

Initial Meeting Notes

Creative Director: Sarah Rhee

Designer: Jess Ewald

Clarify “casual tone”

- Avoid a text heavy layout
- Prevent the webpage from reading like an encyclopedia
- More emphasis on imagery

General format

- Navigation bar at top with multiple pages

Visual Language

- Sans serif typeface
- Muted pink color palate with incorporation of greys

Tone

- Can be expressive but emphasize a more reserved tone when it comes to the conservation page.