

Creative Brief

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1. Project overview

I want my site to be informational and interesting, allowing people to learn about something new that they are all familiar with, but might not have thought much about before.

2. Resources

Copy and images can be taken from <https://en.wikipedia.org/wiki/Helvetica>. Images like examples of it in use as well as type specimens can also be taken from Google or Pinterest.

3. Audience

The intended audience is anyone interested in learning more about Helvetica, its history, evolution, and/or importance. I want it to be an easy-to-follow and informational for anyone.

4. Message

Like the audience, I want it to be informational overall. I want the importance of the typeface to come across, even if we might not usually think about things like Helvetica's history or impact.

5. Tone

I want the website to be welcoming and simple, reflecting the typeface itself.

6. Visual Style

I want the visual style to be very simple, with a strong use of negative space and minimal colors.

Here is some stylistic inspiration:

