

Sample color Palette



Sample Patterns, Textures & Backgrounds



Sample Graphics



Sample Typography

McMURDO MEATS, LLC

Font: IglooLaser

Penguin patties & Seal weiners - yummmmm!

Font: Estrangelo Edessa

Page content text sample:

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

Font: Arial

Designer Notes

My concept, which uses no artistic values at all, uses a color palette that starts off with red, white and blue! From there, it utilizes several lighter shades of blue, representing the color of Antarctic ice. it's also the color you turn after several hours of hunting the little critters that are turned into chops and burgers.

There is one 'ice-covered font, representing Antarctica - 'the ice'. The other fonts will be chosen for their readability.

Other Designer Elements

