



(<http://viceroycreative.com/>)

Viceroy Creative is a full-service marketing agency. We use strategic creative marketing and design to solve business objectives. Viceroy takes creative projects from idea to completion and everything in between, in a uniquely collaborative approach. Climbing mountains and slaying dragons.

Viceroy Creative

 Website (<http://viceroycreative.com/>)

 US - Long Island City, NY

 (<https://www.facebook.com/viceroycreative>) 

(<https://twitter.com/ViceroyCreative>)

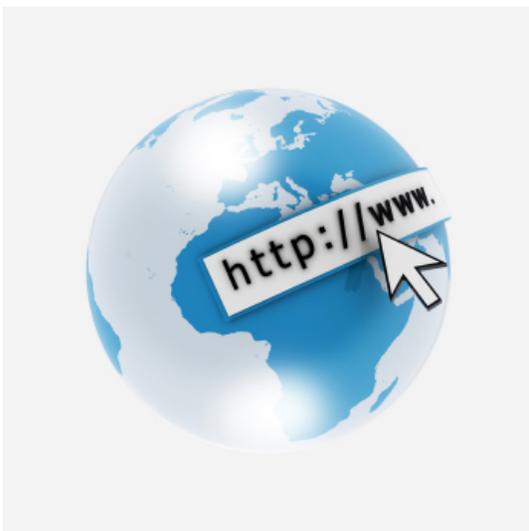
 (<https://www.linkedin.com/company-beta/408214/?pathWildcard=408214>)

Toast Website

(<https://wetoast.com/>)

Client: Toast

Category: 103. Product
2017



(<https://wetoast.com/>)

About Project

Toast™ was born in Aspen, CO with a mission to offer consumers a social and responsible option to enjoy Cannabis. Toast™ is an affordable luxury – similar to the positioning of Patrón in the alcohol industry.

In designing the Toast™ website, Creative Director Gabrielle Rein took inspiration from the golden age of the 1920's – with its glamorous jazz and swing parties and luxurious, old-fashioned cigarette cases. Toast™ is Cannabis re-imagined, it's all about luxury and indulgence. The website needed to embody lightheartedness, freedom and upscale glamour.

The color palate is tastefully minimal – with royal purple and gold accents punctuating a black and white backdrop. Parallax effects are used in scrolling and expanding elements to create an appealing flow of content.

The Toast™ “social butterfly” – meant to symbolize the gentle, ethereal ‘touch’ of the product – is used throughout the site in various forms. Bright, glittering,

paper-like butterflies are seen clustered around images of the packaging; large, painterly butterflies in burnished gold float gently in the background.

Viceroy organized and led creative direction for the custom photo shoot that produced the website's nightlife-inspired photography. These photos show young, energetic men and women enjoying Toast™ in a luxury cocktail party setting. The location and outfits are modern, elegant and in fitting with the color palate. Among the site's imagery are pictures of the luxury packaging and of snow-covered Aspen scenery as well as large-scale custom font created by outlines of wispy smoke.

The "Toast Responsibly" page is fully dedicated to the infographic we designed to explain the proper use of Toast™. The goal was to educate the consumer. Using a high-contrast, white-on-black design, the result is both visually compelling and unambiguous. The eye is led using a mix of bold font and playful, 'sketched' graphics. The design captures important information while remaining approachable and easily-digestible.

☰ Credits

Gabrielle Rein, Creative Director

Ming Lam, Digital Design Director