




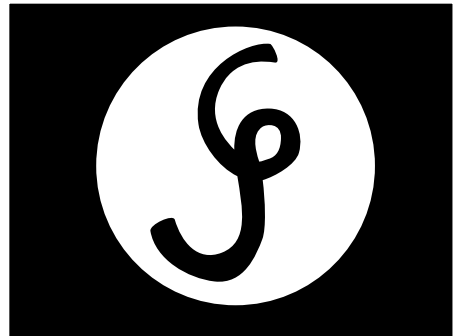
# Safeway Scarf

# Mission Statement

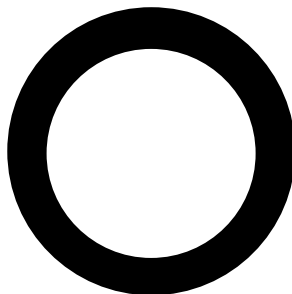
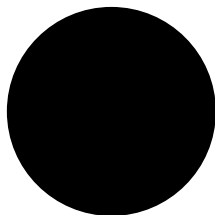
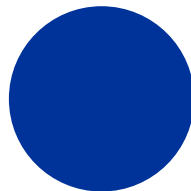
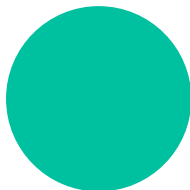
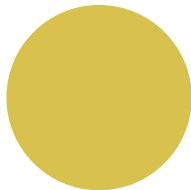
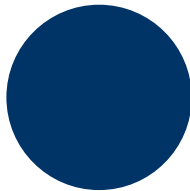
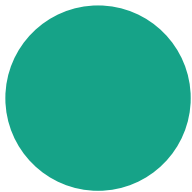
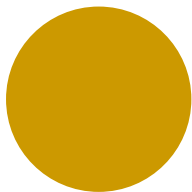
Our goal is to allow people with breathing problems such as asthma to live a more comfortable life without worry.



# Logo/Signature



# Color Palette





**Safeway  
Scarf**



**Safeway  
Scarf**



**Safeway  
Scarf**



**Safeway  
Scarf**



# Alternate Signature

**Safeway  
Scarf**

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Scarf**

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**Safeway Scarf**

**Safeway Scarf**

**Safeway Scarf**

**Safeway Scarf**

# Typography

## Balzano

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

## Aldus

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz



## Berliner Grotesk Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

## Arbitrary Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

# Item Tags



# Business Card



# Letterhead



Safeway Scarf inc.  
Serena Dworzynski  
P: 970-368-0545  
P.O. Box 000000  
Dillon, CO 80498  
safewayscarf.com

August 28, 2011

First Last Name  
Street Address  
City, State 00000

Dear :

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean ut ipsum eget massa hendrerit vestibulum vel in velit. Donec pretium neque velit.

Aliquam porta lectus nec mauris ornare venenatis. Vivamus non est turpis, et cursus sem. Mauris vehicula erat in diam auctor at bibendum nisi lacinia.

Morbi imperdiet neque vehicula nunc convallis gravida. Vestibulum iaculis pretium placerat. Integer consequat, est sit amet facilisis eleifend, nibh nibh varius orci, eget dapibus arcu dui non purus. Pellentesque in magna mauris. Duis enim sapien, dictum vitae condimentum a, pulvinar vel lacus. Mauris et molestie nibh. Vestibulum vitae nulla at metus elementum porta sit amet interdum elit. Nulla sollicitudin neque eu nulla volutpat congue.

Etiam pellentesque, velit id dapibus fermentum, turpis sapien ornare dui, ac tincidunt ligula odio congue purus. Nunc sed ante dui, in porta lectus. Cras nec sem lorem. In hac habitasse platea dictumst. Maecenas id diam quis dui porta tristique. Sed id egestas felis. Donec ullamcorper mattis posuere. Phasellus fermentum eleifend tortor vel dapibus. Vestibulum ante ipsum.

Sincerely,

Serena Dworzynski