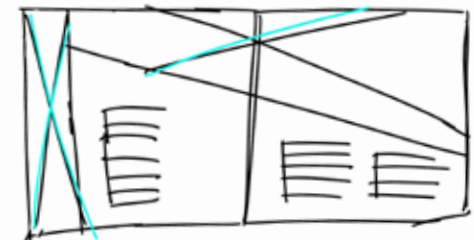
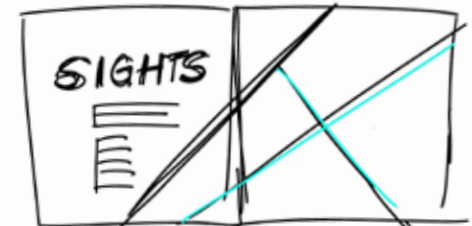
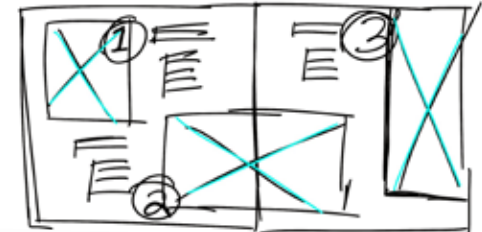
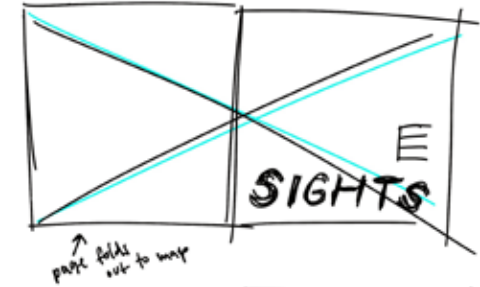
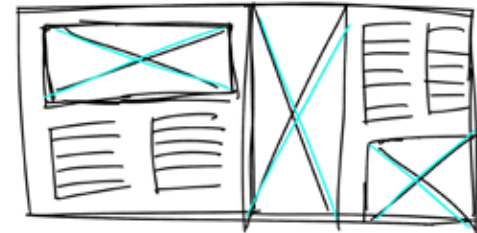
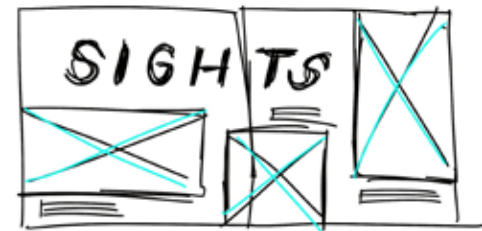
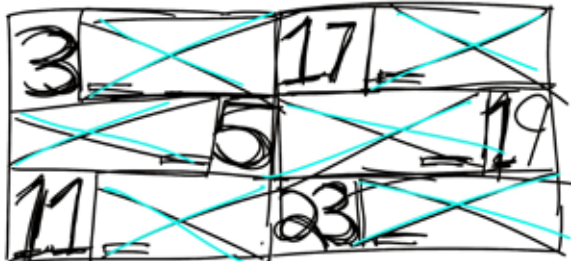
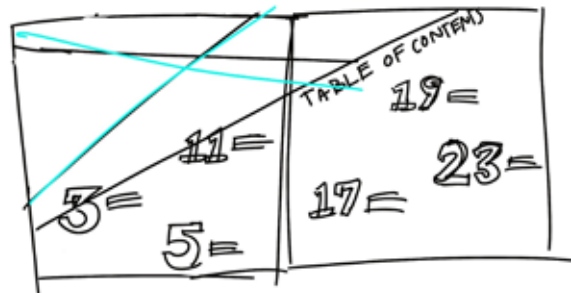
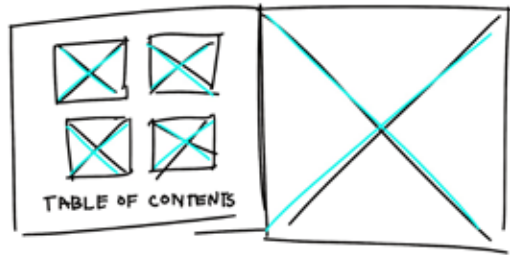
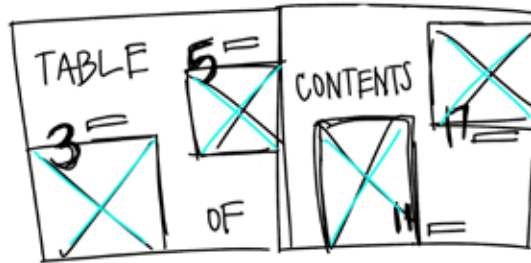
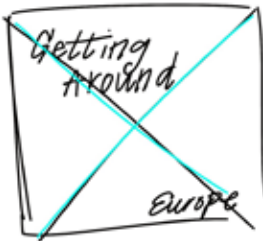
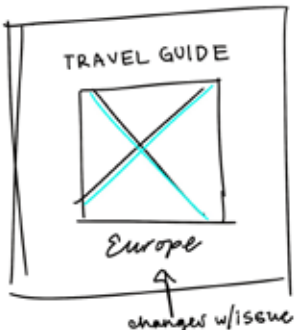
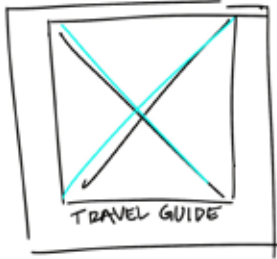
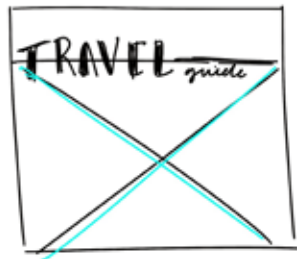
Paris

Rome

Barcelona

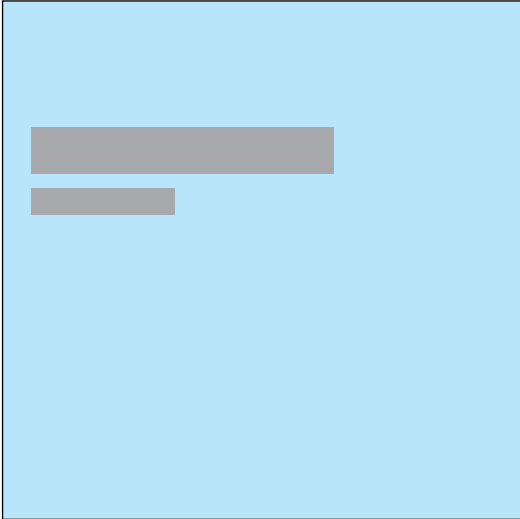
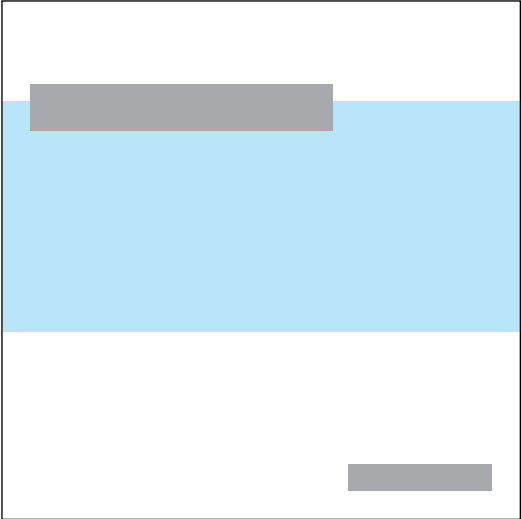
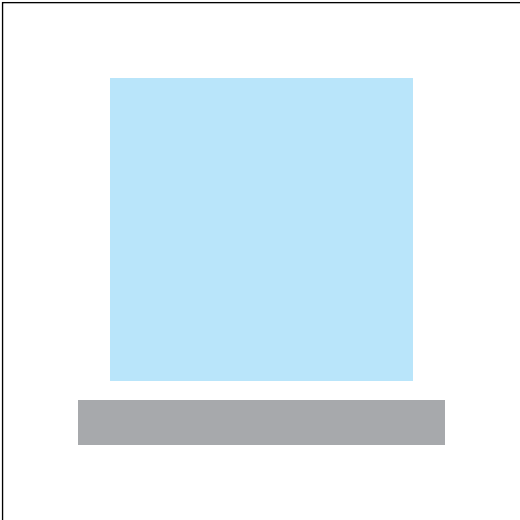
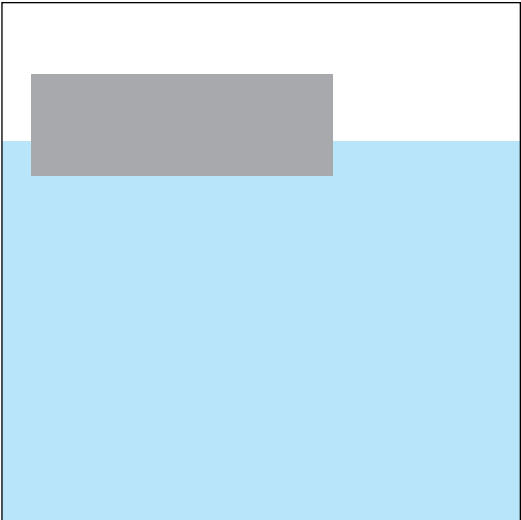
Kyoto

SKETCHES

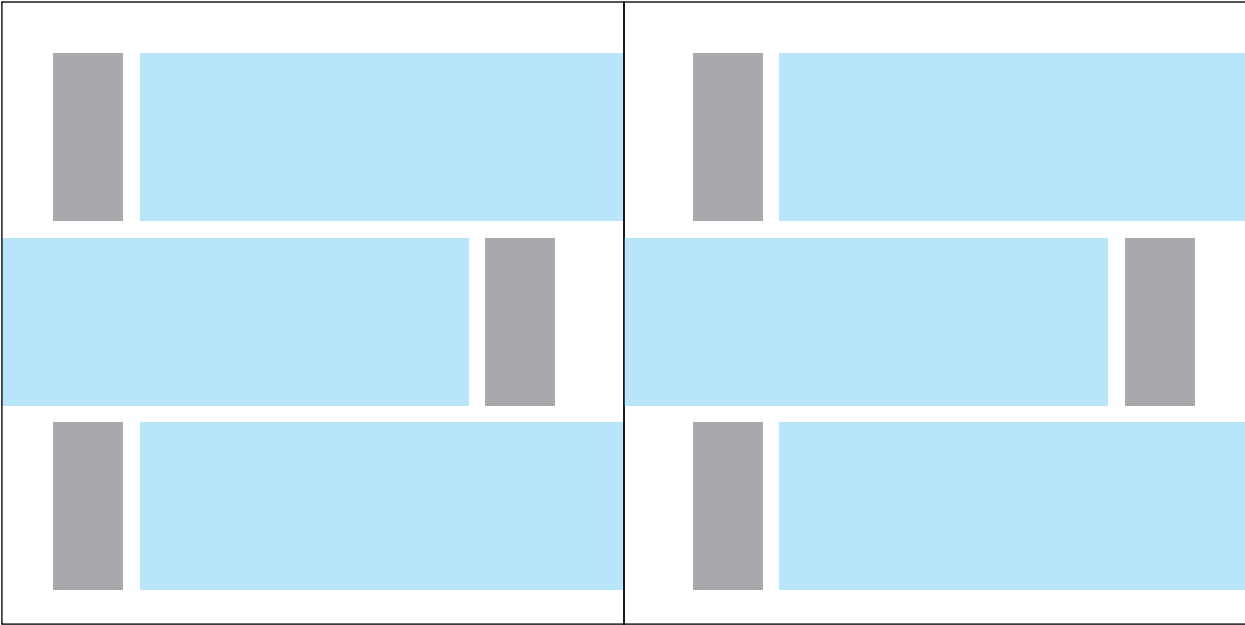
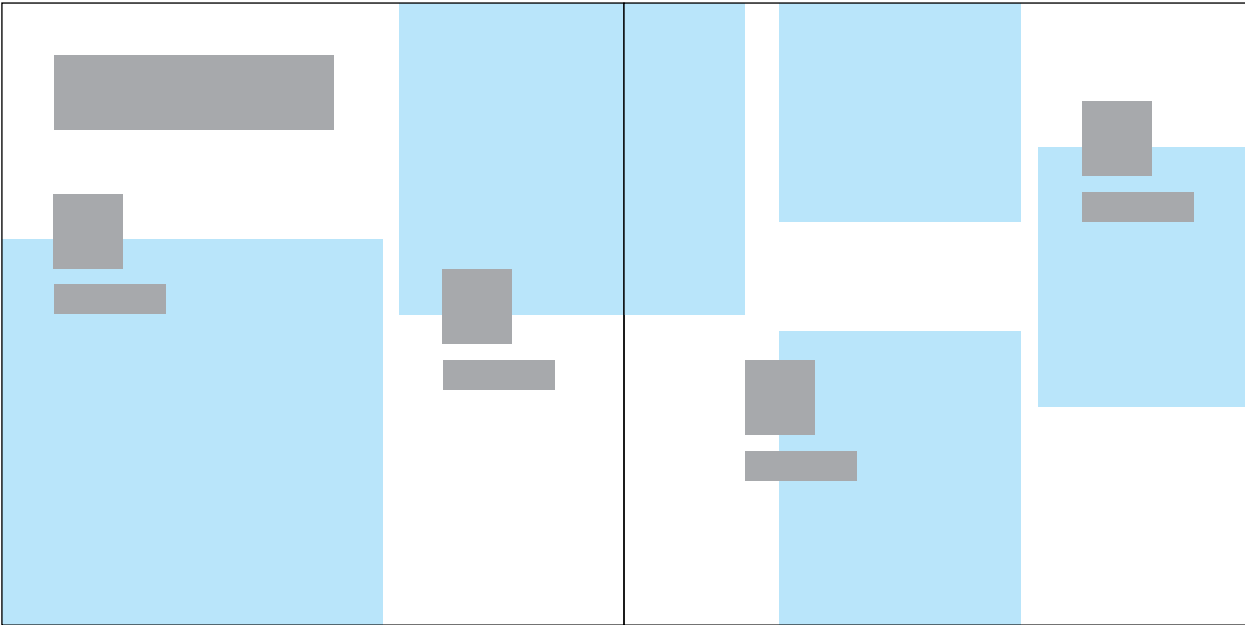


# LAYOUTS



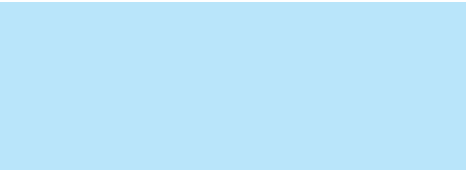
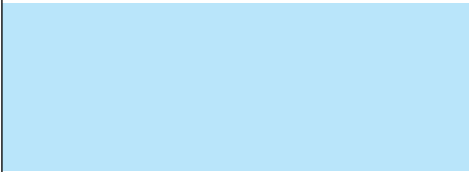

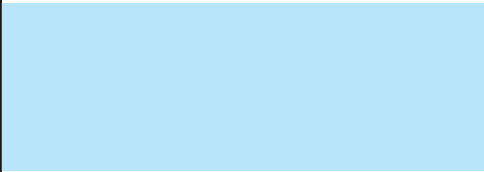


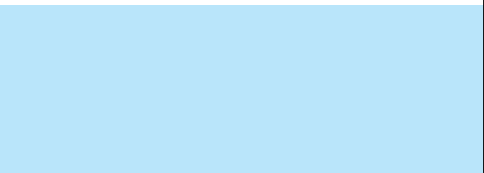

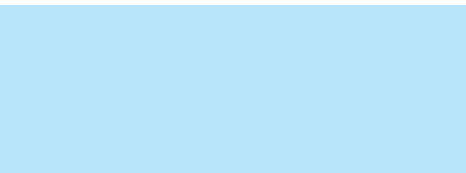
LAYOUTS- COVER



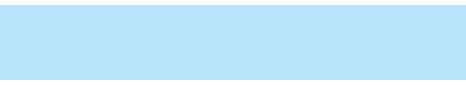
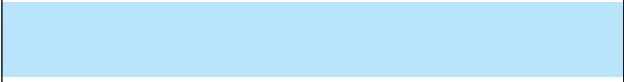
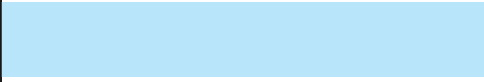

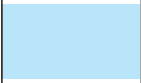

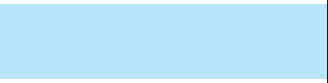

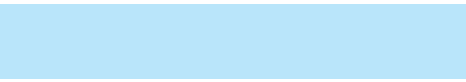
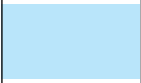
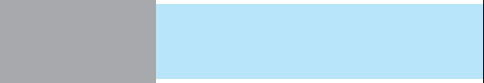
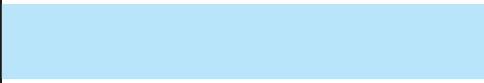

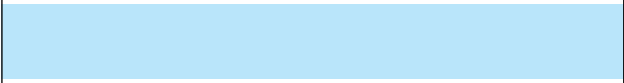

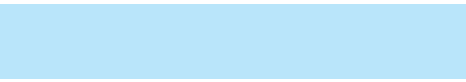



LAYOUTS- TABLE OF CONTENTS

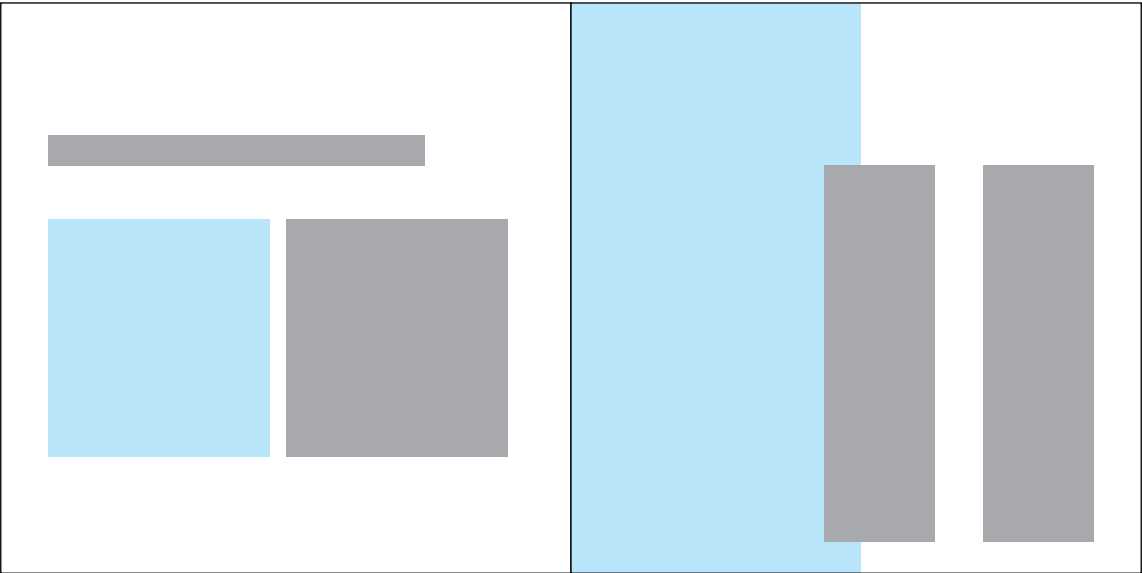
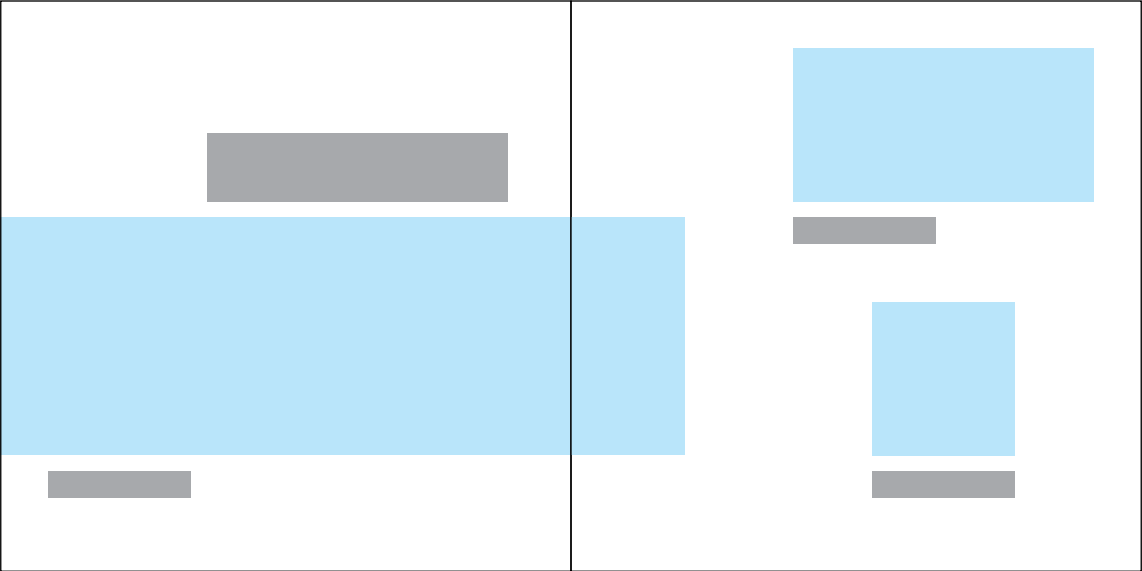


LAYOUTS- TABLE OF CONTENTS

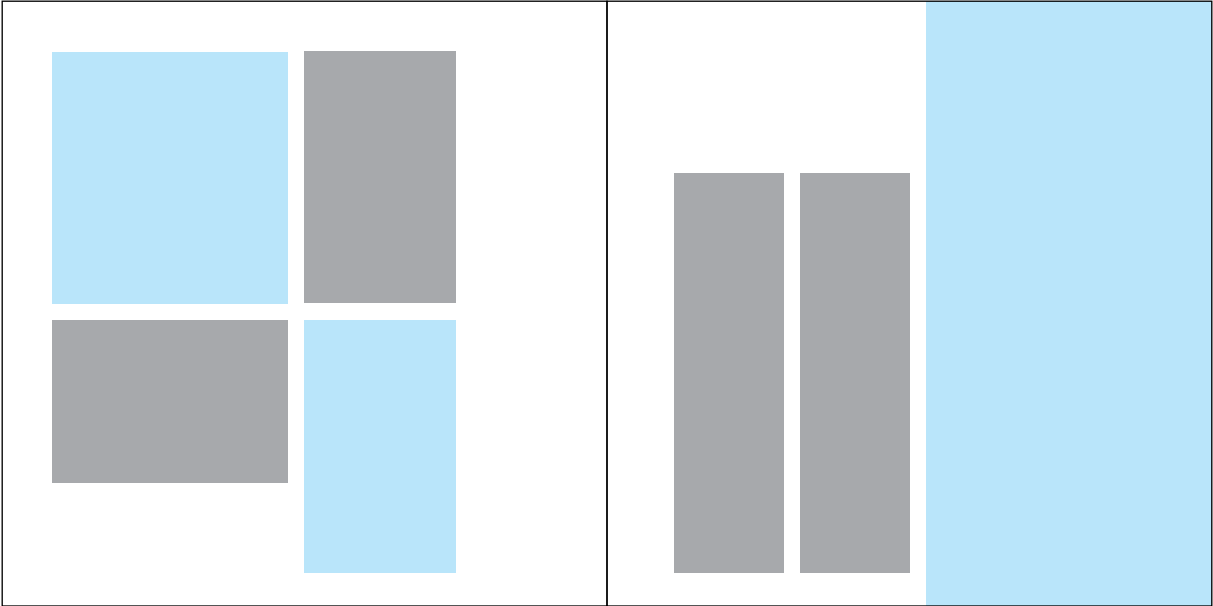
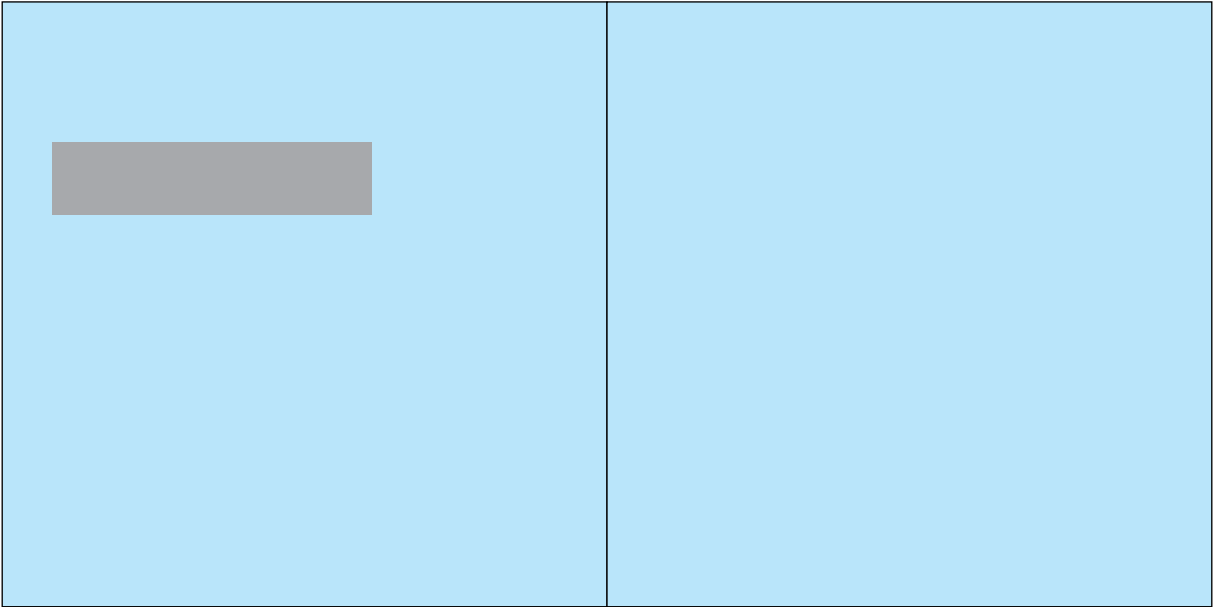
	 
	 
  	 
 	 
	  

LAYOUTS- MAIN SPREAD 1

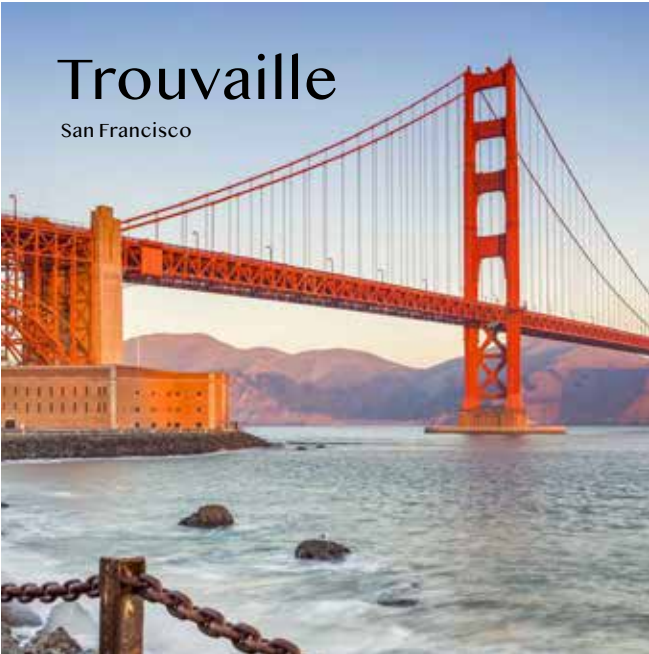
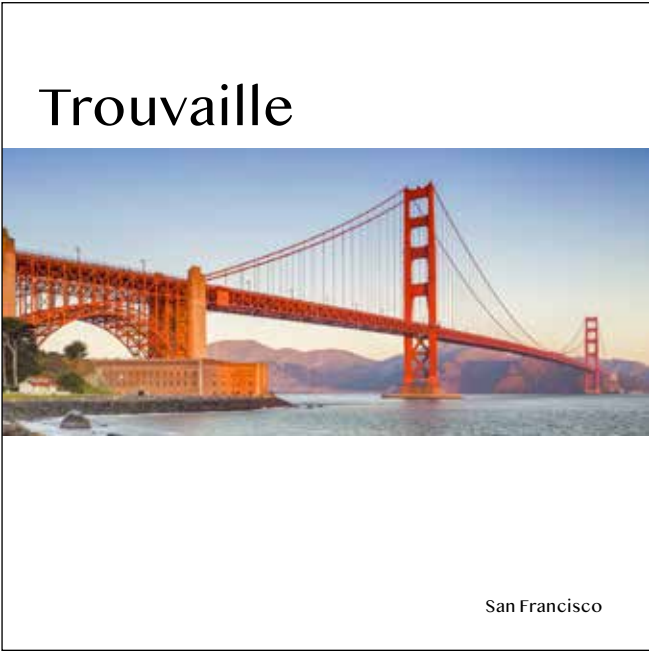
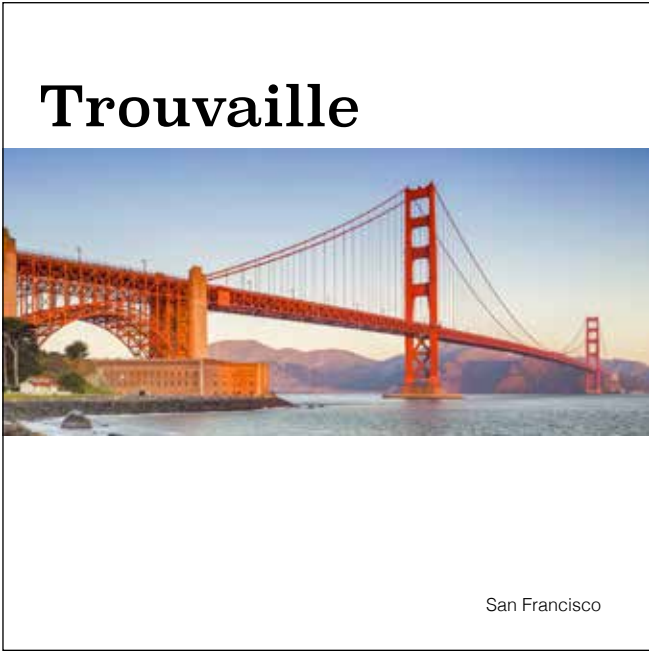




LAYOUTS- MAIN SPREAD 2



**FRONT COVER**



FINAL- COVERS

Title

**Trouvaille**



SAN FRANCISCO

Issue

**Trouvaille**



LAS VEGAS

**Trouvaille**



CHARLESTON

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ROUGHS- TOC




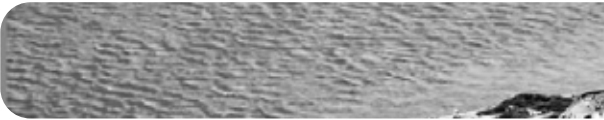


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	<b>12</b>	<b>17</b>
<b>Trouville:</b> (n.) A chance encounter with something wonderful	<b>23</b>	<b>27</b>

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	<b>12</b> CULTURE	<b>17</b> LODGING
<b>Trouville:</b> (n.) A chance encounter with something wonderful	<b>23</b> FOOD	<b>27</b> ACTIVITIES

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<b>Trouville:</b> (n.) A chance encounter with something wonderful	<b>23</b> FOOD	<b>27</b> ACTIVITIES

<p>article head</p> <p>toc number</p> <p>toc subheads</p> <p><b>Table of Contents</b></p> <p>Volume 1   Issue 5</p> <p><b>6</b></p> <p>SIGHTS</p> 	<p>toc subheads</p> <p>toc subheads flush right</p> <p>toc number flush left</p> 
<p>dot</p> <p>volume</p> <p><b>Trouville:</b></p> <p>(n.) A chance encounter with something wonderful</p> <p>toc def</p> <p>article main</p> 	<p><b>12</b></p> <p>FOOD</p> <p><b>14</b></p> <p>CULTURE</p> 
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# MAIN ARTICLE



# ROUGHS- MAIN ARTICLE

## Sights

LOMBARD STREET

PAINTED LADIES OF ALAMO SQUARE

CABLE CARS

### Top 4 Sights to See

#### 1. Golden Gate Bridge

The Golden Gate Bridge is one of the most visited San Francisco attractions. This 1.7-mile gem connects San Francisco with Marin County and points farther north. Originally finished in 1937, this free attraction in San Francisco opens its doors daily to visitors. The eastern side of the bridge has a large sidewalk for pedestrians. It opens just before sunrise each morning and closes after dark each night.

Either before or after your walk on the bridge, make sure to check out the small museum on the southern San Francisco side. You will learn a lot more about the bridge including some fun facts and history about it.

#### 2. Lombard Street

Have you heard about the "crookedest street" in San Francisco? That would be the road on our list of top San Francisco attractions, the crazy cornered Lombard Street!

This street features 8 hairpin turns all within a one block section between Hyde and Leavenworth Streets. You can walk down its sidewalks and admire its gorgeous flowers or take your turn at SLOWLY driving down it.

The best views of this free attraction are from the bottom of it at Leavenworth and Lombard Streets. If you do plan to drive, make sure to arrive as early as you can in the morning.

#### 3. Painted Ladies

The Painted Ladies of Alamo Square have always been one of the top San Francisco attractions. They became even more famous when they were featured during the opening credits of the TV show "Full House."

Thousands of visitors swing by Alamo Square to admire their beauty.

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## Sights

LOMBARD STREET

PAINTED LADIES OF ALAMO SQUARE

CABLE CARS

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# ROUGHS- MAIN ARTICLE

## Sights

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## Sights

THE BAY AREA'S GREATEST SHORT ESCAPES

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## 8 Sights You Need To See

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Thumbnail - San Francisco



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Thumbnail - San Francisco


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9

# SECONDARY ARTICLE



**Food**

Tremaine - San Francisco



12

**A**s the song goes, "If you're going to San Francisco, be sure to wear some flowers in your hair." We're going to amend that statement to say that you should also be sure to bring some stretchy pants. That's because San Francisco is a culinary mecca on par with some of the greatest cities in the world. From San Francisco sourdough to the original Mission burrito, the City by the Bay offers a bevy of famous eats that you can't experience anywhere else. Eight eats not enough? Check out our list of iconic eats by neighborhood.

**Anchor Steam Beer-** America's first craft brewery was founded here in 1896. The name harkens back to a time when brewers worked in primitive conditions. Using the cool climate of San Francisco's rooftops in lieu of ice to cool the wort. The warm liquid would steam when exposed to the night air, and the name stuck. Today, visitors can tour the brewery and enjoy tastings of this iconic San Francisco beverage.


**Irish Coffee from Buena Vista Cafe-** Ironically, the Irish coffee was not popularized on the Emerald Isle. It was commercialized in San Francisco, where Buena Vista Cafe co-owner Jack Koeppler challenged international travel writer Stanton Delaplane to help him re-create a highly touted "Irish Coffee" served at an airport in Ireland. The two experimented, ultimately crafting the perfect combination of hot coffee, Irish whiskey and whipped cream. Nowadays, the Buena Vista Cafe on Hyde Street reportedly serves up to 2,000 Irish coffees a day!

**Sourdough Bread from Boudin Sourdough-** No trip to San Francisco is complete without a bread bowl full of chowder from the Boudin factory. The Original San Francisco Sourdough (as Boudin calls itself) is the longest continually operating business in the city, having baked bread since Isidore Boudin perfected the recipe in 1849. The flagship factory on Fisherman's Wharf serves not only bread bowls but also animal-shaped loaves for the little ones.

Tremaine - San Francisco

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Tremaine - San Francisco

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# Food

Irish Coffee from Buena Vista Cafe



Trounville • San Francisco

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Sourdough Bread from Boudin Sourdough



Anchor Steam Beer

food color

# EXTRA ARTICLE



**History**

Perched atop hills and filled-in marshland at the entrance to one of the Pacific's largest natural harbors, San Francisco has had an outsized influence on the history of California and the United States. Originally a Spanish (later Mexican) mission and pueblo, it was conquered by the United States in 1846 and by an invading army of prospectors following the 1848 discovery of gold in its hinterland. The Gold Rush made San Francisco a cosmopolitan metropolis with a frontier edge. The great 1906 earthquake and fire destroyed much of the city but barely slowed its momentum; San Francisco barreled through the 20th century as a center of wealth, military power, progressive culture and high technology.

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Europeans sailed along the California coast (always missing the Golden Gate due to fog), the area was inhabited by the Ohlone-speaking Yelamu tribe. The first westerners to see the bay were members of the 1769 Portola expedition. Seven years later, Juan Bautista de Anza marched north from San Diego with a settlement party to establish a Spanish presidio and mission. By 1808 Mission San Francisco de Asis was the center of spiritual and material life for more than 1,000 neophytes drawn from local tribes.

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The city was lawless and wild, its Barbary Coast district full of prostitution and gambling. Six major fires broke out between 1849 and 1851. In 1859 the silver boom of Nevada's Comstock Lode again filled the city's docks and lined its pockets. Construction of the Central Pacific Railroad—funded by the "Big Four" businessmen Charles Crocker, Mark Hopkins, Collis P. Huntington and Leland Stanford—drew thousands of laborers from China. Although many were later forced to leave by exclusionary U.S. policies, San Francisco's thriving Chinatown quickly became the largest Chinese settlement outside of Asia.

Trendline • San Francisco



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**DEPARTMENT**

Thomson Reuters - San Francisco





## 5 Year-Round Fashion Tips



While San Francisco embraces an eclectic mix of styles and fashion, the easiest way to stand out as a tourist is to dress poorly for the cold, windy, and foggy marine weather.

In San Francisco, where the outlandish and subtle mix together, it's hard to look like you don't fit in. That is, unless you and your travel mates are wearing matching Fisherman's Wharf sweatshirts that scream, "I thought San Fran was supposed to be warm."

That always-sunny-beach stereotype? That's Southern California, not Northern California. The climate in San Francisco is generally mild year-round, its seaside location makes it cooler, windier, and foggier than other parts of California. Locals often joke that they only own one pair of shorts, and you're more likely to see them wearing a neutral-colored sweater with low-boots or sneakers than short shorts and a bikini top.

Figuring out what to wear in San Francisco is less about adhering to a specific style and more about understanding and preparing for its unique weather. To help you bring the right clothing on your trip to San Francisco, here's what to pack in your backpack to visit San Francisco any time of the year.

Thomson Reuters - San Francisco

**ALWAYS DRESS IN LAYERS**  
The City has a set of microclimates that, at any time of the year, might make it chilly and foggy by Ocean Beach but sunny and warm in The Mission (SF's sunniest neighborhood). Wearing layers lets you navigate the city, and shifts in temperature, comfortably.

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As an East Coaster, I grew up thinking, "If it's warm during the day, it'll be warm at night." That's not the case in San Francisco or much of the west coast. At any time of the year, the temperature can drop 20 degrees or more once the sun goes down. The wind also tends to pick up after lunchtime, further cooling things down.

**CLOSED-TOE SHOES ADVISED**  
I pretty much wear low boots and clogs year-round in San Francisco because, well, our streets are pretty gross. That's not to say you can't wear sandals, but you've been warned.

**AVOID FLOWY DRESSES**  
Wearing a short, flowy dress or skirt is a Marilyn Monroe moment waiting to happen in a city as windy as San Francisco. With afternoon gusts regularly reaching 15 mph or higher, you'll feel better in a fitted skirt or dress.

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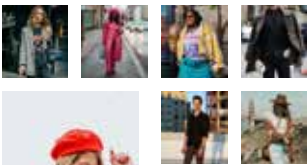

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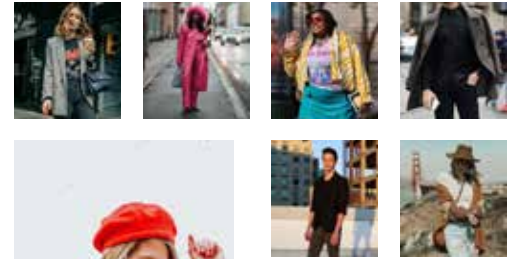
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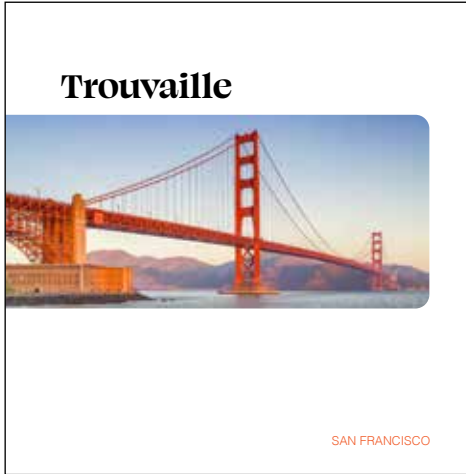
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# FINAL SPREADS



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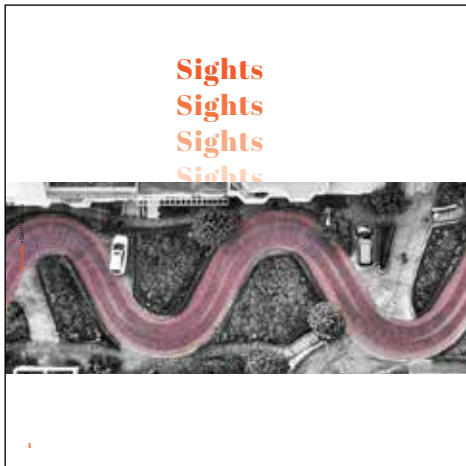
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**4** CABLE CARS

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**2** LOMBARD STREET

**8 Sights You Need To See**

**1 Golden Gate Bridge**  
The Golden Gate Bridge is one of the most visited San Francisco attractions. This almost 2-mile span connects San Francisco with Marin County, and many points farther north. Originally finished in 1937, this free attraction in San Francisco opens its doors daily to visitors. The eastern side of the bridge has a large sidewalk for pedestrians. It opens just before sunrise each morning and closes after dark each night. Either before or after your walk on the bridge, make sure to check out the small museum on the southern San Francisco side. You will learn a little more about the bridge including some fun facts and history about it.

**2 Lombard Street**  
Have you heard about the "crookedest street" in San Francisco? That would be the next on our list of our top San Francisco attractions, the crazy-curved Lombard Street! This street features 8 hairpin turns all within a one-block section between Hyde and Leavenworth Streets. You can walk down its sidewalks and admire its gorgeous flowers or take your turn as SLOMO driving down it. The best views of this free attraction are from the bottom of it at Leavenworth and Lombard Streets. If you do plan to drive, make sure to arrive as early as you can in the morning.

**3 Painted Ladies**  
The Painted Ladies of Alamo Square have always been one of the top San Francisco attractions. They became even more so famous when they were featured during the opening credits of the TV show "Full House."

**4 Cable Cars**  
Another one of the must see (and must ride!) San Francisco attractions is our historic cable cars. These cars have been cruising around SF's streets since 1873. In the late 1800s, many wealthy SF residents were building or living on the top of some of our highest hills. It was difficult for the horses and carriages to safely get up and down these hills. That is why the city of San Francisco started to build cable car lines. By 1899, we had 8 different cable car lines running through the city. Today, there are still 4 lines running that service these cable car routes. Two of them run from Fisherman's Wharf to Union Square. The third runs up the hill from the Financial District to Nob Hill.

**Insider's Tip:**  
The best time to visit the Painted Ladies of Alamo Square is in the afternoon. The front of the houses face west and you will get the best pictures when the sun shines on them in the early to mid afternoon.



**5**



**7 Union Square**  
Meet on my list of top San Francisco attractions is Union Square. Situated in the heart of downtown SF, this beautiful square and district offers so many fun things to do.

You can learn more about it on a free walking tour or you can stroll around on your own as you shop the day away. You will also find some great events right inside Union Square such as Union Square Live which runs in the summer and the Christmas tree that calls the square home throughout the holidays.

Union Square is also full of galleries and amazing restaurants, it's also one of the most popular places to stay because it has a large number and variety of hotels in addition to a great central location.

**8 Alcatraz Island**  
One of the top booked San Francisco attractions is Alcatraz Island. This old prison complex was originally opened in the mid-1850s as a US military fort. In the early 1930s, it was turned into a military prison. Finally, in 1934, it became a large maximum-security federal penitentiary. The last federal prisoner was Alcatraz in 1983 as the prison shut its doors. In 1973, the island opened to the public for tours.

Each tour to visit Alcatraz includes a ferry ride to and from the island, a self-guided audio tour of the main prison building, and a chance to explore several other buildings while you are there. I recommend getting tickets a few hours to the trip. I also getting tickets for earlier in the day.

**6**

**7 Castro District**  
Our famous LGBTQ+ district, the Castro, is another must see attraction in San Francisco. This colorful district is full of history and there are always interesting activities going on.

This district was transformed into one of the first gay districts in the US during the 1960s and 1970s. As more and more families moved to the suburbs, the LGBTQ+ community saw this as the perfect place to call home.

One of the most famous residents in the Castro was Harvey Milk. He was an outspoken gay political activist that was the first openly gay man to win a seat in the San Francisco Board of Supervisors. Make sure to check out some of the famous spots in Castro and around the district from his museum. There are many ways to explore this district including taking a guided walking tour, visiting the great Q&BT museum, or just hanging out there and spending some time checking out its unique shops.

**8 Palace of Fine Arts**  
The Palace of Fine Arts is a true attraction in San Francisco's Marina District. It was originally built for the 1915 Panama-Pacific Exposition, an important event that put SF back on the map after the devastating 1906 Earthquake and Fire. It's only one of the structures from the event that is still standing.

The buildings that are for the expo were designed to only stay standing for a short period of time, so by the late 1950s this building needed a significant amount of more retrofitting. This is the reason the building was taken down to its frame and almost completely rebuilt in 1965.

During your visit here, you will get the chance to walk along the gorgeous outdoor paths, get a closer look at the detail of its design, and take some amazing photos. It's also one of my favorite places for a picnic or to just spend time relaxing on the lawn.

You can stop by during the day or at night when it's beautifully lit.

**7**

**"San Francisco is the only city I can think of that can survive all that thing you people are doing to it and still look beautiful."**  
Frank Lloyd Wright

**6**

**Food**



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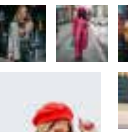



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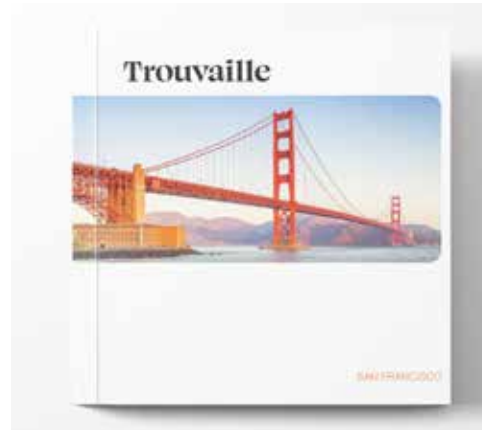


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# MOCK-UPS: FINALS



# MOCKUPS



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