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Creative Brief

Project Overview
I want to present this website as informative and attractive to chocolate/hazelnut lovers but also disclose some of the controversies of the beautiful spread that has won over everybody's hearts. There are always two sides to a story!!

Resources
Wikipedia link and various Google images…textures are cool to focus on.

Audience
Chocolate-lovers from young to middle aged who want to learn more about Nutella. I don't think older adults will be too interested. Perhaps going more for the early 20s style.

Message
Informational but from a fairly positive standpoint. See below. Transparency, though, in regards to controversies. Nutella is wonderful but has still messed up in some ways.

Tone
Informative, loving (lol). Almost like a legacy, shows how its all over the world

Visual Style
I'd like the website to focus a lot on visuals – images of the bottle, hazelnuts, texture of the spread. It'd be nice to use the Nutella colors like red, white, and brown. A clean, horizontal nav bar at the top or bottom. The front page should be mainly visual but still serve as an informational info page.

Font choice could either be thin and elegant or chunky in a quirky yummy food way. I'm leaning towards the first.

Examples:
http://reginaldshomemade.com/
https://www.pbcrave.com/project-peanut-butter
http://kristalbelli.com/2016/2/10/kristal-tartare
http://degustation-nyc.com/ (better pictures, though)