

# THE BUTCHER

Digital painting  
Copywriting  
UX design  
Advertising

**The Butcher** | Self-expression platform  
Freedom of speech for Nicaragua

**Objective** | The project objective for The Butcher was to raise awareness about the current socio-political crisis in Nicaragua, while providing a way for people to express themselves in a safe space that allows Nicaraguan and U.S citizens to share news, art, and information about the current crisis which started back in 2018.

**Concept** | With the intention of motivating people to speak up against the human rights violations in Nicaragua, the concept for The Butcher was inspired by the censorship of free speech and attacks that people have endured throughout the past years, with the intention of telling the stories of people who have suffered.

**Theme** | Particularly focusing on street art and guerrilla campaigns, The Butcher adopts a thematic resembling graffiti used to speak out in favor of those who cannot speak for themselves. This campaign seeks to show visuals that display the urgency of the matter while displaying art in a way that speaks to the emotions of the viewers.

**Materials** | The campaign deliverables includes a website, guerilla advertising, and app to facilitate the use of the platform while raising awareness of the current issue. In addition, it provides a space for Nicaraguan citizens to have access to unbiased news and be able to speak up about the situation. The visuals used throughout the guerrilla campaign are carried out to the app and website for cohesiveness and to maintain visuals in brand.



Phase I

- Violence in Latin America.
- The conservation of nature within large cities.
- Fair trade for developing countries.
- Reducing food waste in the United States.
- Freedom of Speech in authoritarian countries.
- Protection of Human Rights in developing countries.
- Feeding the homeless.
- [Socio-Political crisis in Nicaragua.](#)
- Enforcing environmental laws.
- The protection of endangered species.
- Medical attention in rural areas.
- Protection against unjust government force.
- Media censorship.
- Drug trafficking in Latin America.
- Protection of refugees.

Phase II

- Violence in Latin America.
- Fair trade for developing countries.
- [Socio-Political crisis in Nicaragua.](#)

Final Topic Choice

[Socio-Political crisis in Nicaragua.](#)

Project Overview

Research a social issue or cause of interest and develop a concept that allows you to communicate extensive information in order to educate people, or raise awareness of this issue. Create content heavy deliverables that will display in-depth research and keen knowledge on the issue at hand, while also developing market analysis of your audience and to whom it will be directed.



Socio-Political Crisis in Nicaragua

In 2018, the Nicaraguan government issued a law to increase taxes and lower benefits for pensioners. This led to pacific protests in the streets of Managua. Shortly after, the government started using force against the protesters in the attempt to avoid turmoil. Due to this, multiple people were injured, and 11 casualties were recorded after just one day of protests. After seeing how the government was violating the people's human rights of freedom of speech, citizens changed their demands and ordered President Daniel Ortega to step down from power. Multiple National dialogues took place but they never reached a consensus. Almost two years later, the situation remains the same and the government has taken control of independent media channels to prevent news from sreading internationally, mainly because of the atrocities that have been committed, along with human right violations and censorship of free speech.

I've decided to tackle this issue because it is personal to me and I see it as my duty to raise awareness of the current situation in Nicaragua. There is incredible potential to bring light to this social issue because of how urgent and fresh it is; in addition, this campaign will allow people from other countries to be aware of what is going on in Nicaragua and could potentially be interested in helping out one way or the other.



## Raise awareness

Will raise awareness of the issue at an international level, campaigns will be shared throughout the United States with the goal of reaching to as many people as possible and potentially get help from international forces and organizations to defeat dictatorship in Nicaragua and review human rights violations that have taken place throughout the years.



## Empower citizens

There is a huge opportunity to bring back the fearless nature of citizens who have suffered crimes from government forces so that they feel empowered to speak up against what they endured and share their stories with the world so that everyone understands what people have gone through since the beginning of the crisis back in April 2018.



## Self-Expression

This will allow people to express themselves through creativity and for them to have a platform where they are allowed to share their stories and experiences in a safe space where they can be anonymous if they wish. This platform will also expose some of the beautiful artwork that has been created throughout these two years, which represent the pain that people have been through.

## Concept I | Silent Screams

Censorship of Independent Media

Centered around the censorship of free speech in Nicaragua, this concept is meant to shed light on the victims of this social/political crisis during the past year. The main goal is to express the feelings of frustration, desperation, and helplessness that people in Nicaragua have been facing amidst a government who's goal is to suppress its people and prevent self expression against their authoritarian regime. This concept gives a voice to people who died during the crisis and no longer have the chance to express themselves or tell their stories.

- Empoverished
- Powerless
- Supressed
- Frustrated

**DELIVERABLES:**

- Website
- Book series (3)
- Posters



## Concept II | The Butcher

Freedom of Speech

"As seen from the country's point of view." The concept is centered around the way people in Nicaragua have been able to express their frustration against the government, which is through social media posts, cartoons and memes. This concept creates a connection between the fear each citizen has for expressing themselves, but challenges them to speak out against the atrocities of the government by any means (anonymous). Serves as an incentive to leave fear behind and express themselves.

- Terror
- Satirical
- Strenght
- Unfiltered opinion

**DELIVERABLES:**

- Guerrilla campaigns
- Motion media
- Website



## Concept III | Invisible Truth

Human rights violations

This concept tackles the lack of awareness around the world from what has been going on in Nicaragua. Due to the large number of media that has been shut down to prevent news from spreading about the current situation, this concept is meant to call for attention to important historical landmarks that have been destroyed. It's meant to parallel the before and after crisis and destruction of these landmarks in conjunction with the destruction of human lives in Nicaragua.

- History
- Poverty
- Destruction
- Broken innocence

**DELIVERABLES:**

- App -> informative
- Brochures & posters
- Ad campaign





Studio II - Notes

**SILENT SCREAMS**

Socio-political Situation in Nicaragua.

**CONCEPT #1**

Silent Screens - Censorship of Freedom of Speech.

- Desperate
- Powerless

Deliverables: Website (Timeline), Books (3), Posters

\* From the perspective of people who have died.

**CONCEPT #2**

**INVISIBLE TRUTH**

\* Tackling lack of awareness of the events in Nicaragua.

Deliverables: App → Inform of events, Ad campaign, Brochures → Posters

**CONCEPT #3**

The Butcher → Government

\* As seen from the country's point of view. - Allegory to Animal Farm and the heinous acts of the government against the people.

\* Social media - Platform (comics).

\* Website.

Notes

Assignment topic: Socio-political ~~crisis~~ in Nicaragua.

**Re-cap:** Started in 2018 when the government cut down on social security benefits, this led to people protesting, but the government took a violent turn and 30 people died during this manifestation.

After this, a semi-revolution started where it's the government using violence against unarmed civilians.

**CONCEPT #1**: Silent screams.

- Basically from the perspective of people who were "silenced" or killed during the past two years.
- Story-telling approach to shed light on the censorship of free speech.

**CONCEPT #2**: INVISIBLE TRUTH.

- Tackles lack of awareness around the world because the government of Nicaragua has control over the media (tv, radio, newspapers) except social media.
- Focuses on the destruction of our historical landmarks and creates a parallel between the destruction of infrastructure and the destruction of human lives.

**CONCEPT #3**

Notes: The Butcher

- \* A platform for self-expression against the government's actions.
- \* Third Option.

\* Website:

- Timeline of events
- Free forum for posts
- Information on latest news.

\* APP.

\* Motion media short videos.

③ \* Reform increased income and payroll taxes 0.75 percent while reducing lumpsum and payments by 5 percent.

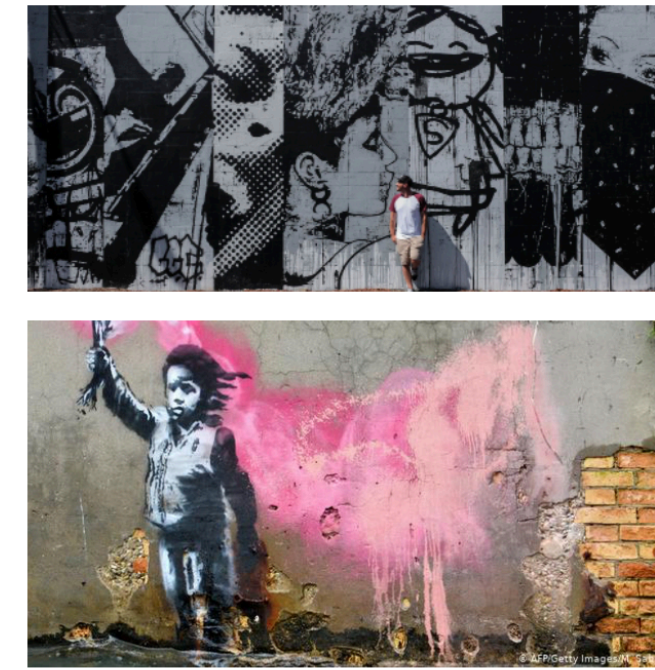
③ \* Largest uprising since the end of civil war.

③ \* Media blackouts.

① \* Protesters call for Ortega's resignation.

CONCEPT | The Butcher

"As seen from the country's point of view." This concept is based on how people have found a way to express themselves through social media despite the **censorship of radio, television, and print newspapers** in Nicaragua. Their self-expression mainly consists of memes, cartoons, and illustrations to show what people experienced and their disapproval of the Nicaraguan government. This concept creates a connection between the **fear** each citizen has for expressing themselves, but challenges them to **speak out** against the atrocities of the government by any means. Serves as an incentive to leave fear behind and voice their opinions in a safe place.



BOUCHERIE BLOCK  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

Montserrat medium  
abcdefghijklm  
nopqrstuvwxyz

Target Market

**PRIMARY**

/Young adults  
/Male & female  
/20-30 y/old  
/College graduate  
/Single  
/Income 40k  
/Ambitious, outgoing, active, self-driven.  
Interested in social causes and politics, up to date with news around the world.

**SECONDARY**

/Working Professionals  
/Male & female  
/35-40 y/old  
/College graduate  
/Married or single  
/Income 60k  
/Creative, innovative, independent.  
Enjoys outdoor activities, inspired with new projects, likes to read, extroverted and compassionate personality.

Goals

**Inform** people in the U.S about the crisis in Nicaragua and spread awareness of the facts. **Create a platform** that allows current Nicaraguan citizens and refugees to voice their thoughts, opinions, and have a place to keep updated on current events and **news** from Nicaragua.

Word Lists

- |         |            |
|---------|------------|
| Society | Bold       |
| Dark    | Expressive |
| Change  | Unfiltered |
| Freedom | Pain       |
| Safety  | Crisis     |
| Reality | Suffering  |
| Reveal  | Patriotism |

Deliverables

- Guerrilla Campaign
- Website/app
- Brochure



Sourced: BBC News

<https://www.bbc.com/news/world-latin-america-44398673>

This article talks about the information about the victims but above all, it gave a brief summary of the events that took place before and during the crisis. This source will be used to create the website timeline to explain the events in a concise way.

Sourced: Al Jazeera

<https://www.aljazeera.com/indepth/features/year-nicaragua-crisis-uncertainty-scepticism-prevail-190416172049648.html>

In this article, the author explains what have been happening a year after the events in Nicaragua took place, it clarifies that oppression continues as citizens still cannot express their discomfort with the government in fear or being imprisoned.

Sourced: Human Rights Watch

<https://www.hrw.org/world-report/2019/country-chapters/nicaragua>

This website explains a thorough analysis of the human rights violations that have taken place since the crisis in 2018, up until this day. Even though attacks on civilians have decreased, many of them still continue, such as the incarceration of people who participated in the pacific protests, many of them have not been let out since the beginning of the crisis.

Sourced: The Guardian

<https://www.theguardian.com/world/2018/sep/07/nicaragua-strike-latest-news-ortega-crisis-opposition-protesters>

As I mentioned previously, the economy of the country suffered enormously due to the strikes and the protests which took place for more than 5 consecutive months. This article shares the perspective of international studies showing how Nicaragua's economy has been greatly affected and continues to be threatened.

Sourced: Nacla

<https://nacla.org/news/2018/07/11/unexpected-uprising-crisis-democracy-nicaragua>

As the protests started back in April 2018, NACLA reported each event in a list that summarizes the events since the beginning until the end of 2018. This article is important and will also be useful for the creation of an accurate events timeline.

Sourced: CBS News

<https://www.cbsnews.com/news/nicaragua-undergoing-worst-political-crisis-in-countrys-history-journalist-carlos-fernando-chamorro-says/>

This article talks about the 2018 crisis as the "worst political crisis" that Nicaragua has been through since the revolution. Carlos Fernando Chamorro, a Nicaragua reporter, describes the atrocities and human right violations by paramilitary forces and how this escalated and led to an increase in the number of casualties from beginning until today.

Street art



rough color scheme



Nicaragua crisis



Montserrat Medium

After developing three approaches to brainstorming, I gathered lists of words I saw relevant within the three exercises and combined them into lists. Then I gathered the six most powerful words that repeat throughout the other three lists. These are the words I will try to evoke with my campaign.

Avenir Next Condensed Medium

After developing three approaches to brainstorming, I gathered lists of words I saw relevant within the three exercises and combined them into lists. Then I gathered the six most powerful words that repeat throughout the other three lists. These are the words I will try to evoke with my campaign.

Acomin Variable Concept Medium

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Baskerville Display PT

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Apple Symbols

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Kohinoor Bangla

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Gill Sans

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Pingfang SC

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THE BUTCHER PLATFORM

AVENIR NEXT CONDENSED BOLD

AVENIR NEXT CONDENSED MEDIUM

AVENIR NEXT CONDENSED REGULAR

AVENIR NEXT CONDENSED ULTRA LIGHT

THE BUTCHER PLATFORM

BOUCHERIE BLOCK BOLD

BOUCHERIE BLOCK BOLD ITALIC

BOUCHERIE BLOCK ITALIC

BOUCHERIE BLOCK REGULAR

HEADLINES

DIN CONDENSED BOLD

SAIRA STENCIL ONE

BODY COPY

Montserrat Medium

“As seen from the country’s point of view.” The concept is centered around the way people in Nicaragua have been able to express their frustration against the government, which is through social media posts, cartoons and memes. This concept creates a connection between the **fear** each citizen has for expressing themselves, but challenges them to **speak out** against the atrocities of the government by any means (**anonymous**). Serves as an incentive to leave fear behind and express themselves.

APPLICATION

Website/phone & brochure

Guerrilla Campaign

Guerrilla Campaign  
Website/phone  
Brochure



Primary



**DEMOGRAPHICS**  
/Young adults  
/Male & female  
/20-30 y/old  
/College graduate  
/Single  
/Income 40k

**PSYCHOGRAPHICS**  
/Ambitious, outgoing, active, self-driven.  
/Interested in social causes and politics, up to date with news.



Marketing techniques

This particular group of people is generally exposed to various social issues and is familiar with daily news because of their interest for the world around them. The way I play to reach this audience is through the website, the goal is to have a strong social media presence so this audience will eventually reach the website and read more about this issue. This will then lead them to share the content they have read with people around them, this is how this social campaign is designed to raise awareness almost instantly, and mainly through visuals.

Secondary



**DEMOGRAPHICS**  
/Working Professionals  
/Male & female  
/35-40 y/old  
/College graduate  
/Married or single  
/Income 60k

**PSYCHOGRAPHICS**  
/Creative, innovative, independent, extroverted.  
/Enjoys outdoor activities, seeks inspiration for new projects, likes to read.



Marketing techniques

This demographic tends to be highly educated but does not have a strong social media presence through which we could communicate our message; therefore, I seek to reach this audience by taking artwork to the streets and allowing the visuals to speak for themselves. This demographic will hopefully feel compelled to research more about the crisis in Nicaragua and find our website, which will be included in the mural artwork. After reading the content, this market will most likely share their experience with other people through word of mouth.

Strengths

- This is an important issue that many people are not aware of.
- The message will reach audience through interesting visuals.
- It is fresh and new. This is a fairly recent issue.
- This problem hasn't been turned into a campaign.
- There are multiple pieces of artwork created by victims.
- This will raise awareness about Nicaragua's other political issues.
- Can potentially lead to change.

Weaknesses

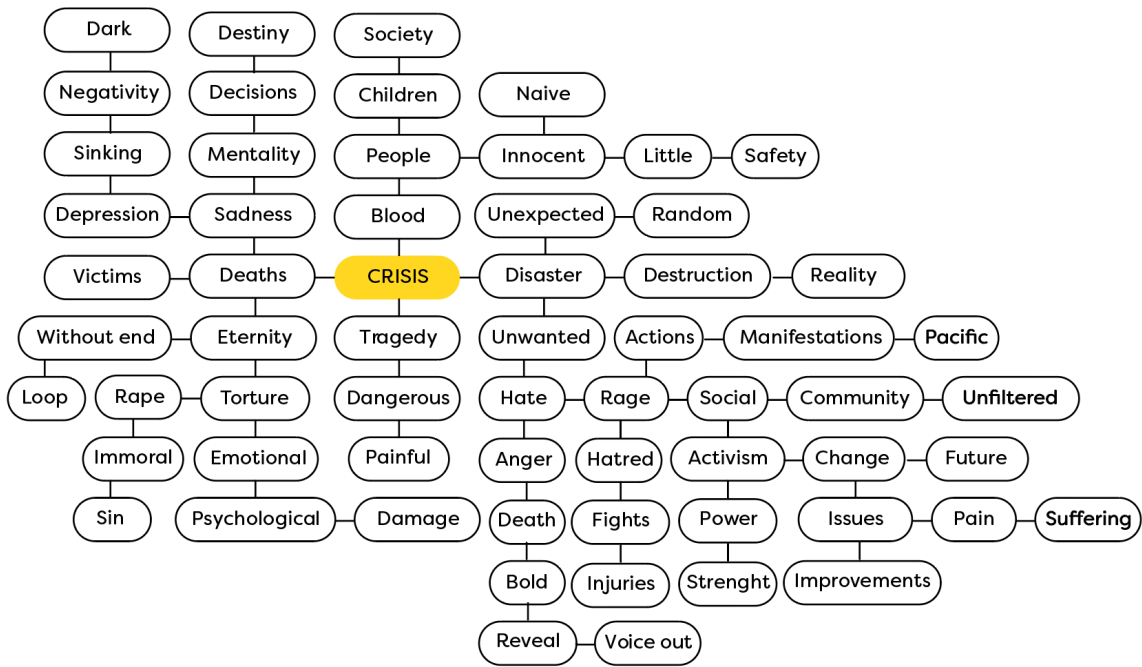
- Most of the refugees are scared of speaking up because of threats.
- Permission for posting people's artwork on the expression's page.
- This campaign may instigate the government to take action again.
- Might lead to turmoil similar to the crisis in 2018.

Opportunities

- Creating collaboration between refugees and artists in the U.S.
- This might bring unity within the community in different areas.
- People can start posting and voicing their opinions once again.
- Potential to use the victim's stories and turn them into books.
- Might lead to people being interested in helping out and volunteering.

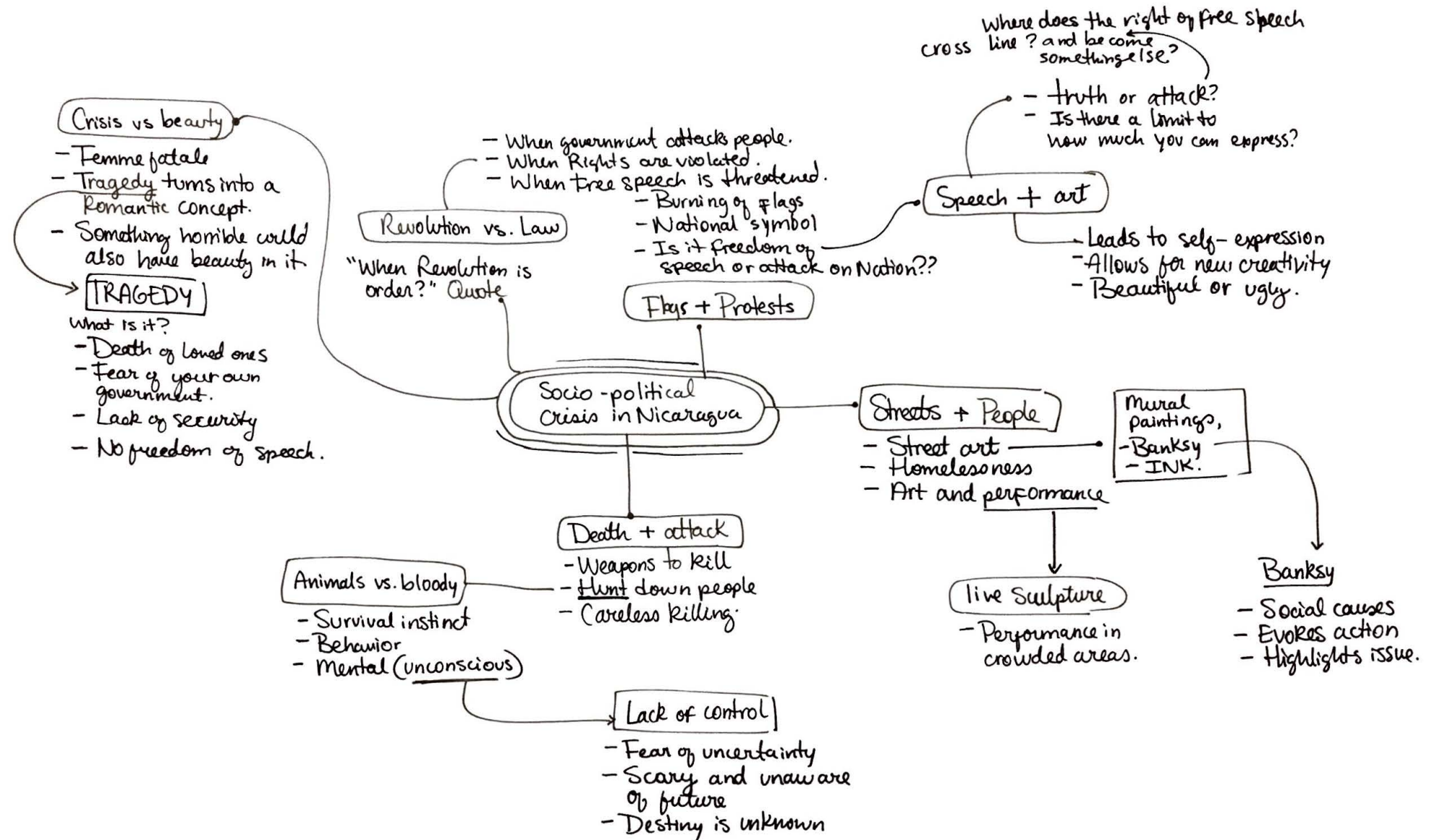
Threats

- The main threat is the Nicaraguan government.
- U.S government might be opposed to being in the middle of this issue by allowing the campaign to take place here.
- The fear that people have might lead them to avoid posting their work and/or opinions on the expressions page of the website.



Society  
Dark  
Change  
Freedom  
Safety  
Reality  
Reveal  
Bold  
Expressive  
Unfiltered  
Pain/suffering  
Crisis







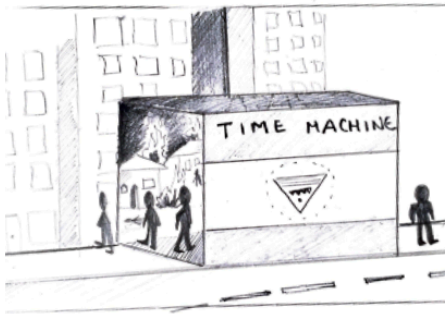
Three lists combined

- Street art
  - Dark tones
  - Disorder
  - Death
  - Crisis
  - Hate
  - Rage
  - Speed
  - Suffering
- Abstract
  - Appealing
  - Spontaneous
  - Sloppy
  - Rough
  - Real
  - Truth
  - Raw
  - Unfiltered
- Society
  - Dark
  - Change
  - Freedom
  - Safety
  - Reality
  - Reveal
  - Bold
  - Expressive

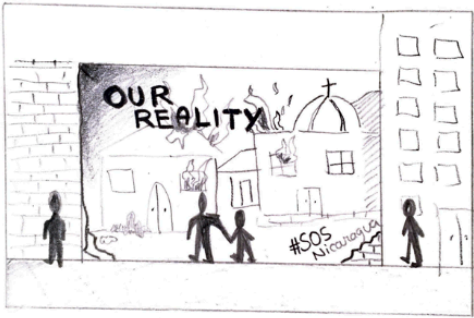
- Darkness
  - Rage
  - Expression
  - Freedom
  - Safety
  - Fear

Brainstorm results

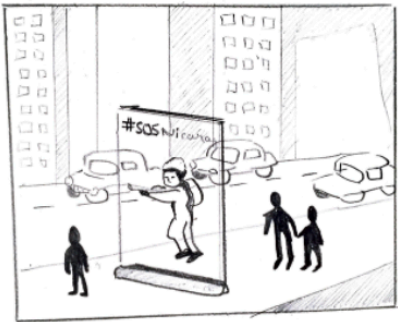
After developing three approaches to brainstorming, I gathered lists of words I saw relevant within the three exercises and combined them into lists. Then I gathered the six most powerful words that repeat throughout the other three lists. These are the words I will try to evoke with my campaign.



Experiential time machine, people in the sidewalks go through it and see what has been happening in Nicaragua since the crisis.



Mural art displaying real scenes from Nicaragua's crisis back in 2018. Not bloody, more street art.



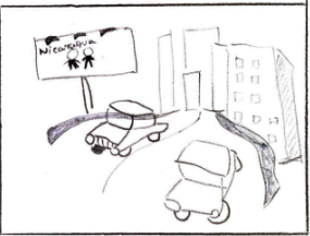
See-through sign of a man shooting, the handle is #SOSNicaragua.



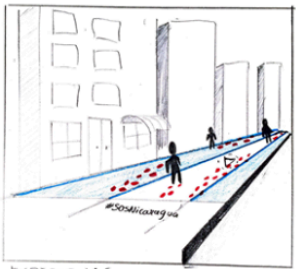
Sidewalk sign counts the number of people who have died in Nicaragua, according to people walking by.



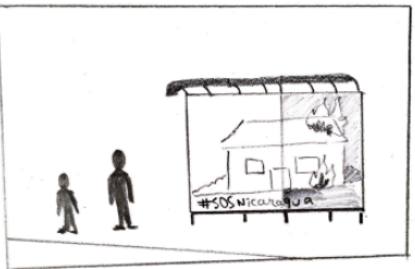
OUTDOOR AD



(PLACEMENT)



EXPERIENCE



Shows the before and after pictures of important landmarks that have been destroyed in the crisis.

Series of billboards with political cartoons that have been done by artists from Nicaragua, this could be a way of promoting their artwork.

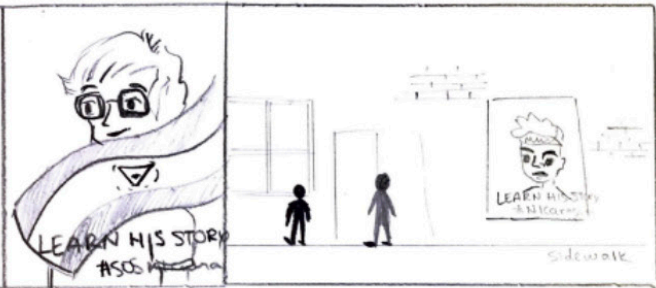
People walking on the sidewalk will be stepping on the Nicaraguan flag and as they step the surface turns red like blood, this is just temporary.



#SOS Nicaragua



\*SERIES OF 3 POSTERS

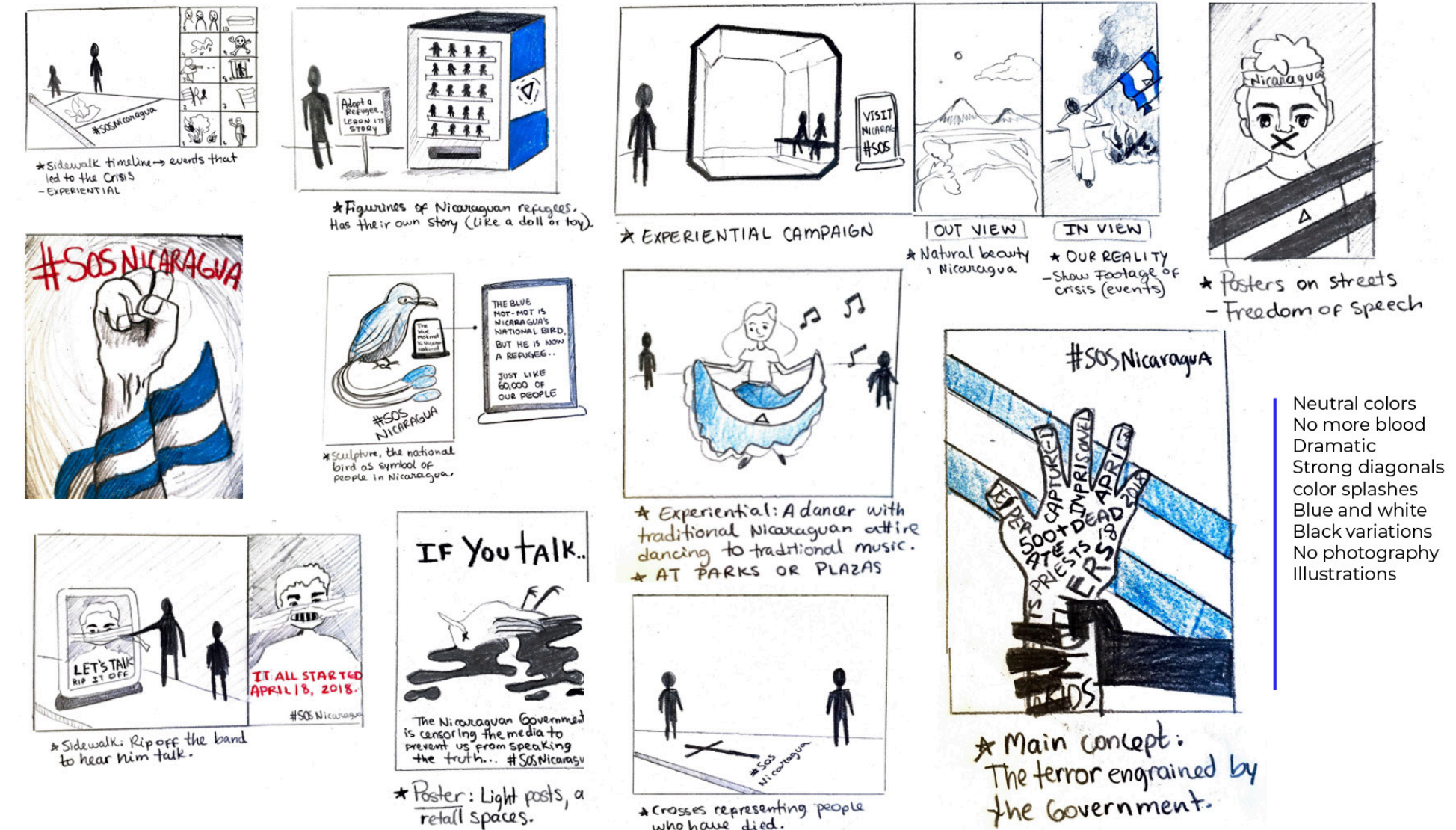
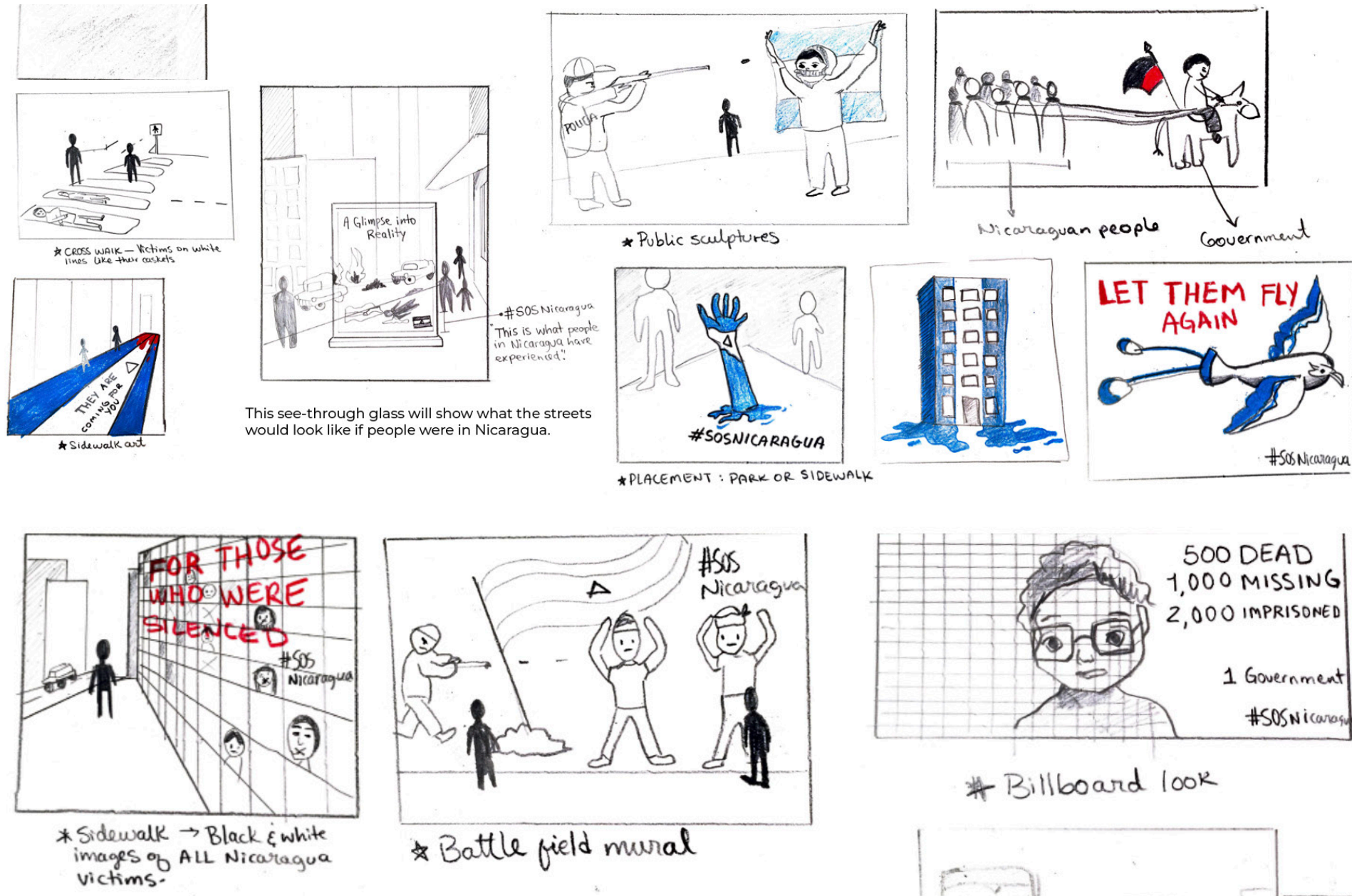


\*PLACEMENT



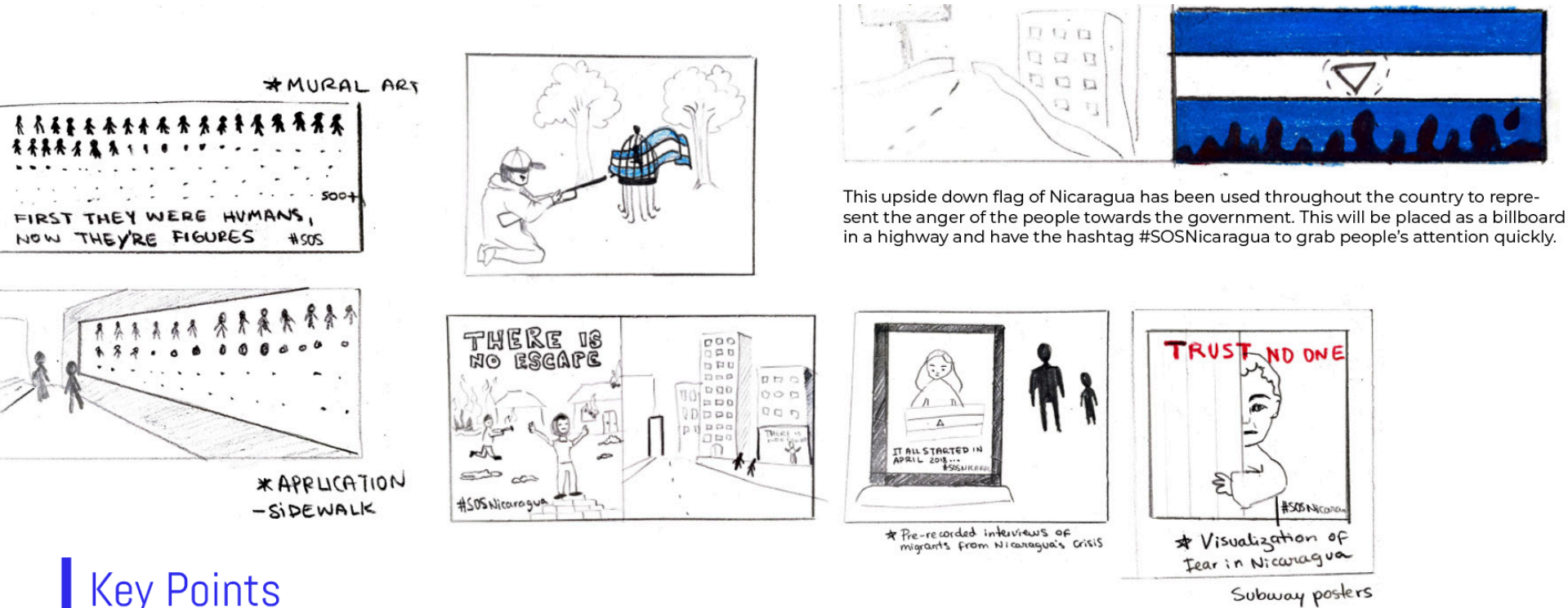
Gravestones that tells the story of victims.





Neutral colors  
No more blood  
Dramatic  
Strong diagonals  
color splashes  
Blue and white  
Black variations  
No photography  
Illustrations





## Key Points

1. **Evoking** the emotions from people who suffered during the crisis.
2. **Talking** about the number of deaths and human right violations that took place.
3. **Moving** away from visuals that have to do with blood but be more conceptual and use elements that do not immediately translate to violence but give hints of that.
4. **Talk** about the social issues but also the political situation and how it can be improved.
5. **Give** people the opportunity to help out in different forms.

## Predominant Style

1. Street art (Nicaraguan & American).
2. A lot of dark colors (mostly red, black, & blue).
3. Illustrations are black and text is red or black.
4. Very quick and expressive.

### Website deliverable. (5) → pages

- What to include:
- Homepage
  - Timeline → of events
  - Facts & figures → Data
  - About page
  - Expression page → Reference → CNN, ESPN, etc.
- Add politics page.

• Deviant Art.

• Donations page??

- \* Timeline: General events → people can click for more information and extend the timeline on the phone view.
- Phone view will have limited access to information to avoid having a long continuous scroll.
- \* Each section has a CTA **LEARN +**

- Homepage → General information on each of the tabs so people get an idea of the social issue.

- Facts & figures → Pie charts, Bar graphs, Maps
- trying to visualize information
- \* Bottom of graphs always have information on a CTA button.

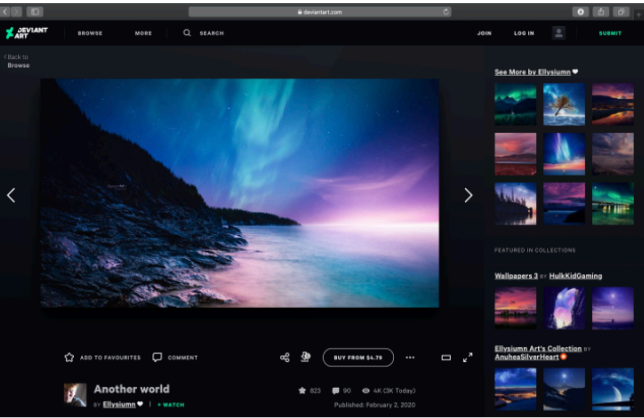
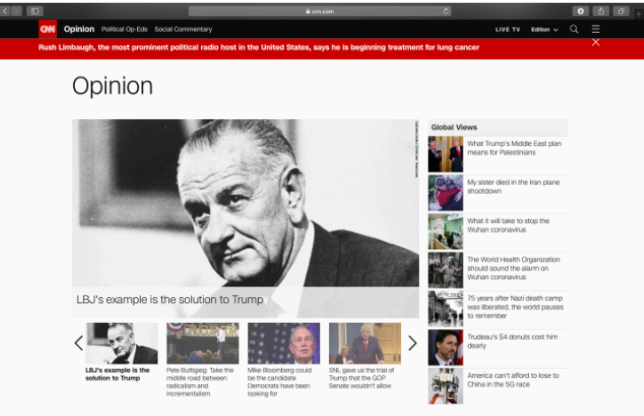
## Website Approach

For my first deliverable, I want to create a layout that seems spontaneous, yet dramatic because I want to portray the crimes and intensity while not displaying blood or violence. I plan on using a lot of diagonal shapes to create movement and a sense of rhythm throughout the pages. The mobile view of the website will only have the basic information so that the user does not have to scroll through a long page.

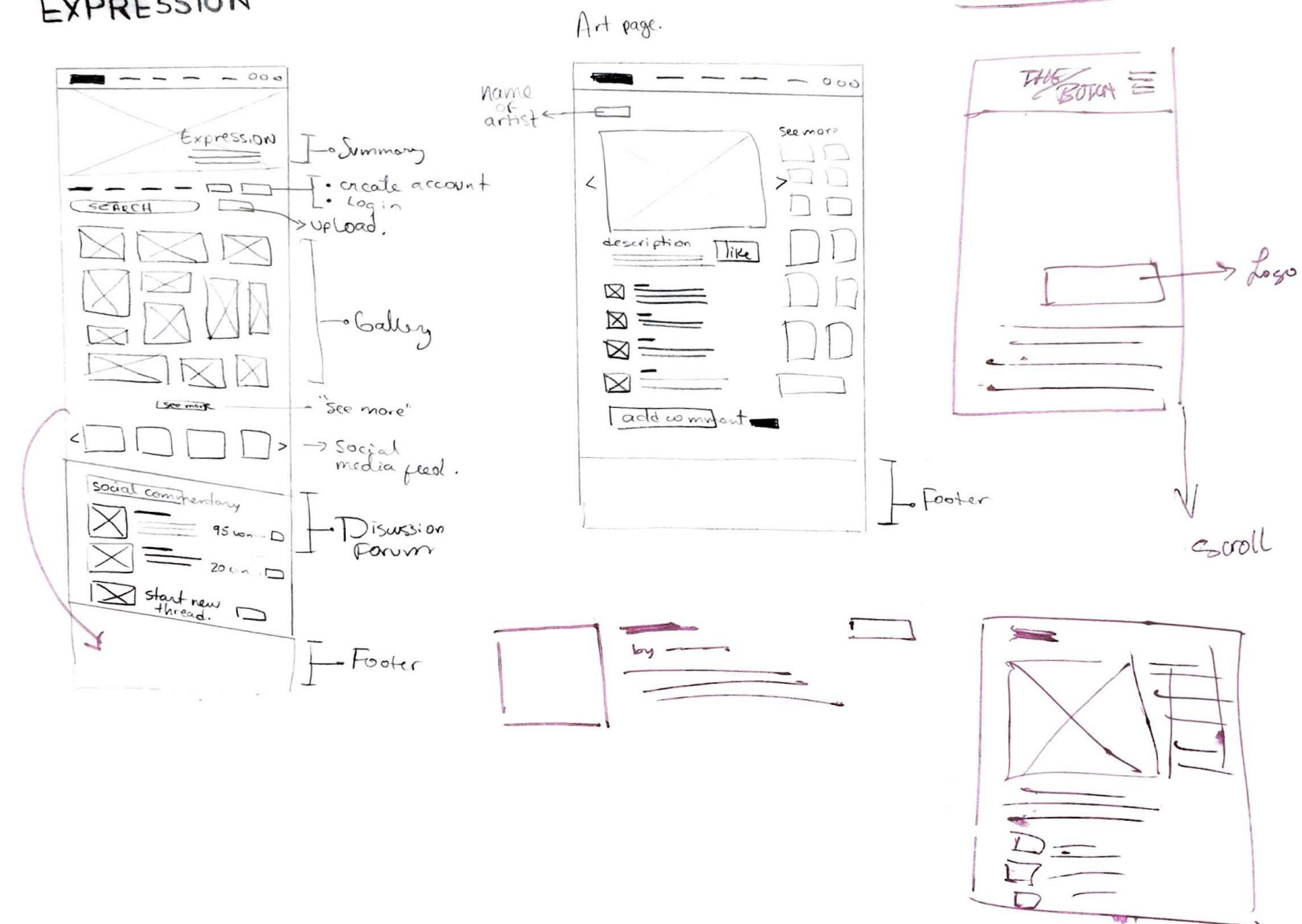
## Website Existing References

I'm taking ideas from websites such as CNN and Deviant Art because they have a structured website that also seems interesting enough to keep visitors engaged.

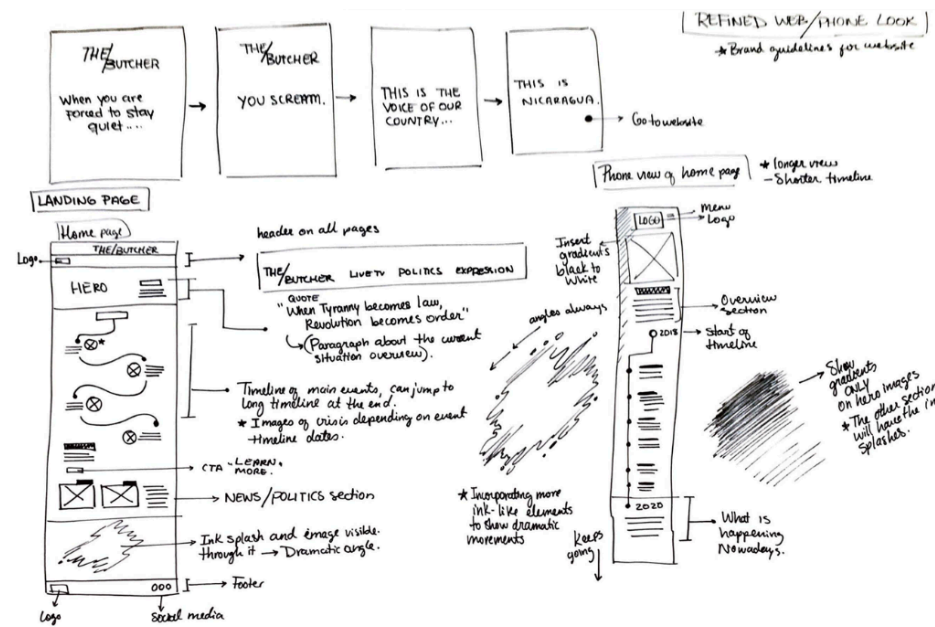
I will be taking some ideas such as the top navigation and the self-expression page will be heavily influenced by Deviant Art.



## EXPRESSION

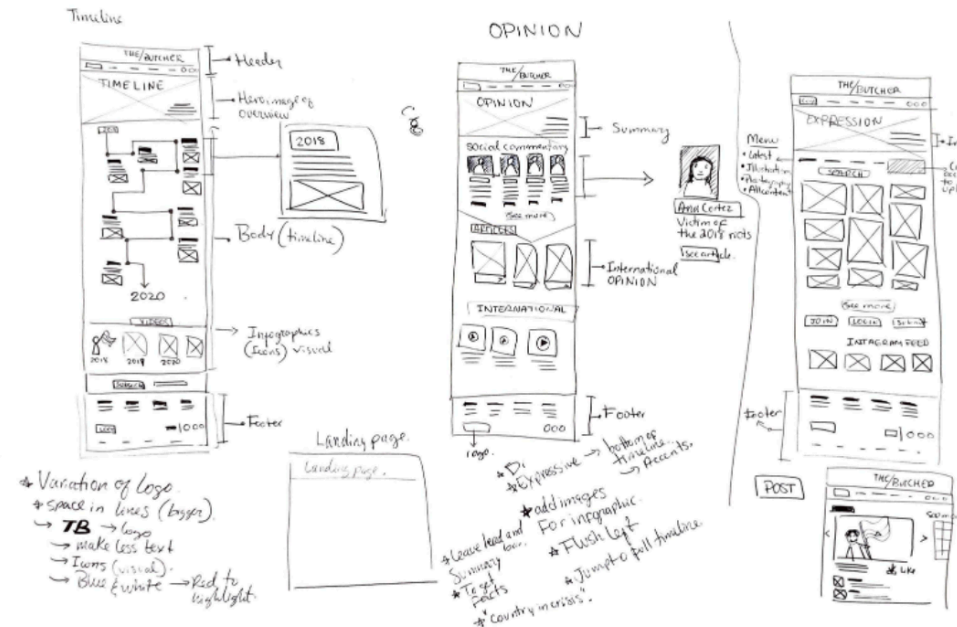






## Major Changes

The main changes I made after the first revision include: Adding a landing page, reducing the amount of information on the homepage and re-distributing the timeline information so it doesn't look like a long scroll but more like a journey.



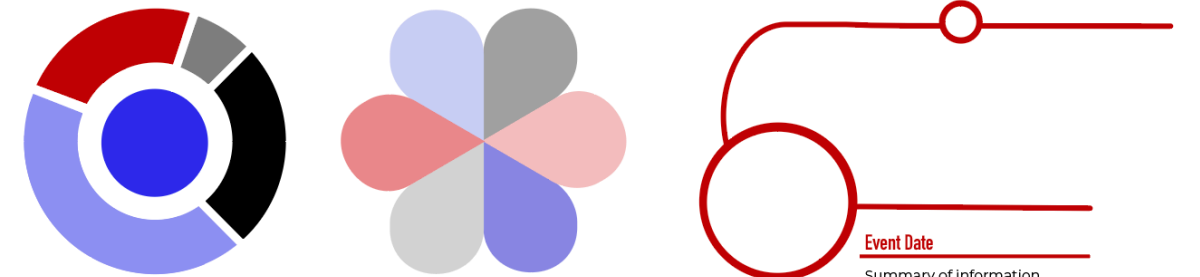
## Look & Feel

The look of the website will change from a boxy design to more diagonals and organic edges to give it a more personal look, the boxes were stagnant and did not allow for the design to flow, especially in the events timeline section of the site.

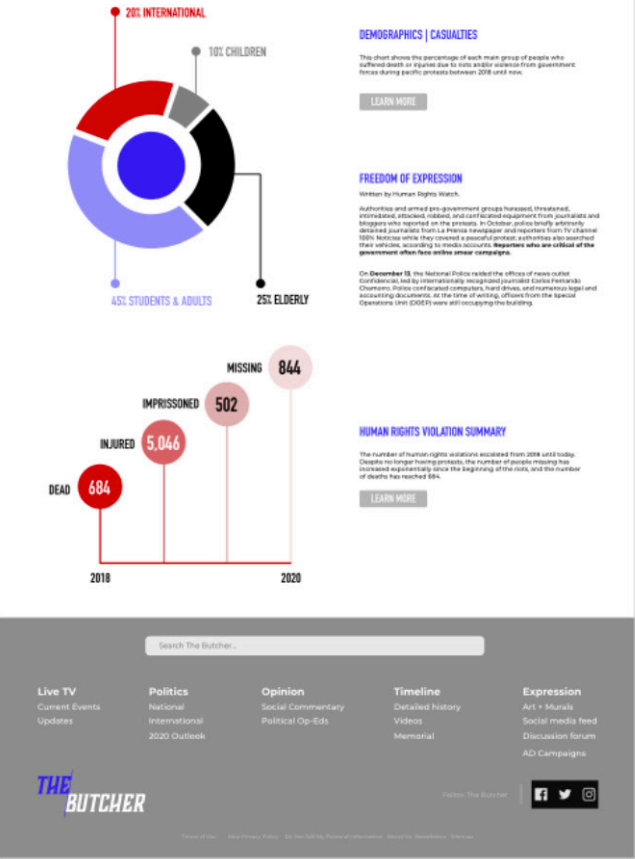
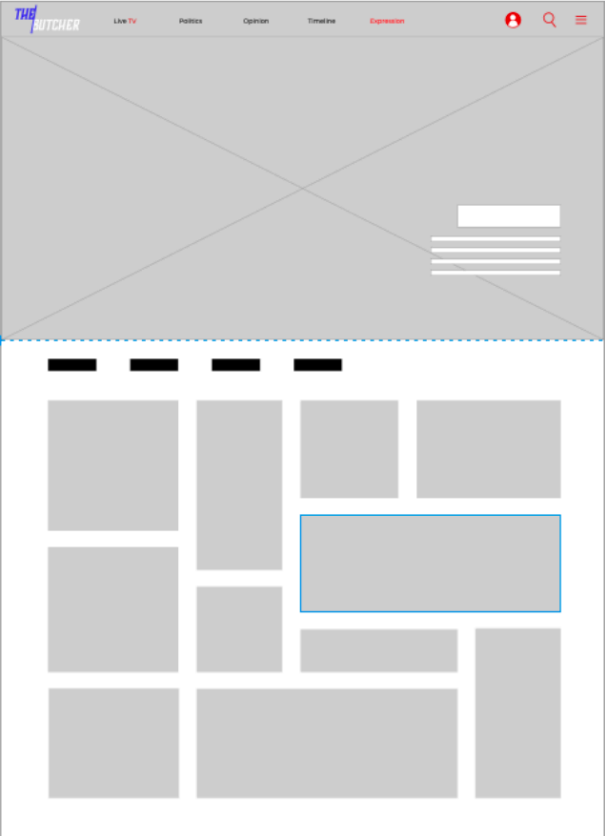
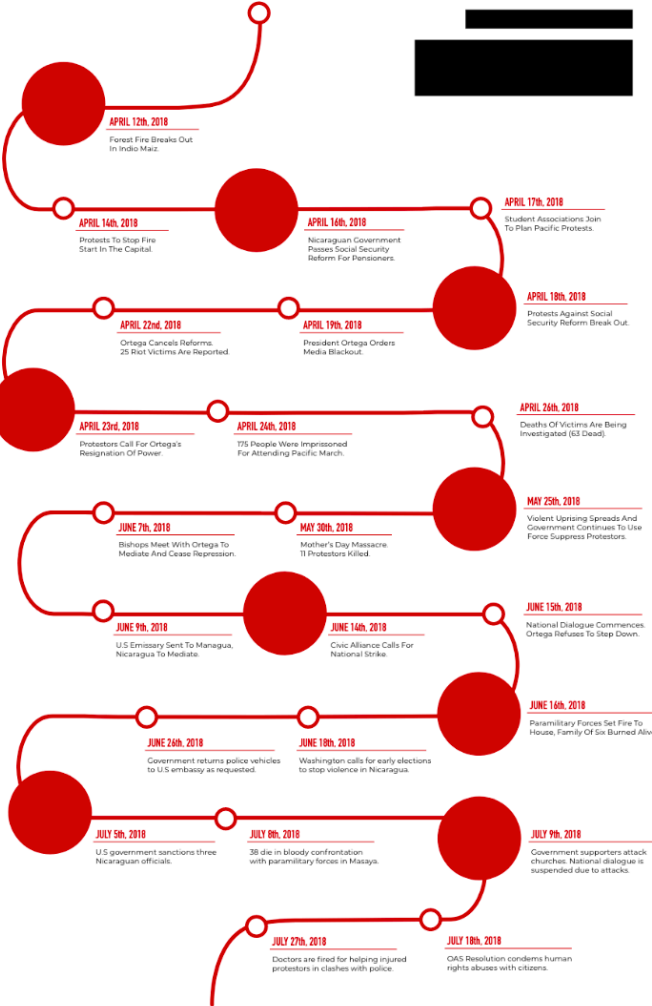
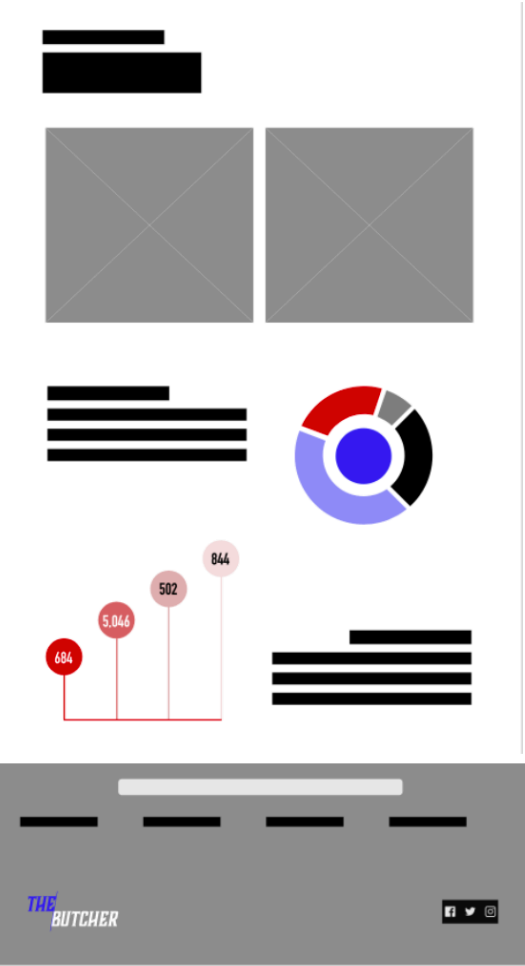


## Creating Web Assets

When I started creating the elements to include in the website, I used these images as reference for the flow and structure of the main elements. I started using a limited color scheme to emphasize on the original color scheme that I will carry out throughout the campaign.

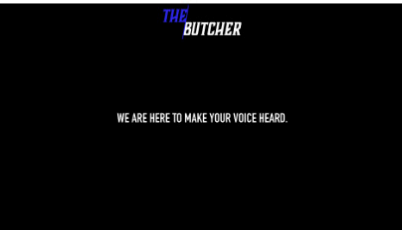








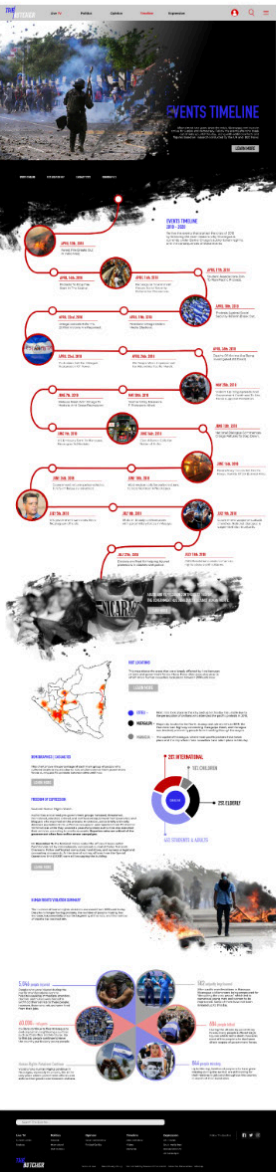
Landing Page



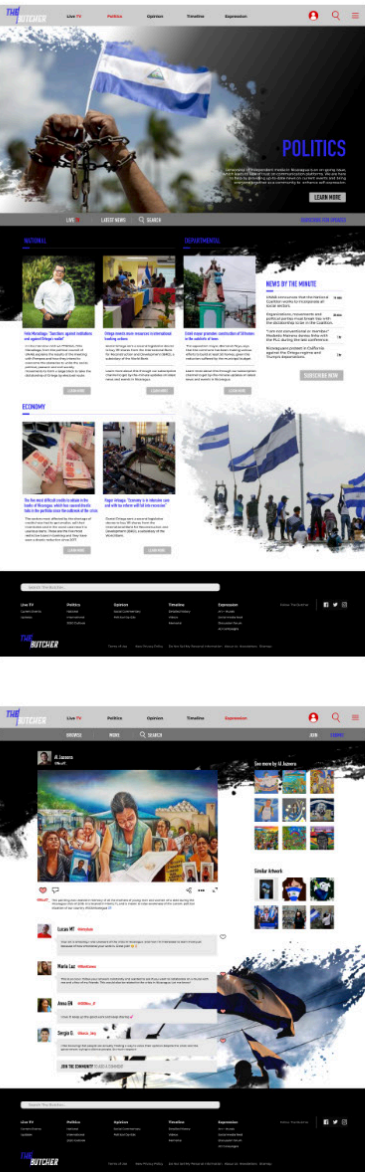
Home



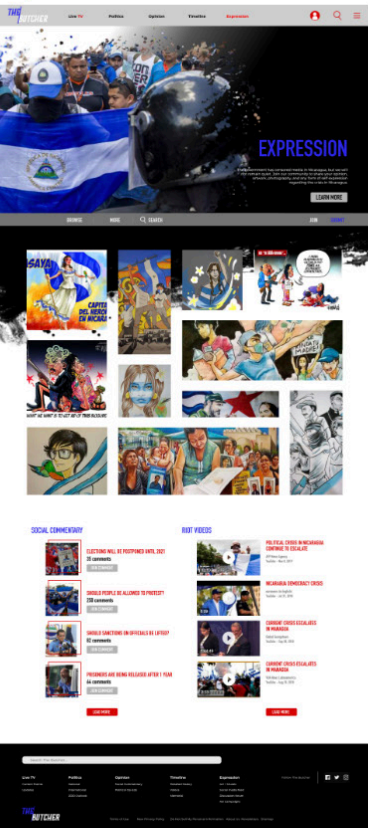
Events Timeline



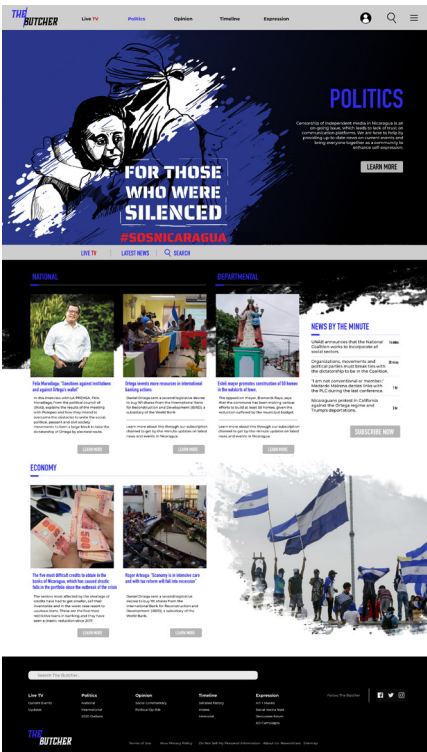
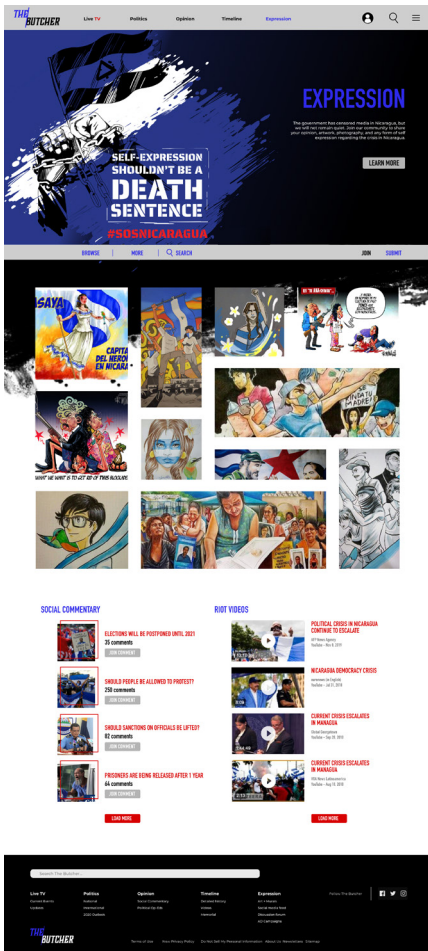
Politics



Expression



Expression Profile



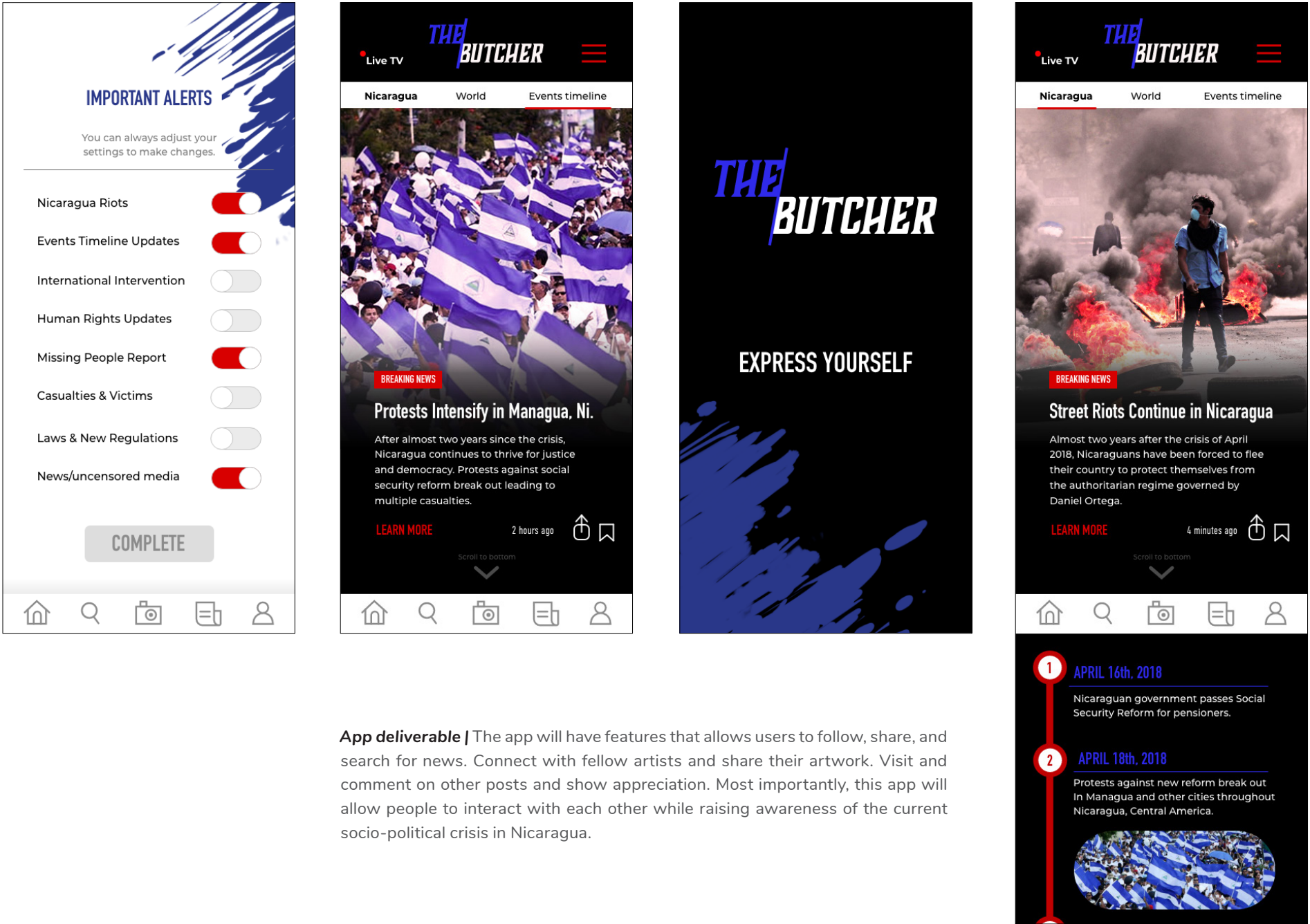


The Butcher | App Process

**Objective |** The goal of The Butcher app is to provide a more accessible way for people to share, get news, and keep up to date with current events in Nicaragua. The app is open to anyone and acts as an incentive for people to share their artwork anonymously if necessary.



The Butcher | App Refinements



**App deliverable |** The app will have features that allows users to follow, share, and search for news. Connect with fellow artists and share their artwork. Visit and comment on other posts and show appreciation. Most importantly, this app will allow people to interact with each other while raising awareness of the current socio-political crisis in Nicaragua.



# Guerrilla Campaign

## HEADLINES

1. "When tyranny becomes law, revolution becomes order" - Quote.
2. For those who were silenced.
3. For those who are gone.
4. There is always two sides to every story.
5. This is the untold truth.
6. This is OUR reality.
7. Speak up for those who can't.
8. Don't let it go unnoticed.
9. There is strength in unity.
10. If you don't speak up, it swallows you down.
11. Let the voices be louder than gun powder.
12. We no longer fear authority.
13. Let us cut the strings of censorship.

## Visuals



\* Flag becomes a symbol of freedom.

\* move away from violence and blood  
→ use the flag as a symbol.

14. We want freedom.  
15. This is their reality.  
16. "The cruel reality."

HANDLE to reach website:  
#SOS Nicaragua and THE/BUTCHER logo at the bottom of each poster.

\* Use of diagonals to create a more dramatic look.

\* Application:  
• Outdoor  
→ murals  
• Floor??  
• Billboards and bus stops (subway).

\* Explore illustrations similar to street art.  
→ Use stencil typography.

Grayscale for more emphasis

use brush lines to show dramatic movement.

LOCK UPS look & feel

THIS IS OUR REALITY

\* make emphasis on some words or change color.

TOP HEADLINES - COPY -

1. This is OUR Reality
2. There is always two sides to every story
3. For those who were silenced.
4. We No longer Fear authority.

White (potentially could be wall transparency)  
Blue from flag.

Stencil look

FOR THOSE WHO WERE SILENCED

#SOS NICARAGUA

THE/BUTCHER

THERE IS ALWAYS TWO SIDES TO EVERY STORY

Flag background (blue & white)

AD PLACEMENT FOR GUERRILLA CAMPAIGN:  
• Walls on streets of big cities  
• Bus advertisement  
• Big buildings (sides).

OUTDOOR (AIRVIEW FROM AIRPLANES)

Diagonal

Blue from flag

add textures with brushes.

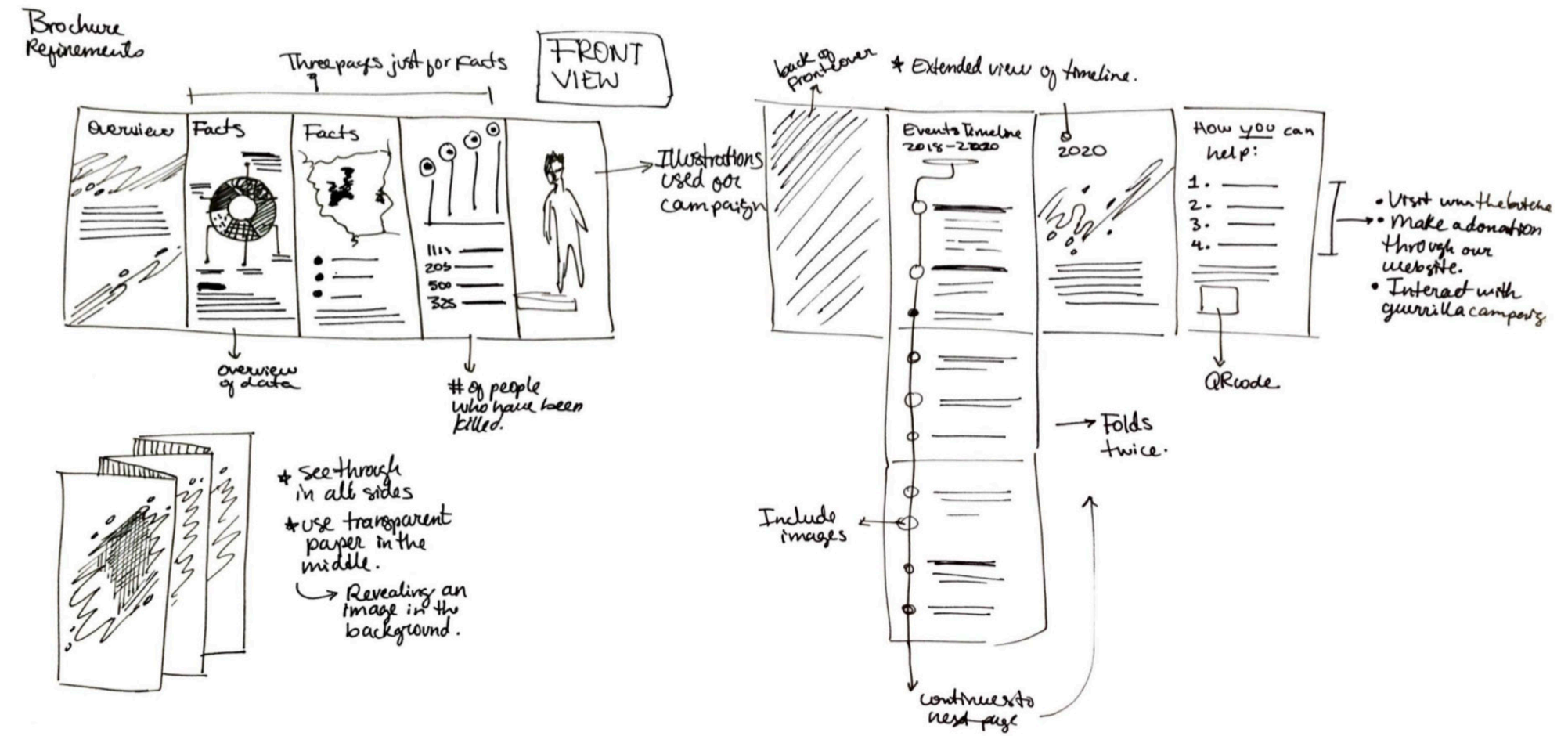
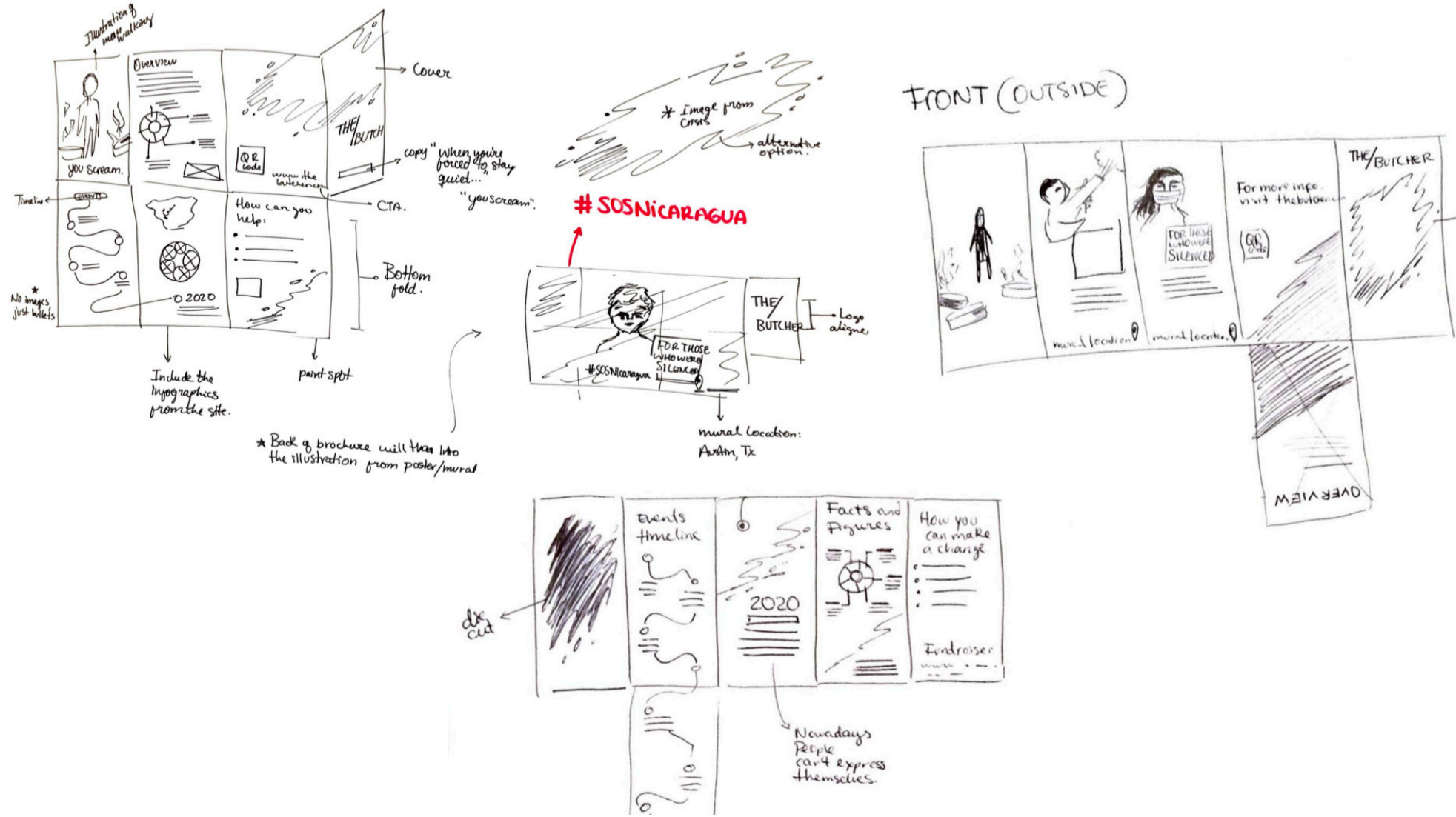
always keep diagonal.  
→ make it look more like a smudge.

#SOS NICARAGUA













Description

The front will have a diecut to show the transparent red paper, once you open the cover the illustration from one of the murals will appear inside following the same copy line as the front.

The predominant colors of the brochure will be black and blue with white background for all the pages. However, the illustrations will be black to continue with the aesthetic of the murals in the guerrilla campaign.









