

Creative Director: Matt Grossman

Designer/Developer: Jordan Rossi

Topic: Parmesan Cheese

- Incorporate the existing design branding guidelines for parmesan cheese
- Typeface in the logo is a hallmark of parmesan cheese
- Multi-page site
 - Landing Page:
 - Map, interactive photo element
 - Labels for the different pages
 - OR doing the classic menu bar at top
 - Process:
 - Through a timeline or through image/text pairings about the parts of the process
 - History:
 - timeline layout
 - The consortium
 - Highlighting the strict guidelines for cheese
- Color scheme
 - Using the editing color scheme from Parmesan consortium (Black and gold)
 - Adding a few colors – at the designers discretion
- Matt has pictures of a parm factory if you want to use them in the website