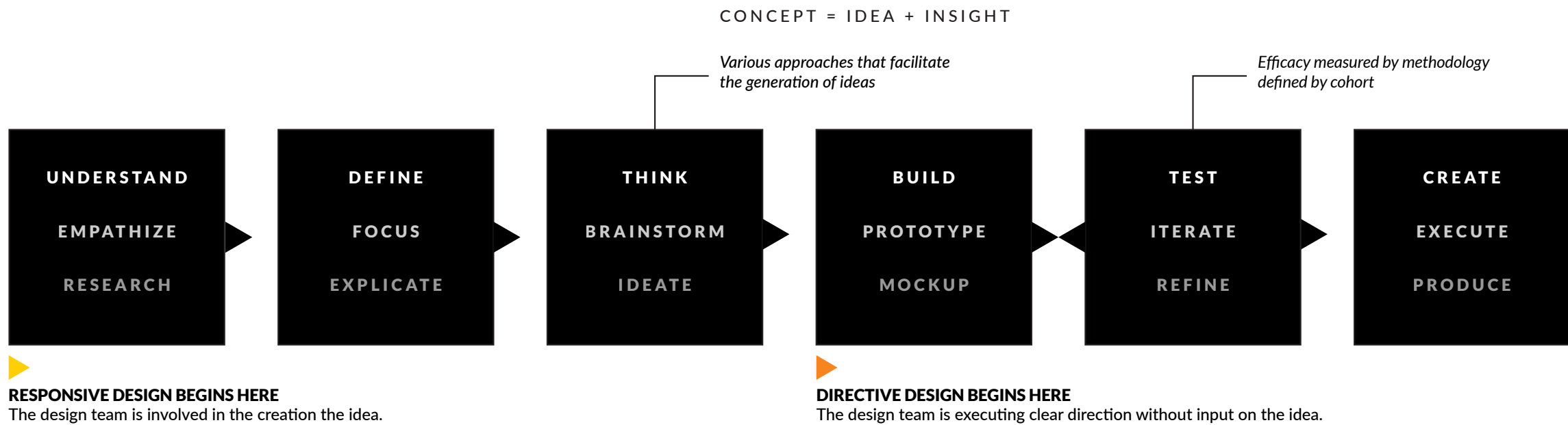
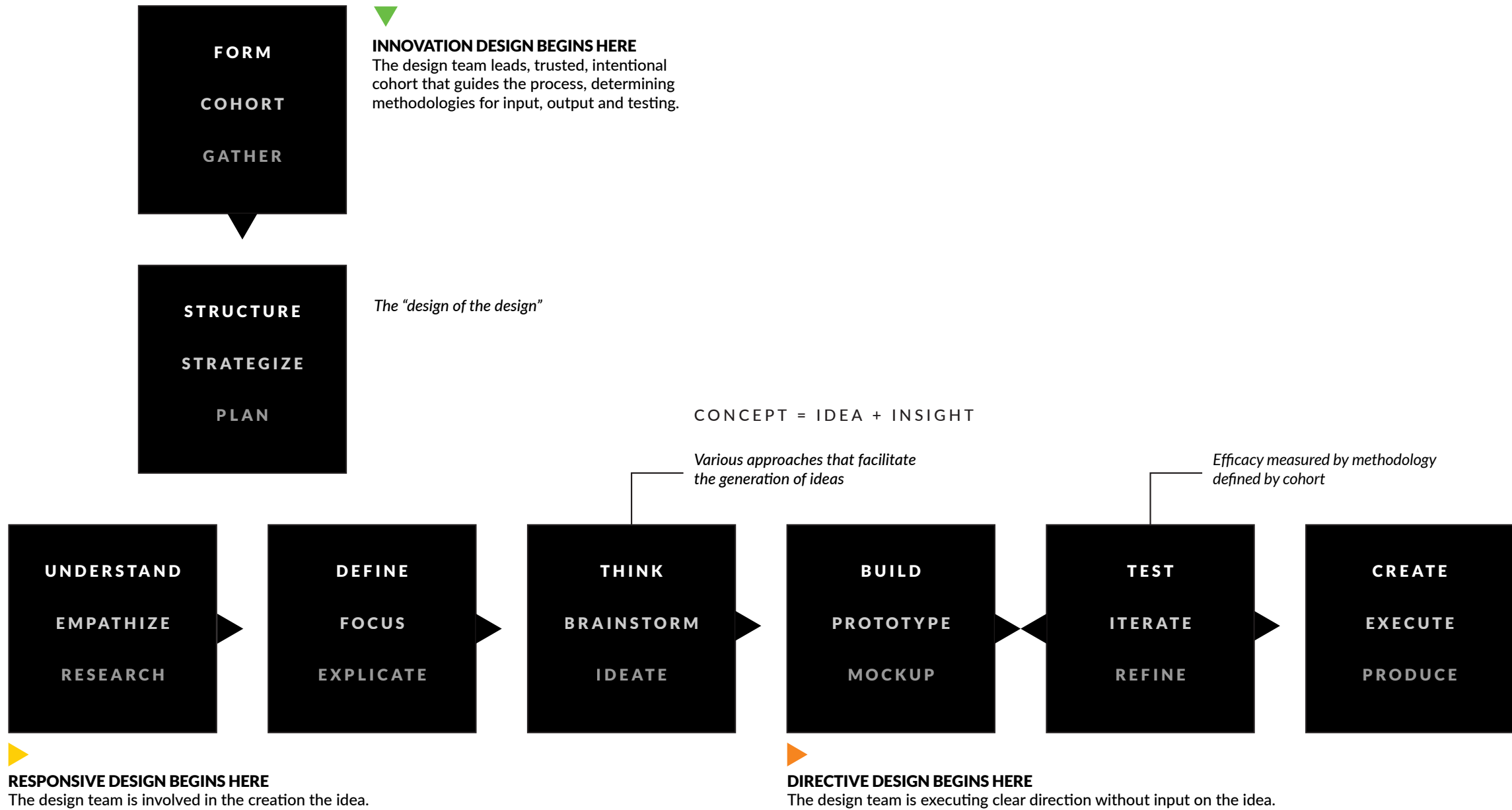


DIRECTIVE DESIGN BEGINS HERE
The design team is executing clear direction without input on the idea.





modified Potra font

NI&

ADELNIR

1 2 3 4 5 6 7 8 9 0

N E D E R L A N D

Grounded & Uplifting

Old meets new in our typography

Helvetica, a stalwart in typography, establishes a strong visual foundation for headlines and copy with its clean and timeless design. Renowned for its neutrality, it ensures optimal clarity and readability.

To introduce a blend of modernity and foundation, the selective integration of the Potra font, particularly in the ampersand, serves as a strategic choice. Potra's dynamic characteristics, with its contrasting style, injects a subtle but impactful creative dimension. This intentional pairing adheres to principles of typographic harmony, leveraging Helvetica's stability as a base while allowing Potra to introduce a contemporary flair.

The interplay of these two fonts not only adheres to sound typography theory but also achieves a delicate balance, grounding the design in tradition while uplifting it with a touch of innovation.

N E D E R L A N D



Whimseys & Boops

These design elements (affectionately known as boops) introduce a human, bespoke, non-digital touch.

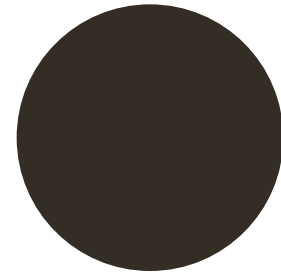
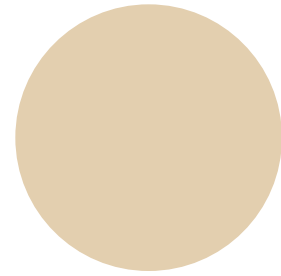
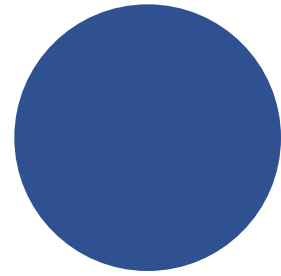
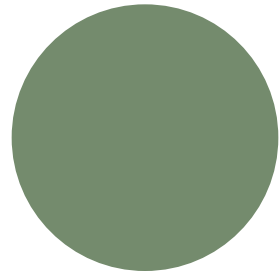
These small motifs are crafted using paper mâché, providing a sustainable and environmentally conscious approach to design. By incorporating soil from the local area into the coloring process, Makenzie adds a natural and earthy aesthetic and establishes a deep connection between the artwork and its place of origin. By utilizing recycled junk mail as the base material for these, we make a statement on sustainability and creativity, turning discarded materials into versatile and visually captivating elements.

Each element speaks to a specific facet of Nederland.

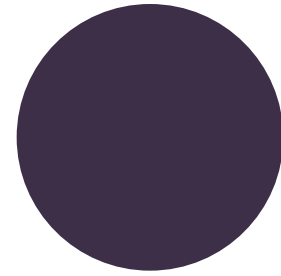
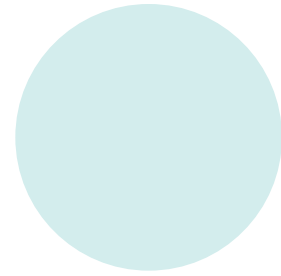
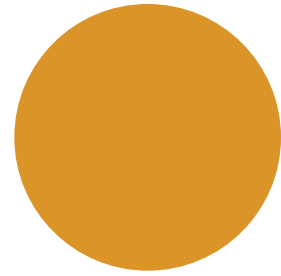
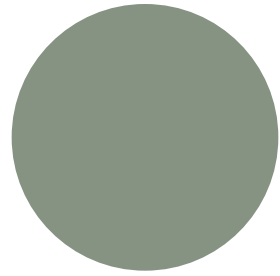
Beyond their aesthetic and practical appeal, these serve as a symbol of responsible and responsive design practices. They not only elevate the visual experience of the brand but also carry a meaningful narrative about environmental stewardship and the potential for beauty to emerge from unconventional materials. Whether incorporated into the visual identity, "Boops" represent a creative and eco-friendly design element that resonates and reflects the community of Nederland.



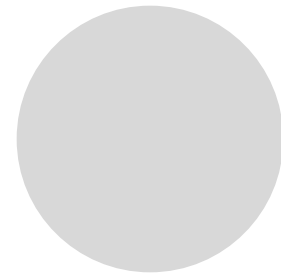
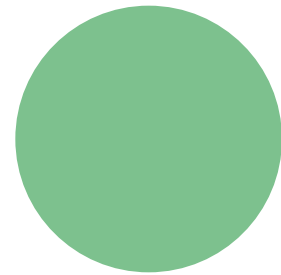
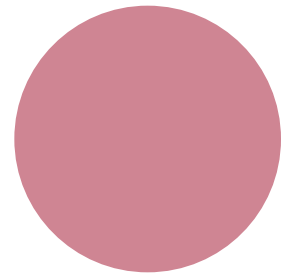
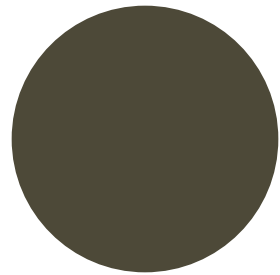
Blue



Misty



WIII

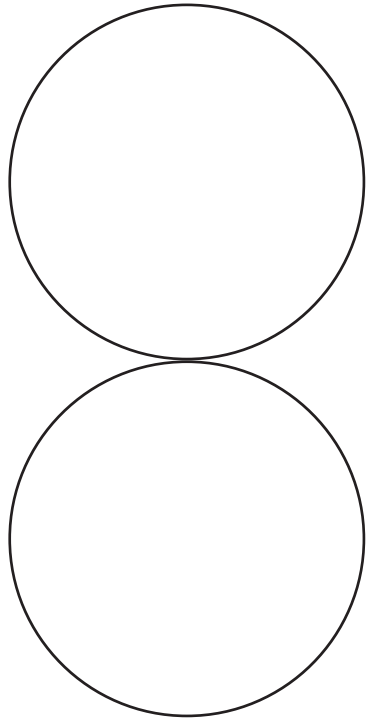


Parks & Recreation

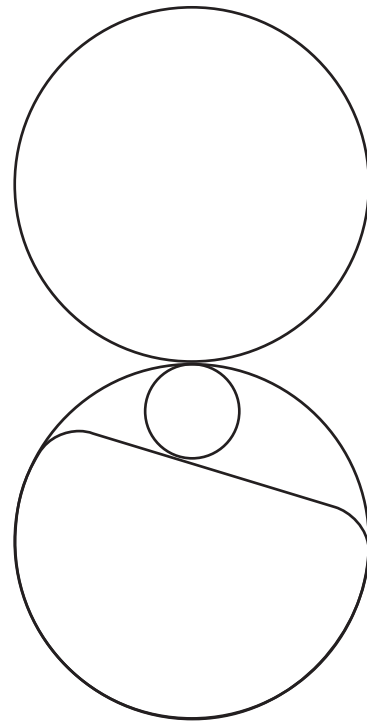


[step back & look closer]

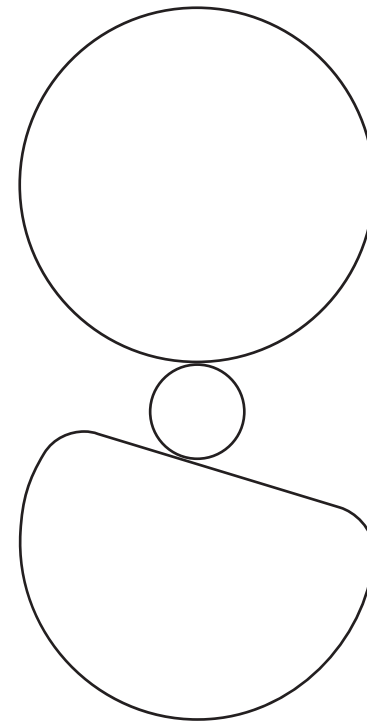
N E D E R L A N D



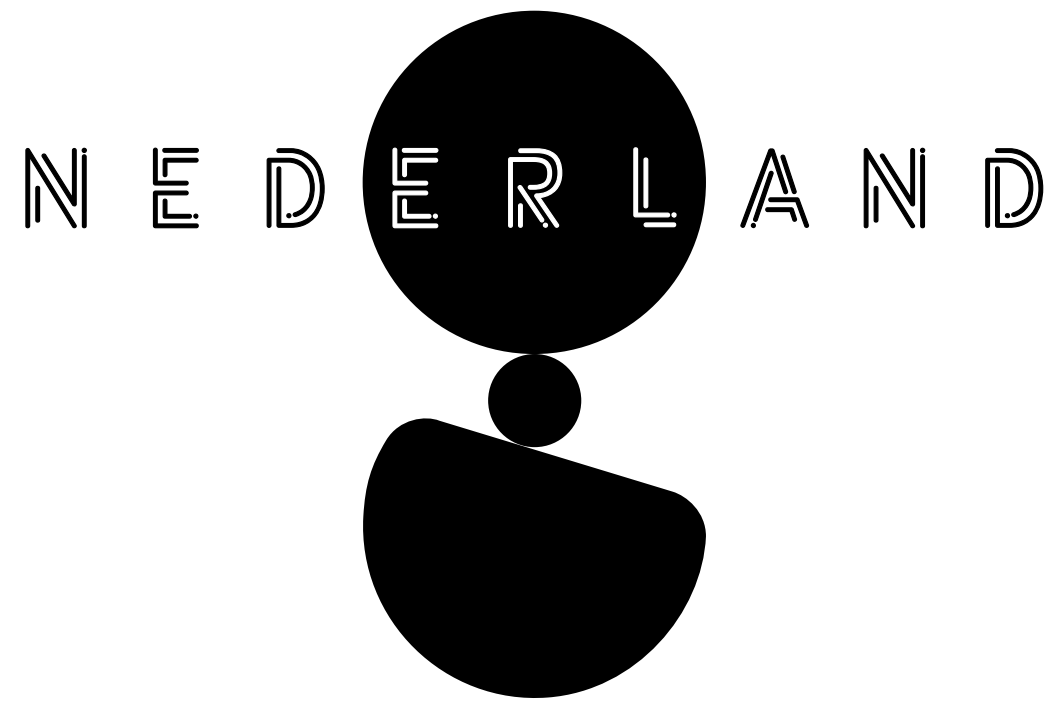
duality



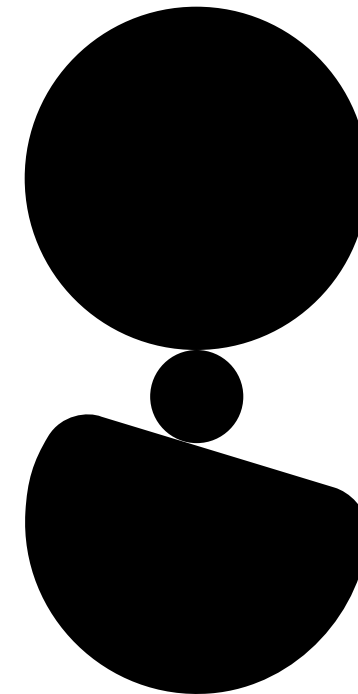
ascent + focus + balance



deconstructed + organic + symbolic

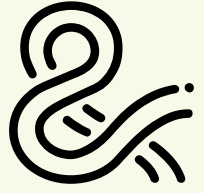


[step back & look closer]



N E D E R L A N D

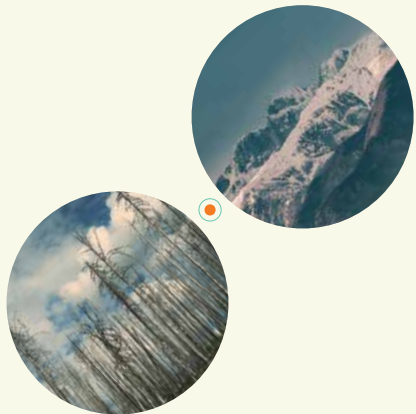
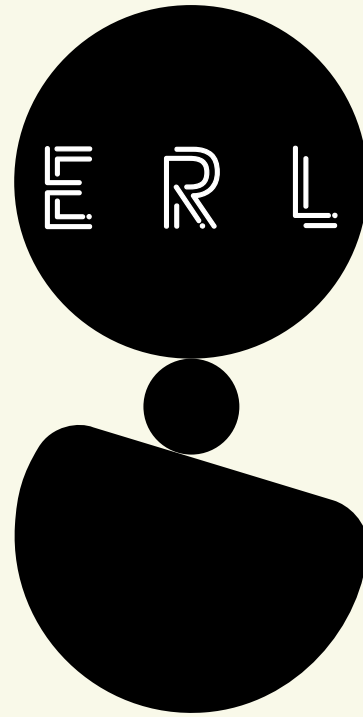
[step back & look closer]



[step back & look closer]



N E D E R L A N D



Fire & Safety

Parks & Recreation



[step back & look closer]

N E D E R L A N D

[step back & look closer]

NEDERLAND



Music & Art

Amidst the sylvan splendor of Nederland, ensconced in the cradle of the Colorado Rockies, the annual sonorous soiree, known henceforth as the Nederland Music Festival, unfurls its dulcet tapes-try to beguile the denizens and wanderers alike. The quaint hamlet, shrouded in coniferous grandeur, beholds a transmutation into a haven of melodic rapture. The festival, held beneath the celestial gaze in an al fresco amphitheater, beckons with an eclectic array of minstrels, traversing the sonorous spectrum from folk balladry to the vivacious strains of rock, encapsulating the very essence of this mountain sanctum.

As the diurnal luminary makes its descent beyond the craggy silhouettes, the festival metamorpho-ses into a luminous pageantry of resplendent hues, where iridescent globes and ephemeral lanterns bespeak an otherworldly allure. Familial clans gather upon woven spreads, compatriots convene round effulgent pyres, and a sense of communal spirit hangs in the night air, thick as the fragrance of pine. Local purveyors proffer an assortment of comestibles, artisanal in craft and delectable in essence, as the marketplace thrums with the vibrancy of handcrafted wares, imparting an authentic charm to the proceedings. The Nederland Music Festival, a corporeal manifestation of the hamlet's collective ethos, transcends the mere manifestation of melody; it is an ode to the town's cohesive spirit and the ineffable enchantment intrinsic to intimate gatherings in this antediluvian enclave.

In the bosom of Nederland, where the crystalline waters of Barker Reservoir mirror the craggy coun-tenance of its mountainous custodians, the festival becomes a stage for the melodious progeny of the soil. Emerging bards, hewn from the local loam, intertwine their sonorous strands with those venerable troubadours of established repute. The festival, an intimate panorama, begets an atmo-sphere of camaraderie and genuine rapport, dissolving the linearity between the auditory artisans and their audacious audience. In the alchemy of a rustic milieu and dulcet resonance, Nederland's Music Festival becomes not merely an event, but a cherished tradition—an auditory symphony that amalgamates the soul of the community with the primordial echoes of nature, echoing in the hearts and crags of this Victorian-styled idyll.

[step back & look closer]



[step back & look closer]

N E D E R L A N D

Fire & Safety

December 12, 2023



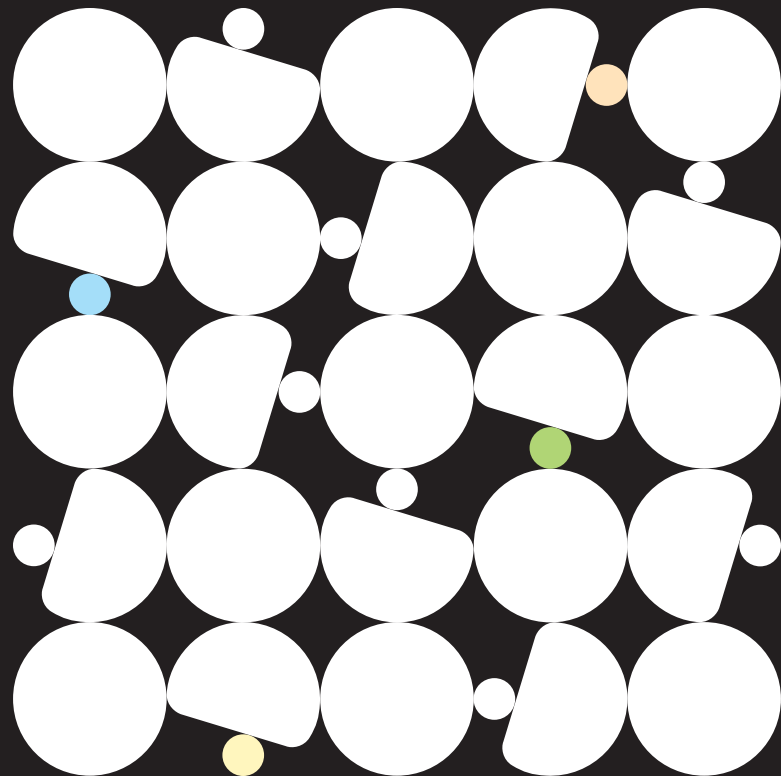
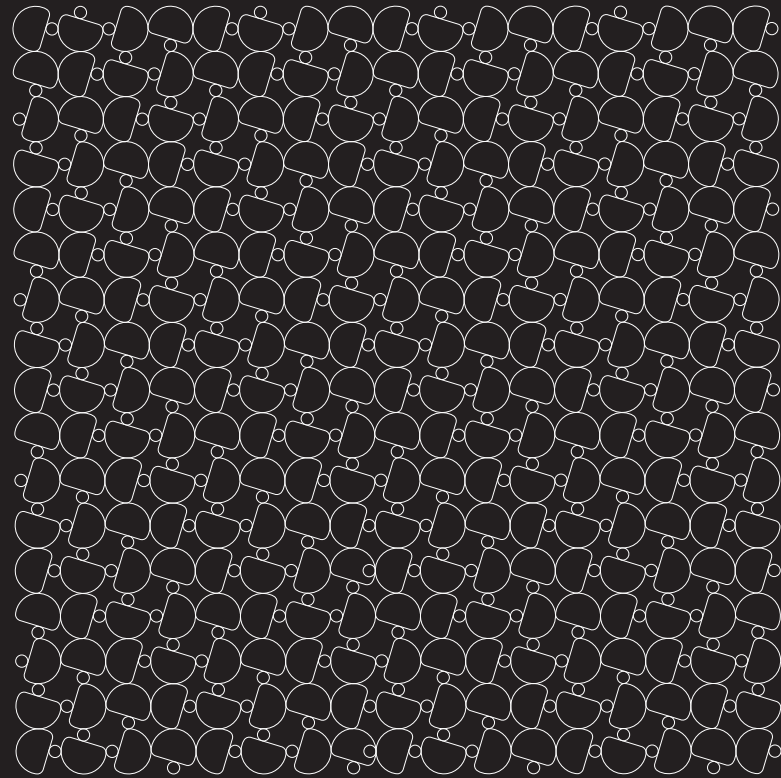
Currently, our town is experiencing a period of **heightened forest fire danger**. This increased risk is due to several factors, including extended dry spells, unusually high temperatures, and an abundance of dry vegetation in our surrounding forests. These conditions create a perfect setting for wildfires, and **it's crucial for everyone in our community, including visitors, to be aware and take extra precautions during this time**. Our collective vigilance and careful actions are key to preventing potential disasters and protecting our homes, families, and the natural environment of Nederland.

To ensure the safety of our town, we strongly recommend that all residents strictly follow local fire safety guidelines and regulations. This includes avoiding any **open burning**, using **outdoor cooking equipment** with utmost care, and ensuring that **cigarettes are properly extinguished** and disposed of. We also advise creating a defensible space around your homes by **clearing away dry leaves, branches, and other flammable materials**.

By working together and being proactive, we can significantly reduce the risk of forest fires in our community.



N E D E R L A N D



N E D E R L A N D

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[step back & look closer]