



1. Caroline's preferred colour palette 2. magnolia - one of Caroline's favourite flowers 3. garden by Eckersley Garden Architecture - a designer Caroline finds inspiring 4. a Spacecraft print - another of Caroline's favourites 5. The Encyclopaedia of Illustration 6, 7 & 8 Concept development for logo 9. Final logo concept 10. Alternative logo concept requested then rejected by Caroline 11. Business card concept development 12. Final business card concept 13. Letterhead concept development 14. Final letterhead concept 15. Final printed pieces

