



Project Brief – Sunny Socks

Sunny Socks

Noor van der Linden

Brand & E-commerce Specialist

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Dear student team,

My name is Noor van der Linden, and I'm responsible for the branding and online presence of Sunny Socks. First of all: how great that you'll be working with us on something that really matters. We're at a key moment as a young brand – our products and identity are in place, but we're still lacking a strong digital face. And that's where you come in.

Sunny Socks is more than a sock brand. We want to show that positivity, color, and fairness can go hand in hand with a consumer product. Our socks are made from sustainable materials, produced with respect for people and the planet, and designed to bring a little joy to your day. We believe that small things – like a bright pair of socks – can make a big difference. That feeling should come through in everything we do, especially on our website.

Our central goal is:

To create a visually appealing and user-friendly website that authentically communicates the Sunny Socks brand story and connects people with our mission and identity.

To achieve this goal, we are looking for a website with the following functionalities:

- An engaging homepage that instantly communicates our brand feeling
- An 'About us' page explaining our mission, vision, and core values clearly and sincerely
- A product overview with collection visuals (presentation only, no webshop)
- A sustainability page that shows how our socks are made responsibly
- A contact page with form and company info
- Optional: newsletter signup
- Responsive design for mobile and tablet
- Integration of our brand identity (colors, typography, illustrations – see brandbook)

I'm looking forward to seeing how you bring Sunny Socks to life on screen. If you have questions, feel free to contact me. Let's make sure our socks don't just touch feet, but also hearts.

Sunny regards,

Noor van der Linden

Sunny Socks 