

Initial notes:

Creative director for Bread:

- Overview
  - Feeling of lightness or airiness. Hilma was heavily involved with mysticism and would have seances with other artists.
  - Sans serif type? It's historical (late 19<sup>th</sup>/early 20<sup>th</sup> centuries, yet it is also modern work).
- Early Life
  - Pleasant, upbeat mood.  
Related to outdoors and water: greens and blue would probably be appropriate.
- Spiritual and Philosophical Ideas:
  - Her strong beliefs in mysticism and spirituality.
  - Maybe some ominous backgrounds.
- Work:
  - Images of her work.
  - Would make sense to match the colors of the type and backgrounds to her artwork. She used a lot of the same color schemes consistently.
- Legacy:
  - Can have muted color palette.
  - Discusses Hilma post-mortem and what happened to her work.
  - Her legacy as an artist.
- Resources:
  - Clean look.