

Creative Director Meeting Notes (3/29)

- Design/Theme
 - Neutral and natural aesthetic
 - Lots of egg imagery
 - Specifically, “Types of Dishes”
 - Thin serif or sans serif
 - Maybe Yolk from Monospace
 - Curved edges
 - Fun
 - Animated egg
 - “a kid would say ‘oh that looks nice’”
- Pages
 - Simple homepage, large type, egg
 - Pages on the outline brief