

## Brand

### The Fifth Suit

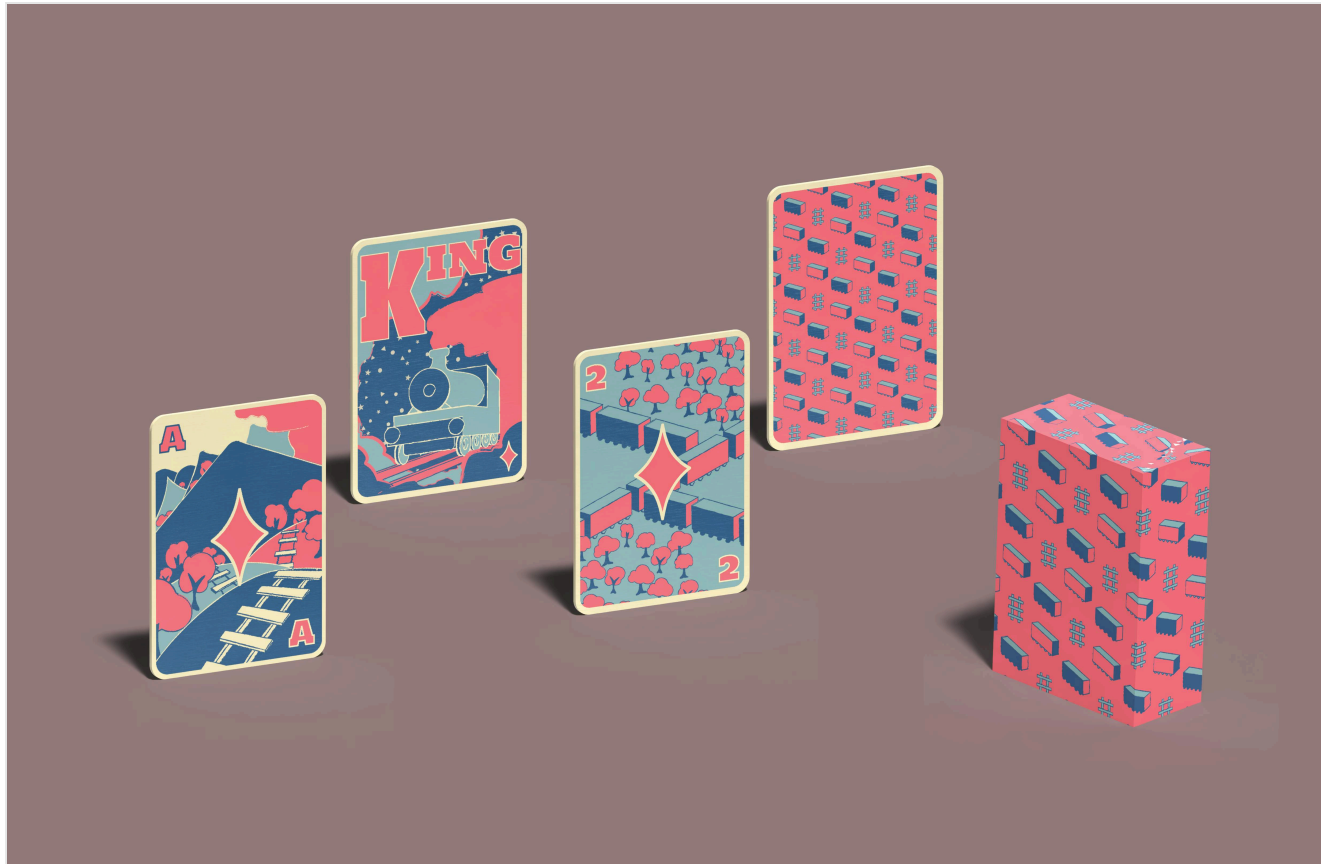
A company and website that sells really unique playing card sets online.

### Brand personality

- Imaginative
- Offbeat
- Playful

## Creative Direction

The sets being sold are not expansive and only up for limited time. The site should also feel smaller to highlight the current set.



#274D7A

Astronaut

#84ABAA

Gumbo

#E85B67

Mandy

#ECDBAF

Chamois

## Target Audience

- Young Adults / Millennials
- Collectors
- Board Game Players

## Fonts

Baloo 2 - Headers

Open Sans - Paragraphs & Buttons

## Goals

Create a fun website that highlights the cards of the month, and has a area to give info for checkout.