

# Creative Brief

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## Project Title: Complete Guide to Monarchs

### 1. Project overview

The goal of my monarch website is to inform the audience about monarchs. I want to be as detailed as possible while also organizing in a way that it is easy to navigate. Ideally, I want this website to inspire people to get involved with the conservation efforts.

### 2. Resources

I will use the information from [wikipedia](https://www.wikipedia.org), as well as from conservation websites. I will get photos from google.

### 4. Audience

The audience for this site will be nature enthusiasts of any age.

### 5. Message

I want this website to help inform the audience of what threats the monarch population is facing, and inspire people to get involved with conservation efforts.

### 6. Tone

The tone here will be informative and upbeat. I want people to be interested in reading further along.

### 8. Visual Style

I would like to include the colors of a monarch butterfly in the color palette, but I don't think I want them to be the main colors. I think I want to focus on greens and neutrals (nature colors) as the main colors for the website.