

**Creative Brief****Temi Ijisesan****26 October 2025****Project:** Pusheen Microsite**Project Overview**

This microsite will be a fun and interactive experience for fans of Pusheen. It will highlight Pusheen's story, do a little world building, animated GIFs and stickers, and official merchandise. Visitors will be able to explore her world, learn about her characters, enjoy her comics, and discover products available for purchase.

**Resources**

The content for the site will probably come from official Pusheen comics and media, images and GIFs from her online presence, and merchandise photos. Additional inspiration may come from social media, campaigns, and collaborations. I might also source some/draw illustrations but still trying to decide this.

**Audience**

The site is aimed at fans of Pusheen of all ages, but primarily children, teens, and young adults. Visitors can include those who already love Pusheen, but also those interested in learning more about her as a character.

**Message**

The goal is to celebrate the world of Pusheen and show why she's such a beloved character. Visitors should come away with a deeper appreciation for her humor, charm, and cultural impact.

**Tone**

The site should feel playful, aesthetic, friendly, and visually engaging with an exploration into animations. Bright colors (but not too bright, more pastel and neutral tones)

**Visual Style**

The design will be colorful, cheerful, and lighthearted, reflecting Pusheen's aesthetic. Interactive elements like GIFs and hover effects will encourage engagement. Layouts will be easy to navigate but I might also try using a webcomic structure to some of the parts of the site.



I really like the colors used in this illustration



I think I like the idea of mixing pictures of the real environment with illustration but still unsure

bring the bar, leave the alcohol.

GET MELLOW MOCKTAIL MIXOLOGISTS TO CATER YOUR NEXT EVENT

HIRE OUR MELLOW MOCKTAIL MIXOLOGISTS FOR YOUR NEXT EVENT

fill out our form to tell us about your event

we'll create a custom menu for your taste

we cater your event & handle the staff, drinks & vibes

EVER GONE TO A PARTY AND ROLLED YOUR EYES AT THE NON-ALCOHOLIC OPTIONS?



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(ABOUT) (RAISING US) (WORKSHOPS)

(SLAB) (RESOURCES) (BLOG)

**natalie  
brunswick**

a new parenting paradigm  
**Parenting Tools & Healing Spaces For Sensitive-Wired Families**

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I'm a Trauma & Perinatal Therapist, an Occupational Therapist, Parenting Educator, Mental Health Advocate & Mom to Two Exceptional Boys

BEFORE YOU SCROLL ANY FURTHER  
Want to Find Out If You're a Highly Sensitive Parent?  
[TAKE THE QUIZ](#)

LET'S FIGURE THIS PARENTING THING OUT TOGETHER

**THE STARTER WORKSHOP**  
**The Reparenting Masterclass**  
This is one of my favorite resources and the first one I recommend to anyone struggling with the overwhelm of parenting. It's a 12-week course designed to help you identify your triggers, your anxiety & your fears, so that you can find ways to stay calm amidst the chaos and have more peace & less stress to help you and your entire family thrive.  
[LEARN MORE](#)

**START YOUR HEALING JOURNEY**  
**I'd Love Another Baby, But...**  
Introducing the most comprehensive course to help you release your fears and gain the clarity, courage & confidence to parent the way you want to. You will question as many of us grapple with: "I'd Love Another Baby But..." Inside this course we peel back the layers of our own parenting, our fears, our insecurities, our triggers and our grief, as we learn practical tools and strategies to help us move forward and live the life we envision for ourselves and our family.  
[LEARN MORE](#)

**THE PACKAGED DEAL**  
**Raising Us Membership**  
Raising Us is a transformational parenting community, educational resource & healing journey for highly sensitive parents, trauma survivors & neurodivergent families. At its core, Raising Us is about raising ourselves alongside our kids, so that we can transform the way we parent and the way we live. We need to raise our children in ways that leave our whole family feeling more connected, resilient & empowered.  
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