Creative Director: Naomi
Designer: Chelsea

Meeting Notes

*Met in person

Topic: Almabtrieb (Alps cow parade)

- Stylization of website can be pretty open. Chelsea makes a lot of things with a light color palette, so I want her to lean into that.
- Would like illustrations (don't have to be hand-drawn/rendered) of cows and their headdresses
- One continuous scroll

Typefaces

- Don't want it to be Blackletter or anything like that. Should have a sleek, contemporary feel. Maybe serif? But I trust Chelsea's judgement
- If display type is serif, then body should be sans. But if display is something other than serif, can choose between serif/sans.

Colors

- Super colorful to match the headdresses of the cows! Want there to be a green tone to match the pastures.

- Doesn't need multiple pages, but would be nice to have something that outlines all the sections (intro, history, present-day festivities, cultural connections) that if you click on it, it'll bring you to that specific section.

Mobile: Same concept as desktop, except I don't think you need the content outline mentioned above.