

About the client



Third Lake Sausage Shop

- Locally owned and operated
- Provides quality, locally made sausages to the greater Madison area
- Published author through Karate Fight Publishing
- New book coming out in collaboration with the Wisconsin Historical Society

Key people

Jesse Brookstein | Owner
thirdlakesausageshop.com

The brand



Brand personality

- Casual
- Vintage
- Authentic

#F6E5C3

Sidecar

#3F5527

Woodland

#B3832C

Alpine

#B45526

Desert

#482209

Bronze

Target Audience

Individuals, bars, breweries, festivals

Anyone looking to add a little flair to their day to day

Goals

Objective

Jesse is a man of many talents, and my goal is to create a website that can highlight all that he has to offer.

Creative direction

Product concept

Welcome to the lake

Vibe

Historical, Vintage, Wood tones and earthy colors with a touch of whimsy

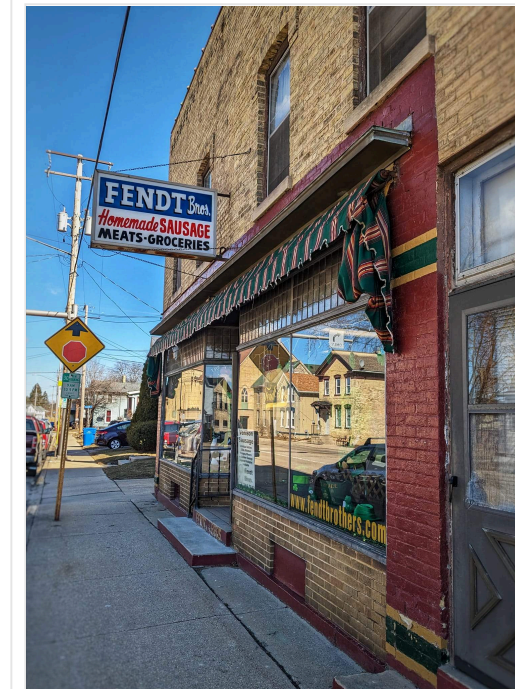
Things to include

- About - Jesse and Shop
- Shop - include different categories
- Section for Landjaeger Huts (history and who makes them)
- In the news
- Contact/book my services
- Link to socials/insta feed
- Map of sausage shops in WI
- Call to action button - preorder new book

Fonts

New Kansas Swash
New Kansas

References



References

