

Creative Director: Riley Perry
Designer: Emma Hinckley

Topic: Gritty

Concept: to make a bold site that highlights the charm, origin story, and cultural impact of Gritty, Philly's hockey mascot. The content will be lighthearted and visual, so breaking it into short, focused pages will make it engaging and easy to navigate

Tone: Energetic and fun, playful

Approach 1: Bold and chaotic

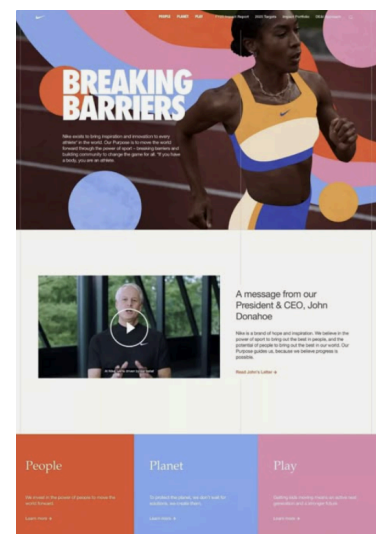
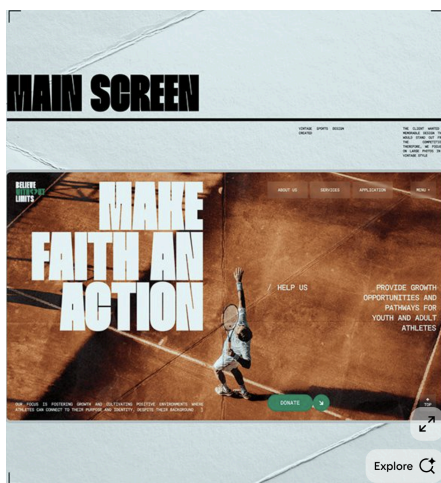
- Bright orange and black color palette (Flyers team colors)
- Large type
- Cut out images or "sticker" style photos
- Home page is loud and playful
- Interior pages are still fun, but cleaner for more information communication

Approach 2: Cleaner, sports editorial style

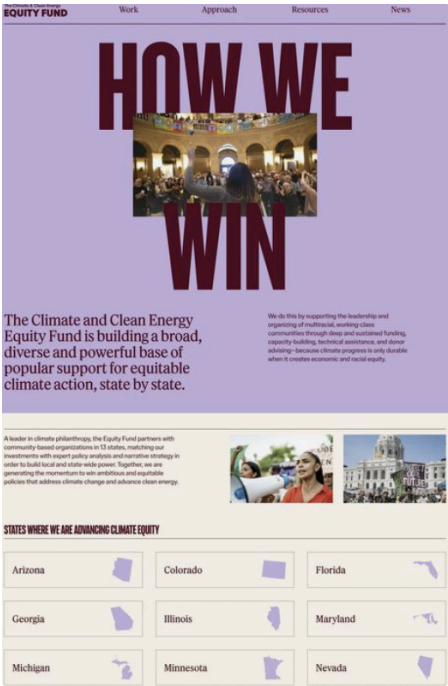
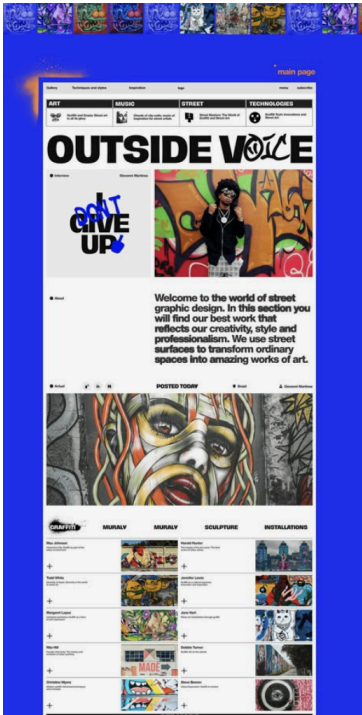
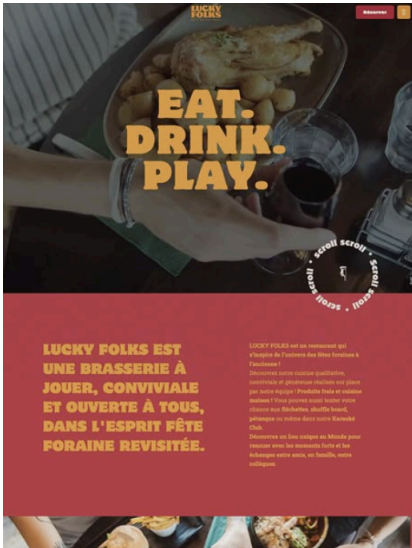
- More structured, balanced
- Black and white, clean text with orange accents
- Wide screen and strong photography
- Mix of serif and body sans serif fonts (maybe condensed font?)
- Will design a computer and mobile screen for both options
 - Both a home page and an interior page example for each
 - An example interior page of the sub-pages (origin, personality, legacy, sources)
 - Interior pages will have similar layout to each other so only one example of an interior is needed

Visual Inspo:

Approach 1:

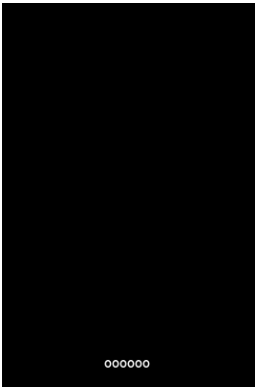


Approach 2:



Philadelphia Flyers Logo Color Scheme

FFFFFF



SCHEMECOLOR.COM