

concept - A



*typographic solution that ties in elements  
of current branding and festival logos*

concept - B



*same typographic solution from A without current branding elements*

concept - C

MEN**DOCINO**  
COUNTY **ALMOST**  
**FRINGE**  
**FESTIVAL**  
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*staggered type solution with emphasis on "DO" in Mendocino*

concept - D



*type block solution with emphasis on "DO" in Mendocino*