Microsite Initial Brief Notes: Sumikko Gurashi

[Link to zoom meeting](#)

Content

- Cute mascot / merchandising characters created for the japanese character manufacturing company SanX
- Not from a show / game / other media — designed solely to be marketed on merch

Main page

Introduction to the series + establishing the visuals of the characters

- Short gallery of the main characters (5) underneath the main introduction; invites visitors to other parts of the site
    - Character's png + their name underneath (no description)

Nav tab

- **Home**
- **All Characters**
    - Gallery view with characters images + name and short descriptions
- **Media Projects**
    - Short overviews of each media project, listed
- **Product Lines**
    - A selection of merchandise (10-20, one scrollable page) and a short section at the bottom stating where someone can buy them (amazon, ebay, etc.)
- **History**
    - Brief history of the characters and objective information (founding date, parent company, etc. found on the wiki)

Layout

- Similar to fandom wiki page structures

- Full width sticky nav bar (with color background)
- Narrow body width with white space on either side

Visual language

- Consistent color scheme (pastel, light)
- Flat coloring / image treatment
- No use of harsh blacks (except for body text)
- Round shapes
  - Based on the cute appearance of the characters
- Use of icons where relevant
- Fonts – rounded san-serif for body text / comic-book-esc block serifs for headings

Mobile

- Generous white space between content
- Hamburger menu replaces nav bar