

Creative Brief

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Project Title: Gritty: The Iconic Menace of Philadelphia

<https://en.wikipedia.org/wiki/Gritty>

1. Project Overview

The goal of this microsite will be to celebrate Gritty, the official mascot of the Philadelphia Flyers professional hockey team. It will highlight Gritty's origin story, personality, and cultural impact in a playful tone that reflects his spirit and humor. The website will feel bold and energetic while also maintaining enough of a clean design structure to present factual information about him and his story.

2. Resources

The main source of written content will come from the Wikipedia article on Gritty, and might be supplemented by official Flyers materials and media coverage. Images and GIFs of Gritty will be pulled from the Flyers' press site, sports photography archives, news outlets, and open source social media.

3. Audience

This site, if it were to be published, would be intended for general audiences, especially Philly sports fans, designers, and anyone interested in pop culture. In the context of this class, my main audience are the instructors and classmates who will review it. The tone of my site will be entertaining for all ages, while still being witty, confident, and proudly Philly.

4. Message

Gritty represents the unique identity and humor of Philadelphia, that is, bold and unfiltered. This site should have that tone and also show that Gritty is more than a hockey mascot, he's a viral icon and symbol of the city's playful resilience.

5. Tone

The tone will be high-energy, humorous, and slightly rebellious. Copy will be from the wikipedia site but also could be re-written to feel conversational, have chaotic personality, and be a little self-aware, like Gritty's social media voice (<https://www.instagram.com/grittynhl/>). While fun, it will still feel cohesive and thoughtfully designed, not chaotic to the point of confusion.

6. Visual Style

The visual language will rely on the Flyers' orange and black color palette, with bold typography, strong contrast, and visuals like hover animations, videos and GIFs. Layouts will feel expressive but also clean enough for usability. I want to go for a sports branding vibe, but also a tad of internet meme culture. The overall feel will be modern, loud, and unapologetic.

Inspiration:

- Flyers team graphics and mascot photography, sports editorial layouts

