



Make logos the dark blue (C:96, M:65, Y:51, K:43), use their serif font for some text but make our Axis font the impactful "La Crosse, WI," image trace & expand the qr code to more asthetically fit and have it in the charcoal or white, add a little decoration to the location pin to make it fit the graphics better, change the border to orange to draw out the sunset photos of trees in the background graphics as well as make the sign pop - not so monotone with the deep blue border, add "Mississippi River" as the locational identifier per our original idea?

