

(all of the below are found on the design brief template)

About the client

*The Brand - use these cards to show any existing logo, or key art

*Brand Personality

*Colors (add more as needed)

*fonts

**indicate what you intend to use for this project, not what they currently have (unless you are not making changes)*

Target audience - this is an actual business. Research, visit if possible.

Goals /Objective of site - specifically, what feature will you be adding the the site?

Creative Direction

Link to original web site

Screen capture of home page from original web site

Use reference cards to show key images, inspiration

about the client

Old Aberdeen Bookshop - a vintage old resale book store. just a small one-room shop, with books from floor to ceiling.

Personality

an old, serious, and higher-end. Since it is an old monument, keeping it vintage and serious.

Old Aberdeen Bookshop

The goal

Bring a new look to an old place, The things that you are going to be able to buy are going to be old vintage books

Fonts

Cormorant Garamond

Sorts Mill Goudy

Inconsolata

Target Audiance

Thrifters, looking for something vintage and authentic. keeping it real

brand

Old Aberdeen Bookshop

Start typing...

original Cite



<https://www.oldaberdeenbookshop.co.uk/>

[Home](#)

Old Aberdeen Bookshop



About

The Old Aberdeen Bookshop is an Aberdeen-based bookshop that has been both buying and selling second hand books for over 20 years. We specialise in academic literature, classics, modern, Scottish and local books. Our collection spans over 7000 books, both old and modern and in hardback and paperback versions. We are the only non-charity second-hand bookshop in Aberdeen with books available at a fraction of the high street price.

Contact Info

Opening Hours

Mon - Fri 11:30 am - 5:00 pm
Saturday 12:00 pm - 4:30 pm
Sunday Closed

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