

# Creative Brief and Style Guide: Ferguson 1



## Target audience

Our primary target audience are individuals about 25-50 years old who are interested in what occurred at the Ferguson events and interested in the Black Lives Matter movement. These individuals have participated or observed other social justice movements and show interest in the events that occurred in Ferguson, specifically to the shooting of Michael Brown. This includes:

- People outside academia
- Activists
- Government officials
- News organizations

## Tone

The site conveys a sense of seriousness and professionalism, since it primarily provides lots of valuable insights of the movement from local perspectives. Neutral colors such as dark gray and navy blue are considered as ideal foundation colors. At the same time, the site also needs to be invigorating and engaging, to raise people's awareness and call to action. We'll use some bright colors such as yellow or red for that purpose.

## Competitor analysis

### Blue Lives Matter



- *What's working?*  
On content, this site clearly shows news updates of the "Blue Lives Matter" movement with both articles and videos in a timely order, making it quite informative and resourceful. It does a good job of classification by topics, which helps readers to filter and get the content they want. On style, its color palette of blue, black, and white sets a serious tone and works well with the theme. Its vertical layout and typography are clean. Additionally, the site links to its social media accounts such as Facebook, Twitter, and Instagram so it's easy for readers to get engaged on social media. It also has a search bar for readers to find the content that is not clearly shown on the page.
- *What's not working?*  
While serving as a good information site, the site doesn't really focus on how to have readers engage or participate in the movement. Although it has a sub-page called membership and readers can click to join that from the home page, it doesn't show much what the community does and create an atmosphere that invigorates readers to join their fight, which ought to be one of the main goals of building such a site.

### Black Lives Matter

- *What's working?*  
The site obviously explains what they are and what they do on the home page. The menu bar provides the directory to lots of information. It also has a function called "Find Chapters" to help readers locate their chapters and get into actions. With yellow and black colors and a thick main font, the site conveys a strong message of engagement. It also takes good advantages of multimedia visual elements such as pictures, videos, and texts to illustrate their work.
- *What's not working?*  
Firstly, the organization of the site is messy. The layout of the site is long with too many sections. If readers do not scroll down, they may not discover those sections at the bottom of the page. Its menu bar at the top is not obvious. Secondly, some sections are not managed well, either missing information such as "Recent Writings," or being repetitive back and forth such as three times of links to social media platforms. Thirdly, the site doesn't have a search bar, making readers harder to follow the page which is already quite messy.

## Design Direction

The website's goal is to provide insight into the events that occurred in Ferguson, Missouri. Generally, this site will be both informative and visually appealing. The layout will be clean and straightforward to help with explaining this complex issue. It also needs clear navigation tools for readers to quickly dig into different sorts of information such as interviews with local activists, social media data and geographical data. Visually, we will use impactful colors that are not too strong or too emotional in order to grab readers attention in a professional way. Given the great capacity of information that this site will have, there should be a good balance between visual elements (photos and illustrations) and text-based stories, to give readers a good pace when reading the content.

### Qualities to not convey:

- Bias
- Ignorance
- Relaxed
- Complicit

## Design Personas

### 1. Alexis Neale, 21, female

Alexis Neale is a 21-year-old woman from St. Louis, Missouri entering her Senior year of college at Southeast Missouri State. She has returned home for the summer to intern with a private law firm in downtown St. Louis. Unable to attend the protest during the day due to her internship, Alexis would attend the protest at night as soon as she finished with work. She witnessed the change of tone of the protest into the night when they began to turn violent. After participating in the protest, Alexis Neale has taken some of the demonstration

techniques and shared them with her classmates at Southeast Missouri State. Alexis spearheaded several sit-ins and demonstrations throughout the following year. She hopes to continue her major in Political Science and begin a law firm to fight social justice cases once she graduates.

## **2. Thomas Sawyer, 29, male**

Thomas Sawyer is a 29-year-old man working at the Bank of America in Clayton, Missouri. He attended Loyola University in Chicago and decided to move back to St. Louis to pursue his goal of being an entrepreneur. His entire life, Thomas lived in Clayton and had a distaste for the urban areas within St. Louis. His political views are conservative and has a Blue Lives Matter bumper sticker on his car. During the protest Sawyer was upset that businesses were being destroyed and believed that areas like Ferguson were prone to violence. He didn't understand the commotion that brought about the violence in the area over the killing of the unarmed teenager. He had never physically been to Ferguson but relied heavily on the news coverage he received from Fox News late at night and gossip from friends. He doesn't plan on attending a protest in the near future and doesn't wish to learn any more information about the issue.

## **3. Lindsay Johnson, 35, female**

Lindsay is a 35-year-old female congresswoman working in the state of Missouri. Graduated from the University of Missouri-Columbia and also attended MU Law School, she is now a Republican Senator working for Missouri District 6. Although leaning right for most issues relating to the economy and foreign affairs, her social views tend to lean more left. As Congress was not in session when the Ferguson protests occurred, Lindsay was in her hometown of Columbia, Missouri. She attended several peaceful demonstrations for the shooting of Michael Brown in Columbia and is collaborating with other social left-leaning conservatives to improve the criminal justice system in Missouri.

## **4. Melvin Peters, 54, male**

Melvin Peters is a 54-year-old man and the leading anchor for Fox News at 5pm. He is the highest paid anchor with his show "Peter's Corner", which features an array of guest. Each show starts with a brief rundown of the week and usually ends with Melvin yelling at the camera and his guest about his own opinions. A highly ranked show on the network, many were watching when Melvin did his beginning rundown on the Ferguson Protest. Swaying conservative, he stated that the protest were unnecessary and that the protesters were whining about an imaginary problem. Melvin Peters believes that instead of protesting and ruining property, protesters should instead take the governmental route and change the system through legislation.

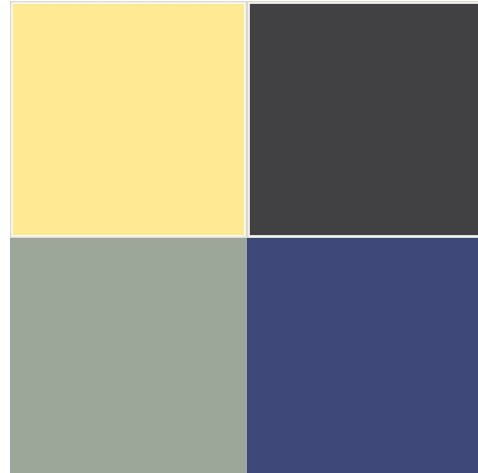
## Color Palettes

### Primary:

1. Dark Navy Blue, #2B3252
2. White, #FFFFFF
3. Dark Grey, #414142

### Secondary:

1. Canary Yellow, #FFE993
2. Light Grey, #9DA699



## Typography

### Typeface Traits:

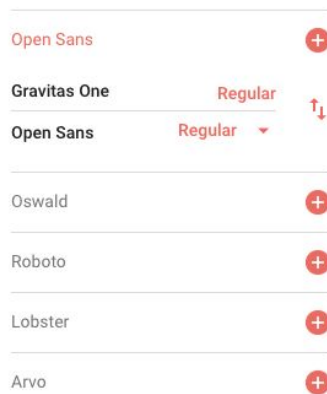
- Sobering
- Engaging
- Modern

**Headline:** Gravitas One, Regular, 40px

For headlines, we will use Gravitas One. We believe this conveys boldness and seriousness and is legible at large sizes.

**Body text:** Open Sans, Regular, 18px

For body copy, we will use Open Sans. We believe this is approachable, simple, and easy to read.



**The spectacle  
before us was  
indeed sublime.**



Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dished out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

## Illustration Style

The site will incorporate a variety of illustration and image elements including mapping, graphics for social media data, and photographs from media archives.

