

Initial Meeting Notes

Creative Director: Cindy Bu

Subject: Ramen

Wikipedia: <https://en.wikipedia.org/wiki/Ramen>

Zoom Recording:

https://wustl.zoom.us/rec/share/3nlt-6bQfYBuueSHGTg72SPvBojGZ1q__wF59WBIIxtG6rjYHQ_NZZIObX7AQyhkA.BWLu1sUhukdzHJKH?startTime=1743206887000

Core Message: Introduction of what Ramen is, and focus on the Development of Ramen, as a Japanese culture symbol, from its origin to today (more on regional variation). Extra info such as restaurants and variations are ruled out.

Designs: Japanese culture symbol -> Japanese styled colors (e.g. red, black, and white); minimalized designs

Clarification:

- **Content:** Cutting out content?
 - Starting from the top and can cut out regional variations of ramen if needed
 - Generally not too much as further extended info of ramen are not included.
- **Design:**
 - Colors
 - Does not limit to red, black, and white; the minimalist style and reflecting “Japanese” vibe is more important
 - Typeface
 - Inspired by Japanese font? Would be great but an English website so fine if cannot find one; focus more on the minimalist style and cleanliness

Note: Further questions and clarifications will be discussed on Slack