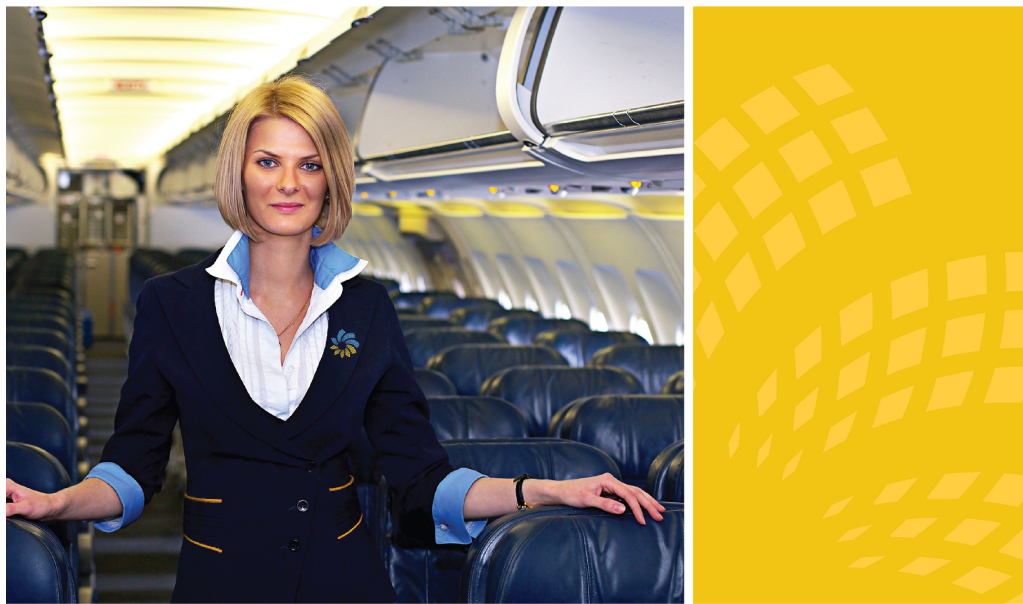


Creative Brief / Irina Pavlova

Project Title: Welcome to Ukraine

1. **Goal:** The goal of the website is to promote tourism in Ukraine. **Resources:**
<https://en.wikipedia.org/wiki/Ukraine>
https://en.wikipedia.org/wiki/Seven_Natural_Wonders_of_Ukraine
2. **Audience/Message:** This website, mostly informational in nature, is intended to be largely image-based in order to evoke the sense of pride for the cultural heritage of the country and inspire travellers to visit. Despite all the political and economic distress, Ukraine remains one of the top travel destinations in Europe with many attractions and reasons to visit.
3. **Tone:** I envision the website to combine the clean and classic look of the National Geographic home page and welcoming feel of Instagram.
4. **Visual style:** I plan on using identity system I developed for the country's brand (logo, colors, ect). Examples that I think are successful:
<http://www.australia.com>
<https://www.lonelyplanet.com/peru>
<https://www.lonelyplanet.com/ireland>



- **Ukraine Gold:** PMS 7406; CMYK 5 22 100 0; RGB 244 195 0; HEX 4C300
- **Ukraine Sky:** CMYK 62 25 0 0; RGB 91 161 215; HEX 5BA1D7
- **Ukraine Blue:** PMS 0821; CMYK 49 0 5 0; RGB 113 207 235; HEX 71CFEB
- **Ukraine Steel:** CMYK 0 0 0 50; RGB 113 207 235; HEX 939597