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## **Criminal Minds Microsite**

### Initial Meeting Notes

- We plan on staying true to the clean, modern aesthetic of the preexisting *Criminal Minds* brand by using bold sans-serif display text and a similar typeface for the body text. We also plan on using the red, black, and white color palette.
- We decided that the key information to highlight are the character biographies and season overviews. We will have pages for both of these in addition to a home page that integrates some general/production information about the show, as well as a sources page.
- The overvall site will be bold and serious, yet still inviting. One way we plan to achieve this is by using a variety of photographs that fit within and at times break the underlying grid structure.