

# Toast Website - Consumer Website Design Award Winner

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Project Title: **Toast Website**

Client Name: **Toast** - [www.wetoast.com](http://www.wetoast.com)

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 1920s – 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. A parallax effect is 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 the custom photo shoot that resulted in the website's nightlife-inspired photography. These photos show young, energetic men and women enjoying Toast™ in a luxury nightclub setting. The location and outfits are all modern, elegant and in fitting with the color palate. Among the additional imagery are pictures of the luxury packaging and of snow-covered Aspen scenery and large-scale custom font created by outlines of wispy smoke.

“Toast Responsibly” is dedicated to an infographic we created to introduce 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.

**Click image for site.**



OUR STORY

# TOAST SOCIALLY AND RESPONSIBLY: A CATALYST FOR TRUE CONNECTIONS.

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## Creative Team

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Creative Director:  
**Gabrielle Rein**

Digital Design Director:  
**Ming Lam**