

Creative Brief

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Project Title: Seattle Sounders Website

1. Project overview

The goal of this site is to give people an insight into the club and it's history relating to it's successes, important players and its connection to the city of Seattle and the Northwest.

2. Resources

The wikipedia page has all the copy and a fair amount of images. Google also has plenty of images.

3. Audience

This is an informational site for a pretty broad audience, mostly young adults and adults with some design background.

4. Message

I'd like to focus on the success of this club, both on and off the field. Between the two MLS cups, one Supporters Shield and multiple US Open Cups, the Sounders have a significant trophy case for only being in the league for 11 years. But beyond that, I also want to focus on the exceptional fanbase and support from the city of Seattle.

5. Tone

The tone should be pretty lighthearted, in a sense celebrating the club.

6. Visual Style

The visual style should be modern, maybe drawing design decisions from the material that the club makes itself. Their colors are rave green and navy so these should probably also play a significant role. Their instagram is also a good source.

