

Establishing some branding elements for the City of Middletown's Pridefest was a pro bono labor of love. Empowering them to do more with those assets was the cherry on top. These posters not only promoted the event on Main Street and through social media, but also were templates for additional materials that the event committee could need. Assets were loaded into a shared workspace on user-friendly Canva, so that the client could create posts, posters, and other graphics, and we could provide support or adjust designs for them as needed.