

About the client



Third Lake Sausage Shop

- Locally owned and operated
- Provides quality, locally made sausages to the greater Madison area
- Works with a local woodworker to create 'huts' for Landjaeger sausages
- 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

#FFFBD E

Scotch Mist

#3F5527

Woodland

#B3832C

Alpine

#B45526

Desert

#482209

Bronze

Target Audience

Individuals, bars, breweries, festivals

Anyone looking to add a little old world charm to their day to day

Bars/Breweries

- Landjaeger and sausages are a great quick snack to have on hand for patrons
- The addition of the Landjaeger display makes the product easily visible
- Third Lake will also facilitate pop-up food events

Individuals

- Third Lake is a great source of information for anyone looking for a variety of locally made, high quality, sausages made the old fashioned way

Festivals/Other Events

- Pop-ups selling Landjaeger and/or other sausages
- Also specialized in specialty pickled eggs

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

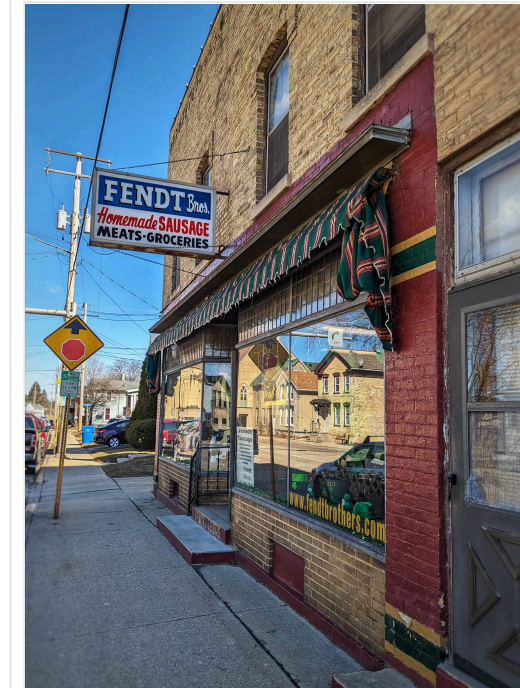
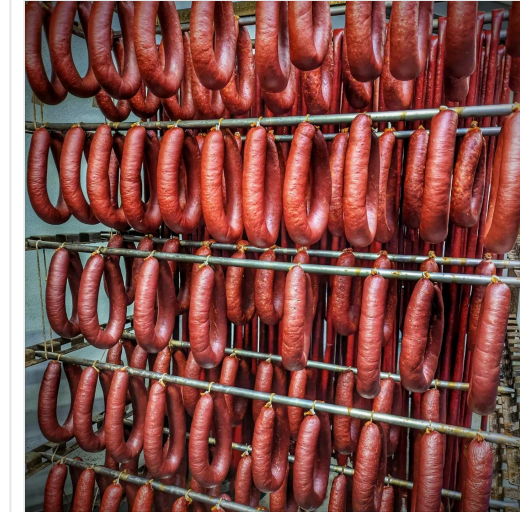
Vibe

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

Things to include (Highlighted is new)

- About - Jesse and Shop
- Shop
 - Landjaeger and other sausages
 - Landjaeger 'huts'
 - Books
- Section for Landjaeger Huts (history and who makes them)
- In the news
 - Preview links to full story
- Contact/**book my services**
- **Link to socials/insta feed**
- **Map of sausage shops in WI**
- **Call to action button** - preorder new book

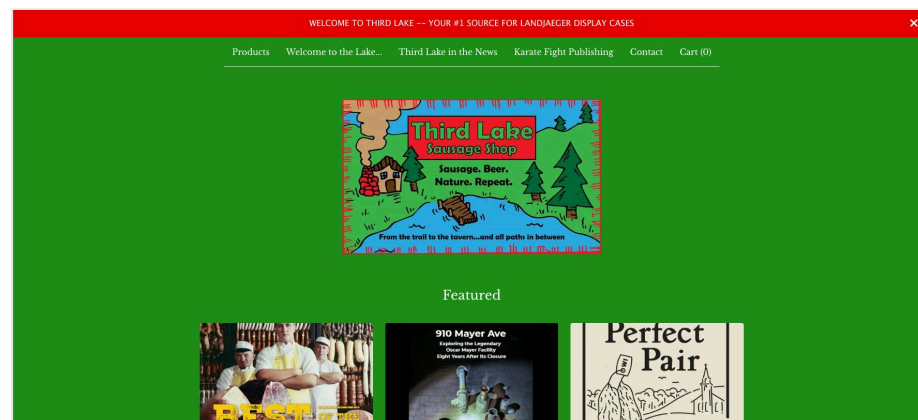
References



References



Original Home Page



Fonts

New Kansas Swash
New Kansas