

Creative Brief

Rocio Laucerica

03/24/2026

Project Title: Miffy Epicenter Website

1. Project overview

I'd like my site to be a center of all things miffy, informative about who miffy is and her origins but also (if possible) create a space where on just one site you can access various forms of miffy media (downloadable pngs, books, videos, shows, songs, shoppable links, etc.) A page where you can find all you need/ want at just 1 convenient source

2. Resources

Miffy official page: <https://www.miffy.com/about-miffy>

Miffy wikipedia: <https://en.wikipedia.org/wiki/Miffy>

Google images

Pinterest

3. Audience

I'd like to have as many appeals to children as possible (interactive elements, bright colors, cute graphics) and with that having resources for the parents of those children like where to find the miffy items, books, episodes, etc. that their child wants. With the recent popularization of miffy through TikTok I think it could appeal to a lot of gen z as well.

4. Message

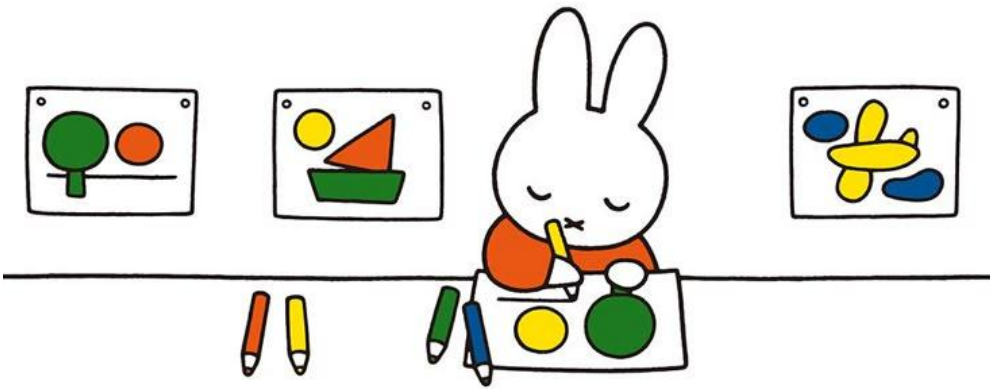
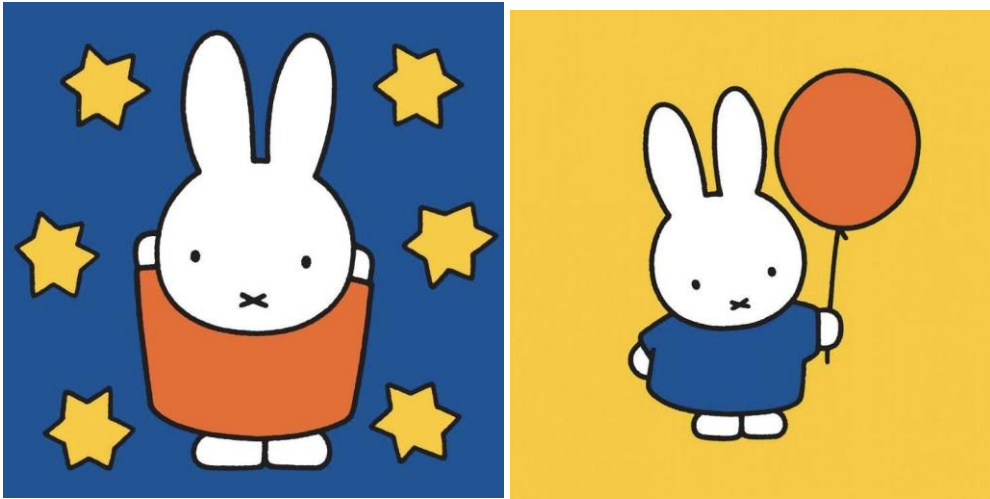
I really want this to be an end-all be-all source, the miffy website is very helpful but maybe we pretend it doesn't exist for the sake of the site and consider this a comprehensive site where miffy lovers can find anything they may need.

5. Tone

The tone is definitely playfull, sweet, and whimsical, with bright colors, an illustration/ sticker book/ childrens book feel that makes it feel warm and inviting.

6. Visual Style

Bright colors, cohesive color palette, animations, etc to draw users in but cant cloud too much.



© Mercis bv

Illustrations Dick Bruna © copyright Mercis bv, 1953-2019 www.miffy.com
2019年8月20日 Cartor Security Printing

