Creative Brief

1. **Project Overview:**
   "All kinds of spicy" will be a fun, lighthearted website that provides bite-sized information related to spiciness. This information may range from why certain foods feel hot to how different cultures embrace spice. There could also be tips and suggestions for spice-enthusiasts on how to cook spicy food, but also for those with lower tolerance on how to manage spiciness.

2. **Resources:**

   Content may include introductory information from Wikipedia;

   quick reference to spice management, see Cookinggenie,

   Spicy recipes may include links to or selections from Bonappetit

   Other relevant information should be easily searchable, no need for deep-dive research; images can be found on recipe sites or from stock images.

3. **Target Audience:**

   All audience friendly, although visual style could appeal primarily to a younger more adventurous demographic. Certain content may speak to foodies more (recipe/sauce content); there could also be design choices made to differentiate sections that speak to spice-enthusiasts or less tolerant audiences.
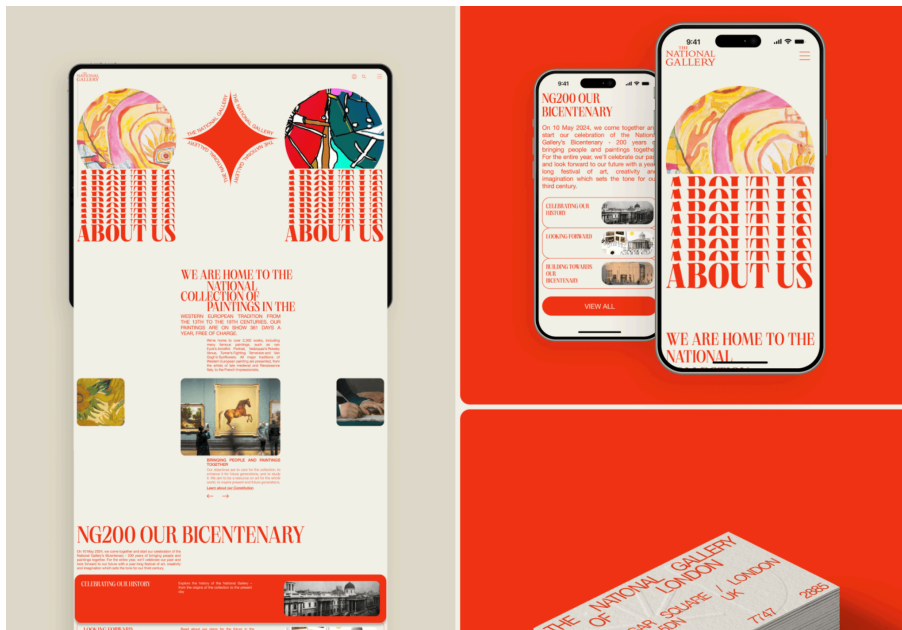
4. **Message & Tone**

   The website should aim to be casually informative, providing content that goes a little beyond the easiest search. Avoid lengthy paragraphs in most sections. Overall feel should be inviting, fun, adventure into food/sensory experience.

5. Visual Style:

Bold, warm colors like reds and oranges will set the mood, with striking photos of colorful dishes and close-ups of peppers. We're aiming for clean, modern typefaces that keep it readable but playful.

Visual references:

[Behance project](#) an example of creating visual "spicines" (although not the most relevant to their topic)

Sample images might look like:

Showing sauce and dish side by side may be an approach to consider?