CREATIVE **BRIEF**

Prepared by: Nadia Chu

**Business**

Nadiachu.com is a food and travel website that shares stories, tips, and guides on local, off-the-beaten path experiences. This site shares not only my appetite for food, travel, and adventure, but for life overall. I aim to provide helpful, useful, inspiring content that readers can use for their own culinary and travel adventures.

**Website URL:** [www.chuuonthis.com](http://www.chuuonthis.com) (redirected), Nadiachu.com (primary)

**Mission Statement**

*“The mission of nadiachu.com is to share my love for food, travel, and life and to provide open, honest, and inspiring stories and guides.”*

This will be achieved in two ways:

1) By providing practical information based on my own personal experiences that regular guide books don’t cover. i.e. Nadia’s Paris

2) By sharing stories of experiences that encourage readers to dream and pursue their own adventures, support local businesses, and connect with real people.

**Logo**

Nadia Chu

**Allowable alterations to logo:**

**Required Brand colors:**

Black, white, red.