**Creative brief**

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Website link:

* Home page: <http://sg-loan.orgfree.com/index.html>
* Available loans: <http://sg-loan.orgfree.com/loans.html>
* Apply for loans: <http://sg-loan.orgfree.com/apply.html>

Brand Statement:

* Professional moneylending / credit company specializing in different types of loans.
* Company established with a vision of providing competitive credit services to the public as an alternative for loans from the banks.
* Customer satisfaction and service excellence are the main priority.
* Assist customers professionally in providing a suitable loan solution which specially caters to their needs

Project background:

* Design and develop a website for a money lending company
* The objective of the website is to generate leads.

Challenges and objectives:

* Loaning from third party company may come with risks such as scams and loan sharks. We so not wish to be associated with those types of company and hope to reflect our trustworthiness on the website.
* For people who wish to apply for loans for the first time, they may be overwhelmed with information during application process, we seek to minimize navigation and achieve straightforward application of loans.

Target audience:

* Younger demographics
* First time loanee

Design elements:

* Artistic illustrations: inject emotion, humanity and personal touch into websites.
* Warm Colours: purple is a symbol of wealth and affluence where yellow is its complimentary colour. Warm colours can give off a comforting feeling for those in financial needs.
* Minimalistic navigation: provide more room for messaging and content, users will also be able to spend less time trying to navigate and spend more time immersed in the site.

Font type:

* "Open Sans", sans-serif; 🡪 used for body text
* ‘Montserrat', sans-serif; 🡪 used for headers/labels
* 'Merriweather Sans', sans-serif; 🡪 used for home page special text
* Sans-serif texts are used to give off an approachable, youthful and relatable feeling that attracts the younger audience.
* Clean and sharp edges are able to render out more clearly on a screen which increases legibility for users.