

Creative Brief

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Project Focus: Helvetica

1. Project Overview

- a. Showcase Helvetica in a fun and interactive way. The site is meant to be both interesting and informational, and will incorporate a lot of movement and animation of the typeface within the pages.

2. Resources

- a. I will include copy from multiple sources beyond the wikipedia page:
 - i. <https://mymodernmet.com/helvetica-typeface/>
 - ii. <https://hypebeast.com/2020/2/behind-the-hype-helvetica-font-history-branding-cultural-significance>
 - iii. <https://medium.com/melted-design/helvetica-the-story-of-the-most-famous-swiss-typeface-3f83d8fd5647>
 - iv. <https://en.wikipedia.org/wiki/Helvetica>

3. Audience

- a. This website is for anyone to see, in the same way that we all read fonts and observe text around us every day.

4. Message

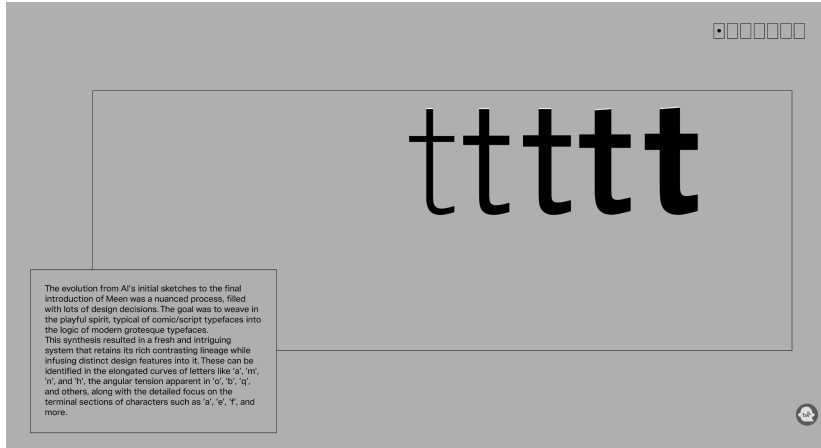
- a. Why should the viewer care about this font? I want to intrigue my audience, and will likely use a very eye catching header and slogan to instantly draw the user in. I will incorporate fun phrases, like “the little black dress of fonts”, and other interesting quotes. I may show examples of bad typefaces or use other contexts to emphasize certain points about how seamlessly the typeface has blended into society.

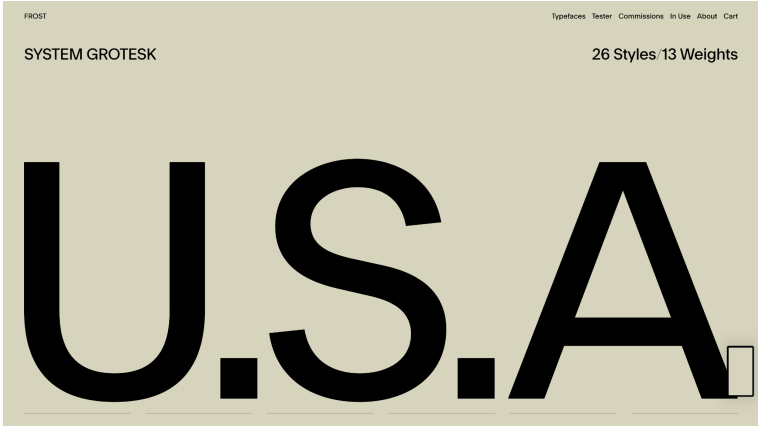
5. Tone

- a. Fun and playful!
- b. Maintain a conversational and approachable/friendly tone

6. Visual Style

- a. Predominantly black and white to mirror the Swiss design style.
- b. Limited use of bright and bold colors, used sparingly for accents and to draw attention.
- c. Letters broken up that will float in spaces on the page



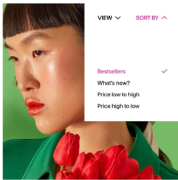


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IN USE

- Filter
- All
 - System
 - Meyer
 - Calhern
 - Polar
 - Bureau



Accessorize
by ACCESSORIZE
System Blank



Sophia Kesting
by STUDIO FIELD
System Grotesk



Öthérhuman
by DUANE DALTON
Polar



Öthérhuman
by DUANE DALTON
Polar

