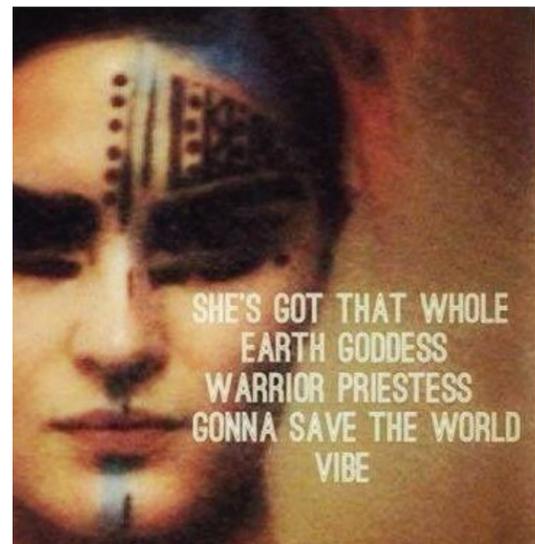




Alchemy



Moodboard: 2

Shimmering Alchemic Transformations

Concept: Alchemy is any magical power or process of transmuting a common substance, into a substance of great value. The word exudes a sense of tremendous electricity and excitement, and potential for change.

Keywords: electric, exciting, earthy, raw, honest, suspended, smooth, sparkling

Potential Typefaces: Lovers Quarrel, second TBD

Designer: Kate Young