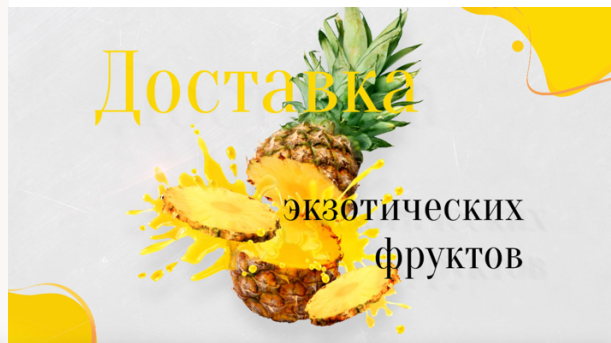# Creative Brief

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Project Title: Persimmon Website

- **Project Overview:**
  - The goal of this website is to present information about the persimmon fruit, introducing and showcasing a less commonly known but delicious fruit everyone should try.

- **Resources:**
  - https://en.wikipedia.org/wiki/Persimmon for text, Google images or other image search sites for image resources.

- **Audience:**
  - This is an informational site for an audience that is looking to learn about persimmons. This includes people who are unfamiliar with the fruit and want to look into it, as well as people who already enjoy the fruit but wants to know some more about it.

- **Message:**
  - Persimmons are underrated, interesting, and tasty fruits that deserve more love!

- **Tone:**
  - Informative and playful, but a little more mature and sophisticated than the bright citrusy kind of fun.

- **Visual Style:**
  - Clean and modern style but still retaining an organic feel, utilizing bright colors paired with one or two earthy tones, and a blend of photography and abstract shapes. Mostly sans serif, but experiment with using a serif display typeface for larger headers to have that geometric-organic contrast. Below are some visual references you can consider:

Integration of minimalist graphic design elements and photography, conveying both a clean modern look as well as an "organic" vibe!

FRESH
ENERGIZING
FRUITY
UPLIFTING

—

Bergamot Orange & Basil

EDEN

Bergamot
Orange
& Basil

Доставка

экзотических
фруктов

The Studio

ABOUT SERVICES SHOP BLOG LET'S WORK TOGETHER

BRAND BIO

Delivering *Captivating* Content
For *Memorable* Brands.

LOREM IPSUM

- Brand Strategy
- Art Direction
- Copywriting
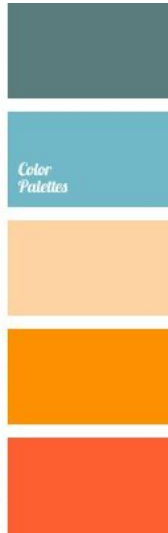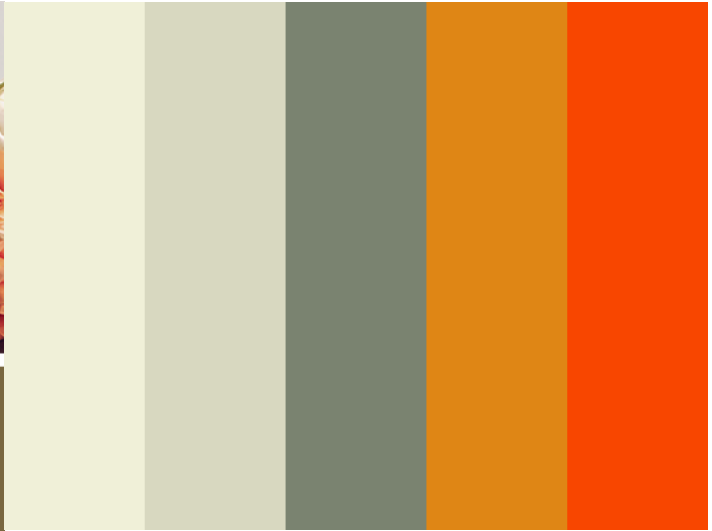- Digital Marketing
- Photography
- Design

+ MORE

These ones nicely incorporate a serif display type, utilizing simple shapes with the photographs to visually strengthen the page and make it look more fun!

TM

persimmon
creative

Consider also integrating abstract geometric shapes representative of persimmons, like this one, as a recurring motif/decoration throughout the pages as well!

Potential color palettes can look like this, with some bright colors and some more muted and earthy colors. You don't have to use these if you don't want to, just some food for thought!.