

Objective: To design and develop an online site for Premium Peppercorns, branding them as a boutique mercantile of unique, delicious, high quality Kampot peppercorns.

Strategy: **Appeal** to primary market of professional women and secondary market of restaurateurs by aligning and being attuned to their global and socially responsible outlook. **Emphasize** Premium Peppercorns' credible story of farm-to-table sustainability, a mercantile middle-person linking a unique, healthy and delicious food to the discerning individual. **Articulate** with clean, Scandinavian inspired aesthetics.

Scandinavian Design Exploration



Scandinavian Design: design that is clean, thoughtfully functional and democratic. Underlying it is the belief that good design can be for everyone. It is innovative yet understated, employing curvilinear forms and repetition of geometric shapes. Concurrently organic, yet mass-made, straddling the tension between symmetry and asymmetry.



Norway

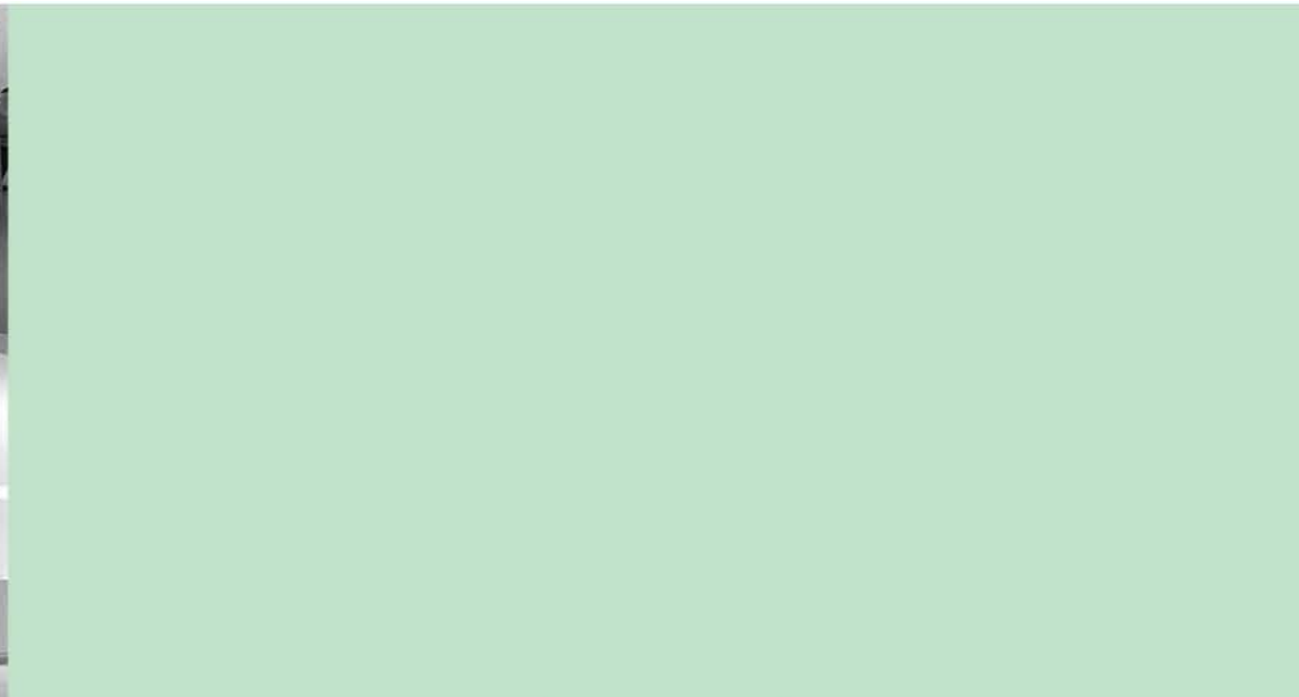
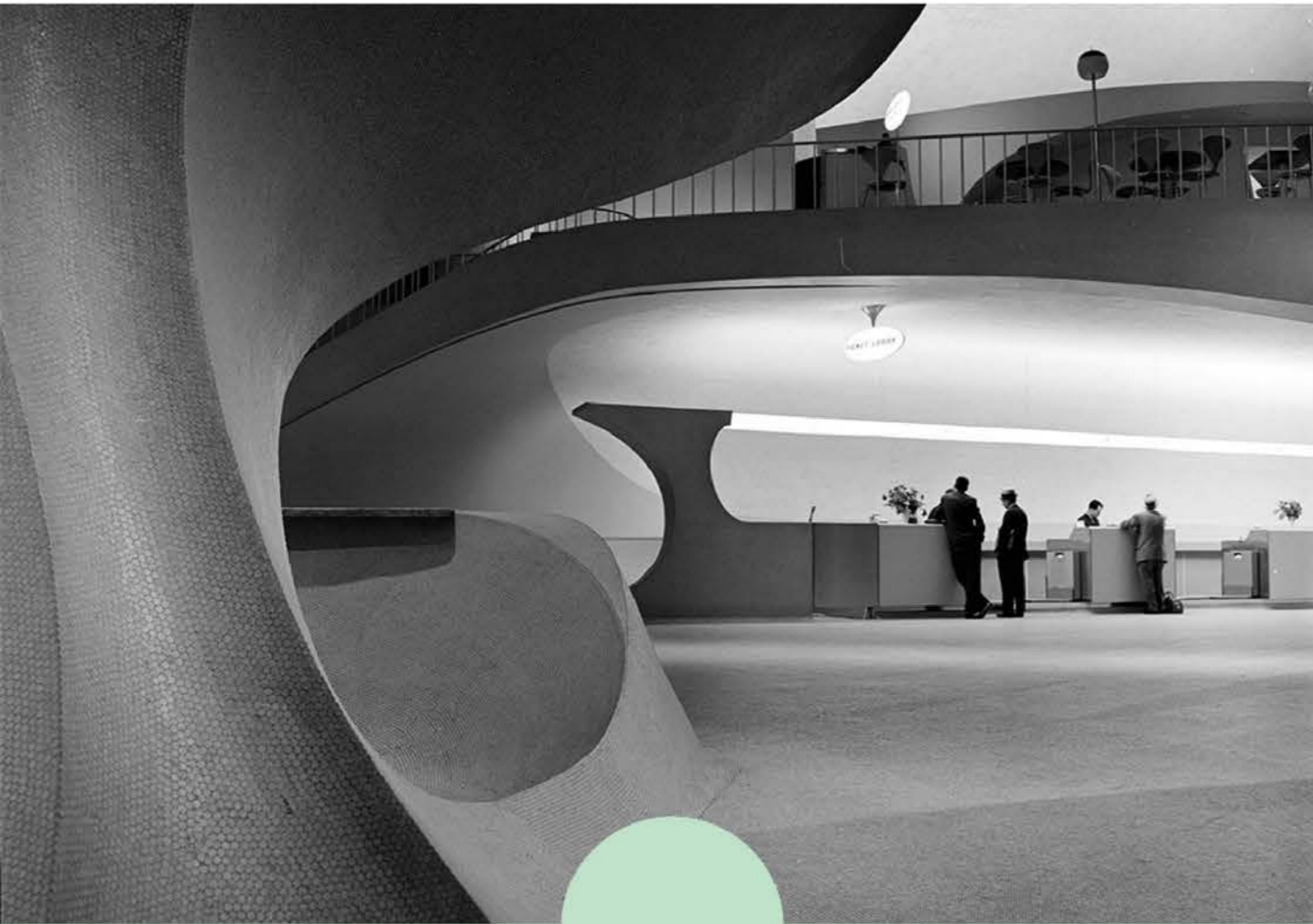
WIP GERTT HALL
Stockholm Design
Identity

11-53
The best day, I
felt that I want
to draw the rest
of the symbols to
create a complete
font.

58
When I came home,
the first thing I
did was eat at
my computer and
created the Zaz
9 symbols.

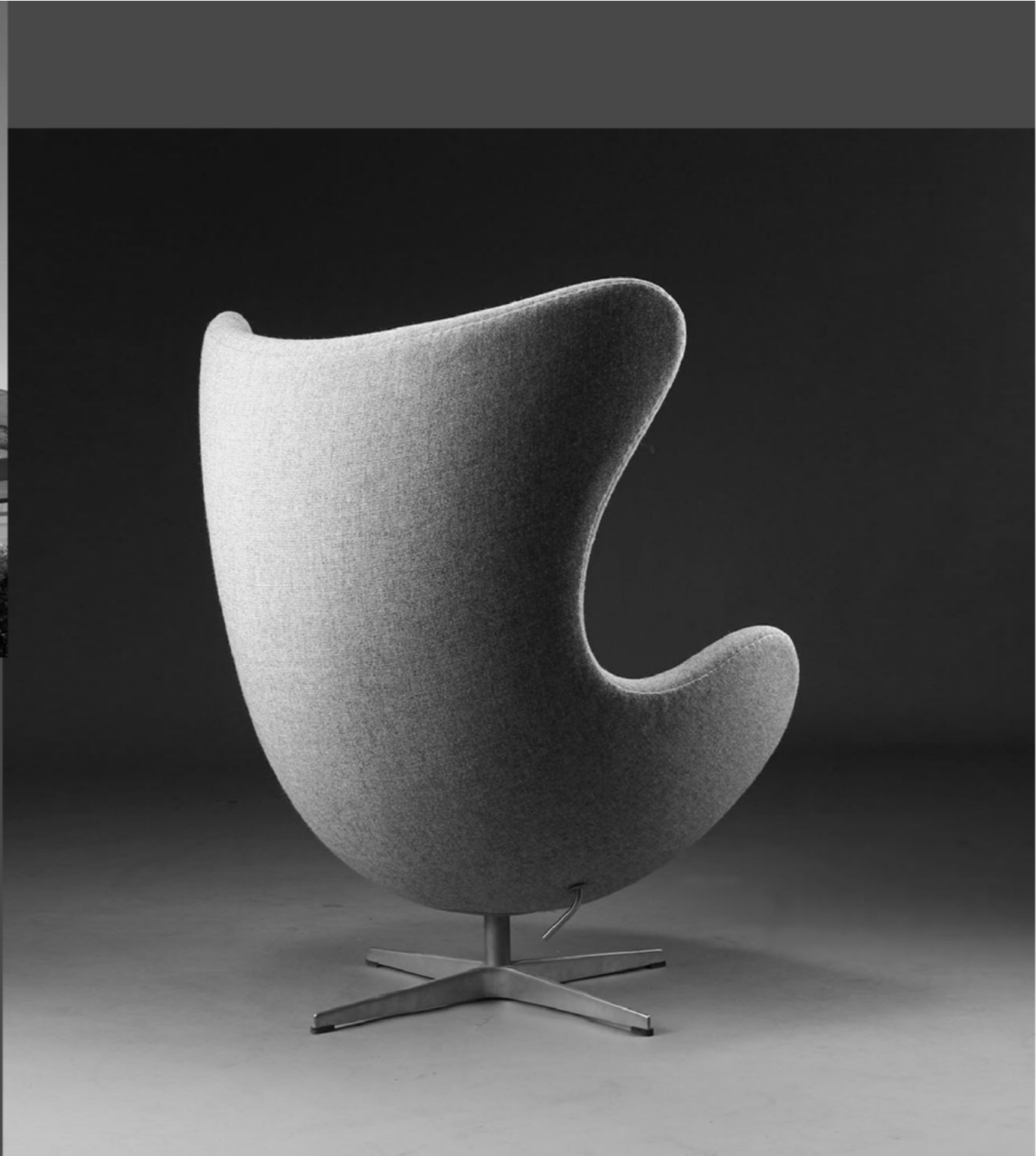














Font Exploration

Est.
BEVAR'S
2012

ezccc

restaurant paustian





SOCIETY FOR NEWS DESIGN SCANDINAVIA

BEST

Best of Scandinavian News Design 2013

Print categories - content produced and published in 2012



Danske Dagblades Forening

MEDEBEDRIFTENES LANDSFÖRENING

SAMMALLEHTEN LIITTO

TIDNINGARNAS FÖRBUND

TidningsUtgivarna

ISBN: 978-87-992510-5-6 · ISSN 1902-6293

MOTHER WILLOW


Sometimes

Right Path

IS NOT

Easiest One


POCAHONTAS



Lato Thin

I am elegant, understated.
I can convey credibility with
my modern clean, pared down
sans-serif lines.

I am sophisticated, with serif
flourishes, a dichotomy of thin
& thick, old fashioned & modern.
Complex yet simple.

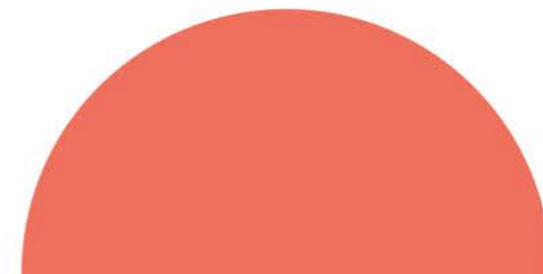
Baskerville

Coquette

Friendly, charming but
still unashamedly posh.
A font quite effective when
used sparingly.

**Exuding stability,
people take notice
of my credibility and
modern lines.**

Fat Frank



5 Best Elegant Google Font Combinations

Playfair Display

Playfair Display for body text ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Josefin Sans

Josefin Sans for body text ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Gentium Book Basic

Gentium Book Basic for body text ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Adamina

Adamina for body text ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Lato for Header

Lato for header text ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

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10 DAZZLING WEB FONT COMBINATIONS

WE'VE GOT THE BEST OF BOTH WORLDS: THE BEAUTY OF SERIF FONTS AND THE CLARITY OF SANS-SERIF FONTS.

Combining a serif font for your headlines, a clean sans for your body text, and a script font for your accents is a classic web font combination. Here are 10 examples of these combinations that you can use in your next design project.

Here are 10 of our favorite combinations that you can use in your next design project. Each combination includes a headline font, a body font, and an accent font. We've also included a brief description of each font and why we love it.

★ GEORGIA and VERDANA

For those who want a classic, the combination of Georgia and Verdana is a timeless one. By pairing the serif Georgia with the sans-serif Verdana, you get a clean, professional look that is easy on the eyes.

★ HELVETICA (BOLD) and GARAMOND

The combination of Helvetica (Bold) and Garamond is a classic one. The clean, modern lines of Helvetica (Bold) are perfectly balanced by the elegant, traditional curves of Garamond.

★ BODONI and FUTURA

When it comes to serif fonts, Bodoni is a classic choice. Paired with the clean, modern lines of Futura, you get a look that is both elegant and contemporary.

★ FRANKLIN GOTHIC and BASKERVILLE

Baskerville is an elegant serif font that is often used in formal documents. Paired with the clean, modern lines of Franklin Gothic, you get a look that is both professional and sophisticated.

★ CASLON (BOLD) and UNIVERS (LIGHT)

Caslon (Bold) is a classic serif font that is often used in formal documents. Paired with the clean, modern lines of Univers (Light), you get a look that is both professional and sophisticated.

★ FRUTIGER (BOLD) and MINION

Frutiger (Bold) is a classic serif font that is often used in formal documents. Paired with the clean, modern lines of Minion, you get a look that is both professional and sophisticated.

★ MINION (BOLD) and MYRIAD

Minion (Bold) is a classic serif font that is often used in formal documents. Paired with the clean, modern lines of Myriad, you get a look that is both professional and sophisticated.

★ GILL SANS (BOLD) and GARAMOND

Gill Sans (Bold) is a classic serif font that is often used in formal documents. Paired with the clean, modern lines of Garamond, you get a look that is both professional and sophisticated.

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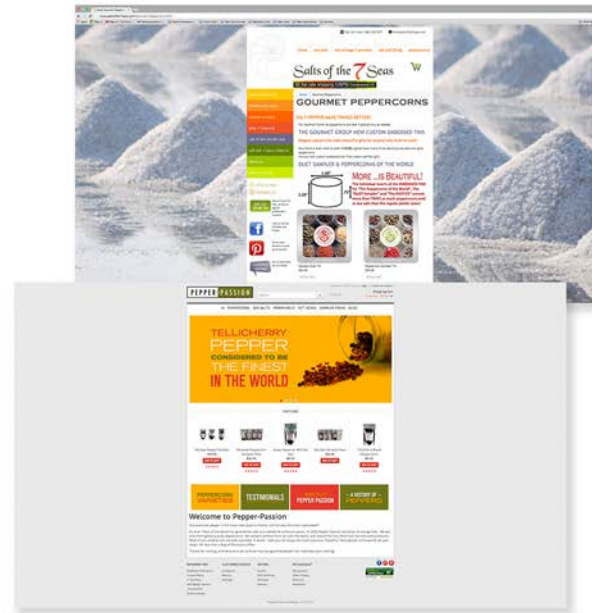
★ CLARENDON and TRADE GOTHIC

Clarendon is a classic serif font that is often used in formal documents. Paired with the clean, modern lines of Trade Gothic, you get a look that is both professional and sophisticated.

★ AVENIR and MINION

Avenir is a classic serif font that is often used in formal documents. Paired with the clean, modern lines of Minion, you get a look that is both professional and sophisticated.

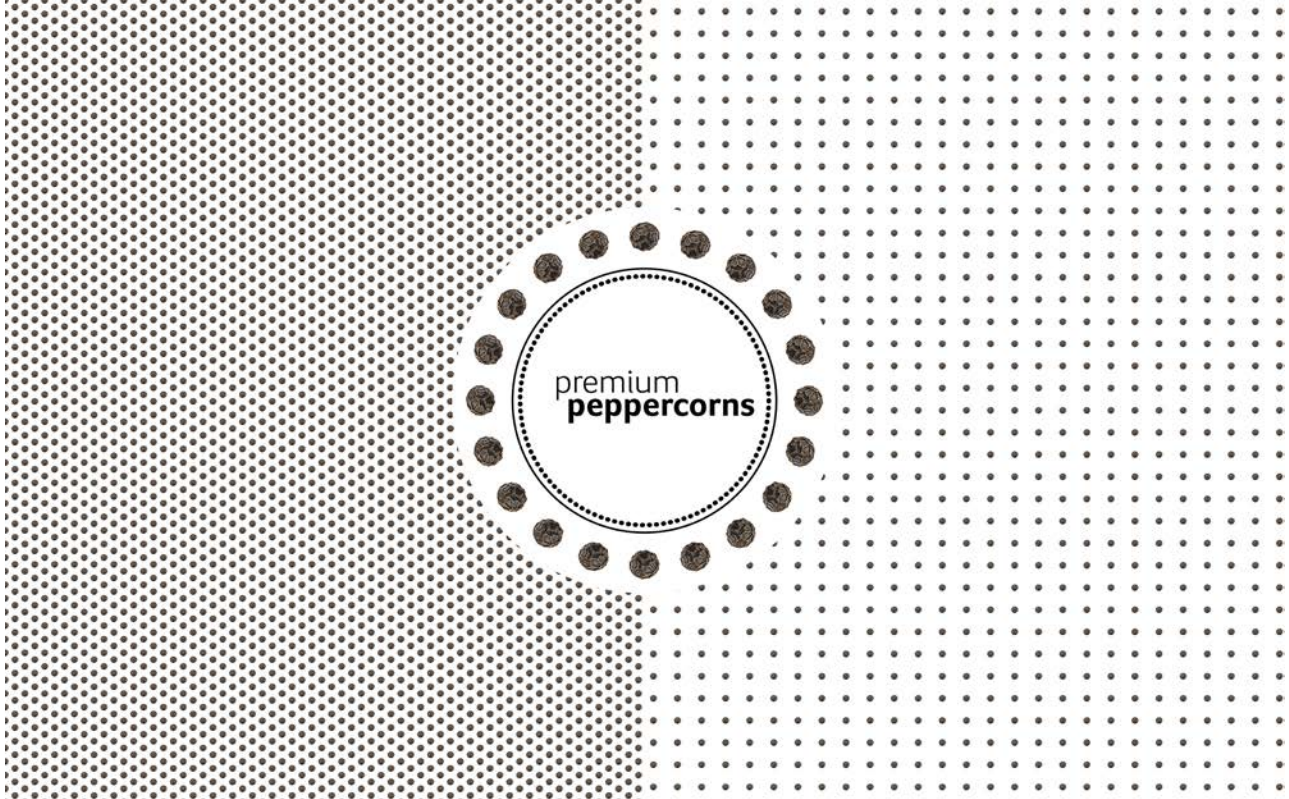
Market Research





premium
peppercorns

Buy



premium
peppercorns

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