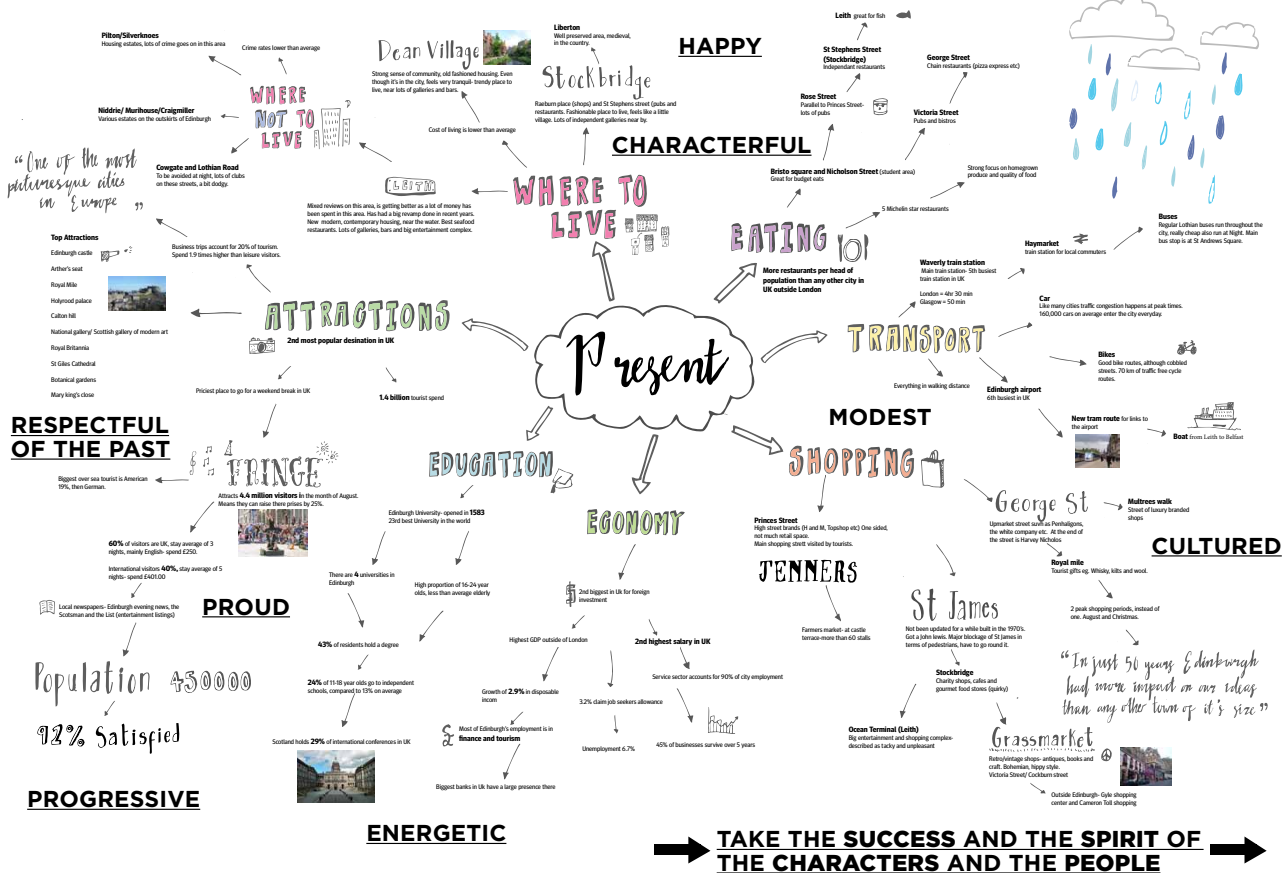
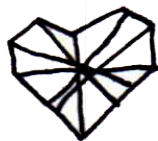


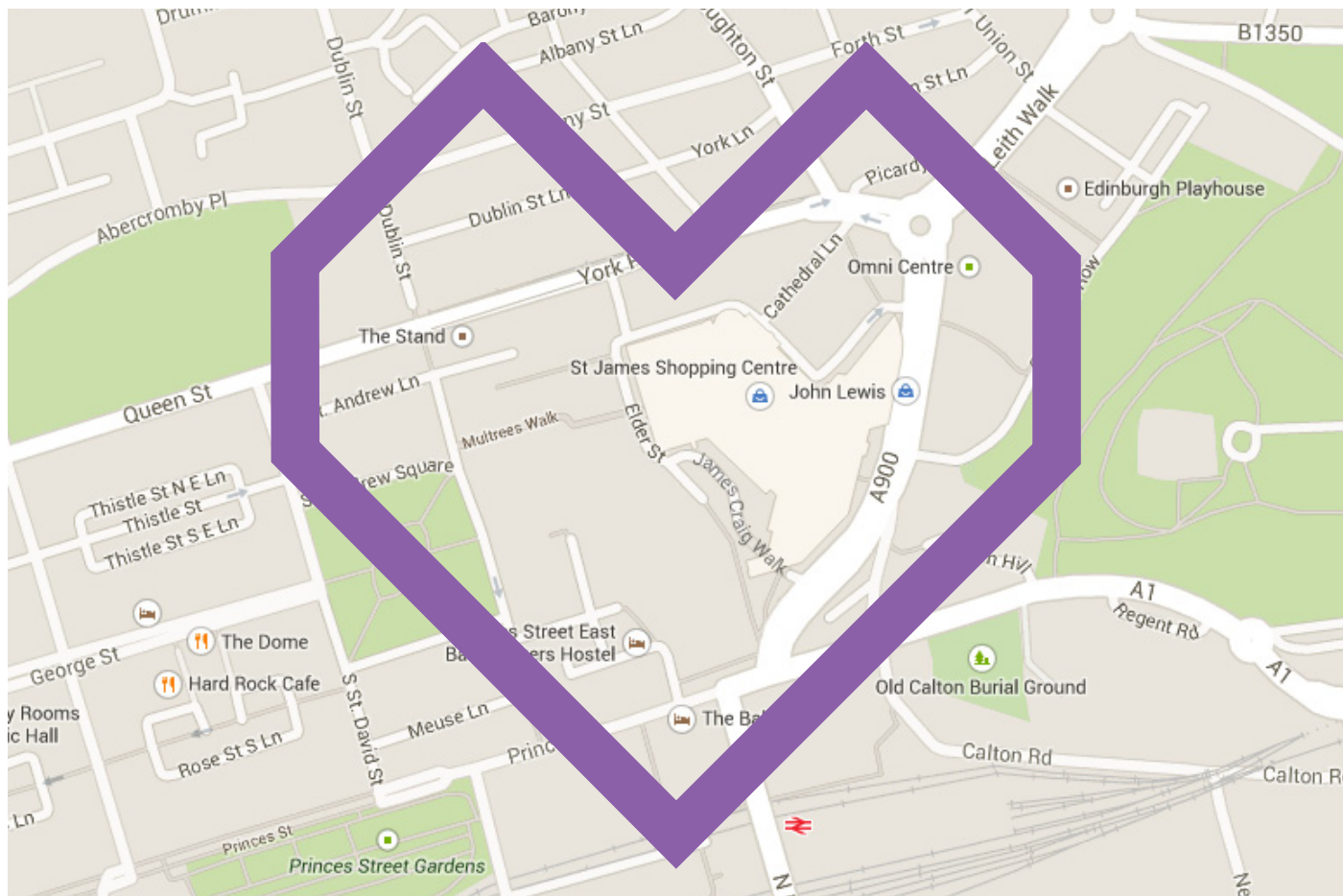


# Research



## Initial ideas





Lock-up

**ST JAMES**



## The Lockup

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ST JAMES

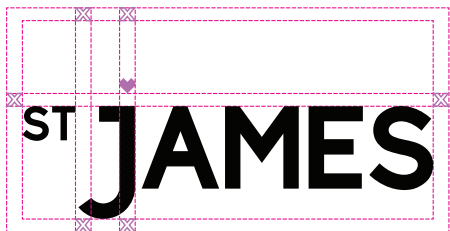
## Lockup Negative

---

ST JAMES

## Symbol

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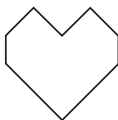
## Colour Palette

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### St James Purple

R: 175, G: 113, B: 175



### White

R: 255, G: 255, B: 255



### Black

R: 0, G: 0, B: 0

## Secondary Colours

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## Strapline

---

St James  
makes my heart beat a little faster.

## Primary Typeface: Biko Bold

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
!@+-1234567890

## Secondary Typeface: Trade Gothic

---

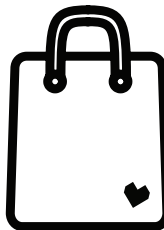
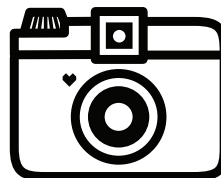
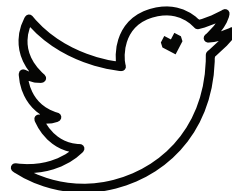
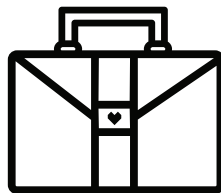
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
!@+-1234567890

## Application

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## Icons



OPENS



SHOP



EAT



ST JAMES MAKES  
MY HEART BEAT  
A LITTLE FASTER



WORK



TODAY'S WEATHER  
LIGHT RAIN 12 °C



STAY







ST JAMES

**MAKING A LIST FOR SANTA  
MAKES MY HEART BEAT A LITTLE FASTER**



<sup>ST</sup> JAMES

CATCH UP WITH FRIENDS  
MAKES MY HEART BEAT A LITTLE FASTER



<sup>ST</sup> JAMES

**FIRST DATE NERVES  
MAKES MY HEART BEAT A LITTLE FASTER**