

Microsite Initial Meeting Notes

Creative Director: Madeleine Yeung

Designer: Selina Park

Zoom recording link:

https://wustl.zoom.us/rec/share/S6vfHY3qwuh7M1Y180B1Qd98C3f1pqGteuOBxQdPv_oIQmXfWI-5i3vTHb9CIPbz3.3tVW9C_RCvGHqsrT?startTime=1743001151000

Overview: In this meeting, we discussed the topic, purpose/message, tone, audience, and potential visual style of this matcha website. We reviewed my content outline and creative brief, which explains these details and the content/pages that will be included.

Topic: Matcha!

Purpose/message: I want my website to be informational and explain what matcha is. This is to help those who have never tried matcha before become excited to give it a taste! My secondary audience is matcha lovers who want to learn about it in more detail.

Pages (see full details in [content outline](#)):

- 1) Home/Introduction
- 2) How it Works
- 3) History: Chinese Roots
- 4) Transformation: Japanese Popularization
- 5) Where to Find Matcha/Other Products

Tone: Elegant, graceful, calming, minimalistic, classy

Visual Style: I've provided three different style options at the bottom of my [creative brief](#). However, like we mentioned during our meeting, feel free to mix-and-match as they do have similar vibes. At the moment, I'm leaning towards a more **earthy aesthetic**, and would like you to focus on the following visual elements:

- 1) **Color:**

- a) **Green** should be the main color (since it's matcha!). I think a mix of pale greens and rich greens would look really nice (see photo below)



- i)
- b) To maintain that earthy feel, the second main color should be **brown**. I think using golden browns and/or deep, dark browns would pair well with the green.
- c) Accent colors: pale **yellows** and **pinks**!
- 2) **Font**: The overall font for this website should be **sans-serif**, as I think it would help create that more minimalist, calming look
- a) **Headings**: thick, bold font → eye-catching

i) **Ex: MATCHA**

- b) **Body**: thinner, rounded font → easy to read
- i) Ex: Matcha
- 3) **Imagery**: Clean, visually-appealing images! This website should focus a lot on images and less on words to again create a clean look.
- 4) **Space**: Overall website should utilize negative space well and not be overly cluttered.

Of course, you also have a lot of creative freedom with what you personally think works best. The guidelines above are general, so don't feel restricted to anything specific (i.e. if you think Montserrat looks better than Nunito, please use it!). Since you're someone

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who also loves matcha, trust your gut with whatever you think captures its energy well!
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