

Brighton Principal Shopping District

Downtown Brighton is a bustling community and a popular meeting point between Detroit, Lansing, Ann Arbor and Flint.

When you arrive in the center of town, you enjoy the cluster of restaurants, cafe's, and shops along the shore of a millpond where families stop to feed the ducks, or go play on the gym set.

The Principal Shopping District, in charge of the marketing initiative for the downtown, needed to determine their identity and develop a web site that would be the primary tool to communicate all the downtown has to offer.

We designed the logo with a classic approach, with a hint of waves featuring the Millpond that attracts visitors for a walk on the "Tridge."

The new web site is getting great feedback. As quoted in the Livingston Daily, "This is nothing short of incredible," Mayor Pro Tem Ricci Bandkau said after viewing a demonstration.



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