

# Creative Brief

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## Project Title: Coffee Drinks/ Coffee culture Website

1. **Project overview** The goal of my website is to be super cool/ trendy / coffee snob haven. It is kind of a reference for making coffee like a pro, but it's also just a cool place to look at all the preparations of coffee beverages....
2. **Resources** Copy is available at [https://en.wikipedia.org/wiki/Coffee\\_preparation](https://en.wikipedia.org/wiki/Coffee_preparation), or [https://en.wikipedia.org/wiki/List\\_of\\_coffee\\_drinks](https://en.wikipedia.org/wiki/List_of_coffee_drinks) There are many other cute illustrations and infographics you might include (with image credits) via google and Pinterest. Just try to find imagery that is high resolution / well designed illustration work. Also you could use like images from trendy coffee houses in San Francisco or new York: <https://ny.eater.com/maps/best-cafe-coffee-shop-new-york-city-brooklyn-queens> some of these places have doooppeeee vibes.
3. **Audience** This is for Coffee snobs, or for foodie bloggers to reference, or for travelers to use when searching for a good coffee drink nearby.... The audience might come via a link from yelp...like people looking to find a cute coffee drink nearby.
4. **Message** I'd like to focus on the heightened coffee culture of big cities. Coffee is worth \$4.25 a cup! And the packaging can be beautiful, and the taste can be out of this world. I guess the message is to treat yo'self to a cup o jo.
5. **Tone** The tone can be kind of sassy.... Casual and trendy... like it's your BFF telling you about a cool spot to grab coffee.
6. **Visual Style: like** you are looking at some kids insta that has superb foodie pics. I feel like the aesthetic of these trendy coffee shops in San Francisco and New York are a good place to seek visual inspo. Perhaps like a muted color palette (neutrals) with comfy and cozy spaces on the page. I'm open to really any typeface or color choice. I kind of want to see where you will take it, and we can collaborate as we go! :)

\*Here are some cool coffee places to perhaps reference:

<https://www.blackfoxcoffee.com/>

<http://www.thirdrailcoffee.com/shop/>

[https://bluebottlecoffee.com/store/coffee?utm\\_medium=adwords&utm\\_source=google&utm\\_campaign=201701\\_bb-coff\\_maxc\\_alc\\_set2&gclid=Cj0KCQiA84rQBRDCARIsAPO8RFzCQtCyINpH9ZJJfhDuIx8J7aGZ3epXP A8nYdBDFHfpZzZVM L hQaAvv EALw wCB](https://bluebottlecoffee.com/store/coffee?utm_medium=adwords&utm_source=google&utm_campaign=201701_bb-coff_maxc_alc_set2&gclid=Cj0KCQiA84rQBRDCARIsAPO8RFzCQtCyINpH9ZJJfhDuIx8J7aGZ3epXP A8nYdBDFHfpZzZVM L hQaAvv EALw wCB)

(blue bottle stores are really cool, but the website is meh)