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## **Meeting Notes**

**Topic:** Types of Bears

### **Photos mainly illustrations?**

Realistic illustrations to show details, maybe no need for photos

Illustrations of bears and habitat

### **Vintage Vibe**

Background color/color scheme, scrapbook with components

Earthy tones, maybe scrapbook aesthetic, colors should reflect vintage vibe

### **Tone**

Educational but also appealing with personalities, appearance

Highlight more personable traits, personify bears

Name based on scientific name - nickname

### **Visuals**

- Scrapbook textures
- Vintage fonts, organic fonts
- Earthy tones
- Layered pictures
- Nature imagery
- Non-super structural placement, break the grid, not everything perfectly aligned

### **Mockup 1:**

Scrapbook, using illustrations with texture, more dimensional, layering, collaged elements

### **Mockup 2:**

Cleaner site but with vintage colors, more standard navigation, use real photos of bears

\*Both should have friendly/intimate feeling (personable, interesting)

# Visual Research

