Creative Brief

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Project Title – British Shorthair

- **Project overview**
  The goal of my microsite is to present some information about British Shorthair cat and show the cuteness of cat with the design and images

- **Resources**
  Wikipedia page: https://en.wikipedia.org/wiki/British_Shorthair
  Content and some images are available on this page, and more images can be found online.

- **Audience**
  The audience of this page should be the general public who are interested in this breed and hope to know more about it. The website is also for the people who like to see how cute the cat is.

- **Message**
  I hope the website will have all the basic information about the British Shorthair cat and some images of it.

- **Tone**
  The tone I am imagining is kind and friendly. I'd like to show the cute side of the cat and let more people like it.

- **Visual style**
  I am imagining a website that has a clean design with some light color to show the softness and cuteness of the cat. Here are some images and colors for inspiration.

(image of a website that capture the feeling I would like to have for the microsite)

(Here are several color palettes for references)

E0D3DE Languid Lavender	**D8D0C1** Bone	**CBB8A9** Pale Silver	**B3B492** Sage	**6F686D** Dim Gray
EBF0D8 Beige	**EFE4D3** Antique White	**E5D2C8** Champagne Pink	**DDBABC** Baby Pink	**B1A2A2** Black Shadows
73877B Xanadu	**839788** Morning Blue	**BDBBB6** Gray X 11 Gray	**E5D1D0** Misty Rose	**F5E4D7** Champagne Pink