Meeting 10/30 (IN PERSON):

Creative Director: Steffi Liu

Designer: Makayli Anochi

- Topic/ Goal: Informational website about the St. Louis Blues, focusing on team history, achievements, and culture rather than current standings and players
    - History: when the team was founded, how they did historically, key happenings as an organization, Stanley Cup wins, etc
- Want to capture the energy and identity of the team
    - Connection to St. Louis!
        - Connection to music (stl blues)
        - Why was stl picked to be a host city for the team
- Tone should be bold and energetic, but not too over the top
- Should feel modern, sporty, and easy to navigate
- Use blue and gold as the main colors
    - white. black/navy, neutrals for contrast
- Large photography should be a major part of the design
    - Game photos, historical images, players, fans, Stanley Cup, etc.
- Bold typography, possibly oversized/blocky sans serif fonts
- Could incorporate hockey-inspired graphics, stripes, lines, and shapes
    - Not too cartoony
- Avoid large blocks of text
    - Maybe use timelines and stuff
- Could take inspiration from sports branding/editorial websites
- Nav Bar: About, History/ Timeline, Culture, Impact?
    - Index page: big images and colorful