

About the client

Client:

Cedar Grove Cheese, Plain WI
E5904 Mill Rd, 53577
(608) 546-5284
dbyrne@cedargrovecheese.com

Cedar Grove
CHEESE



The brand

Brand values

In December 1993, Cedar Grove Cheese became the first in the country to assure its customers that its products were rBGH-free.

In January 2001, Cedar Grove Cheese decided that all its cheese should be made exclusively with non-genetically modified organisms (GMOs). We carefully select our cultures and enzymes based on the non-GMO status of the product. All of our cheeses are vegetarian and gluten free.

Our organic cheese is made from the freshest, Grade-A, certified organic, non-gmo verified, whole milk.

Brand Personality:

Cedar Grove seems to be a kind, progressive brand that tries to give its customers the best cheese they can make.

Target Audience

The audience

Janice, 34:

Janice is a mother who wants to give her children the best food she can give.

Gene, 25:

Gene is a little money-tight at the moment and needs the cheaper cheese cedar grove can provide.

Carrie, 47:

Carrie is vegetarian, and has been for a long time, she would enjoy knowing that all the cheese she buys is made with no meat by-products.

Font's

Amiri-Serif

Gelasio-Serif

Sura-Slab Serif

Goals

Goals

- Have sub pages in the website
- show all the cheese available
- be able to order products

Creative direction

Concept

I am making a new version of the original website, keeping things I like, and making it better

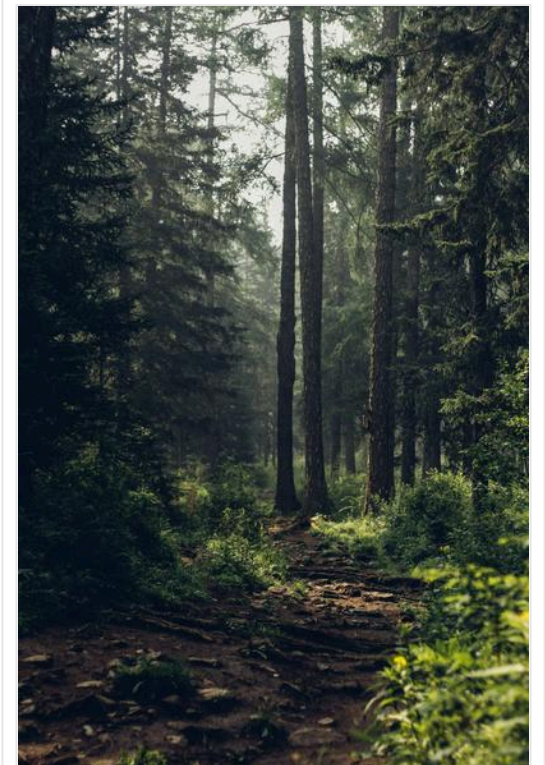
Original Website:

<https://cedargrovecheese.com/>

Creative outputs required

I need to create a website using WIX

References



#F5EC84

Sahara Sand

#FFBF66

Koromiko

#FFFAF0

Bridal Heath

#D38F09

Gamboge

#3F2D08

Bronze

