

Milestone 1: Creative Brief

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Creative Brief

Goal/Target Audience

To display the strong and positive imagery that one will associate with Trilby Design. The target audience is businessmen and businesswomen primarily 30-50 years of age who may be in need of some design coaching and web design work.



Trilby

Color treatment is simple with a black white maroon, and the logo and other major type is done in trilby. I do not own this typeface as of yet, but will be purchasing it soon. All body text and headings will be simply Baskerville, the same as this type.

Heading

In text links will be maroon and underlined

Buttons will be rounded and flat and keeping with the color treatment with a maroon button with black Baskerville type. The clicked state has the text in black.

