Logo: 

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Aquamarine  #78F0D4 | Baby Powder  #FCFBF8 | Medium Champagne  #F9ECAF | Black chocolate  #252215 | Orchid  #E573DB |

Fonts:

Oswald

Cambria

Title

Subtitle

# Heading 1

## Heading 2

### Heading 3

Body Text

* Bulleted point

Writeup:

My intention of this design guide was to go for a theme that matched the logo and the theme of the diner. Pamela’s Diner has a colorful, retro theme to it, so I wanted to pick a font like Oswald to try to fit that semi-1950s diner vibe. For body text, I chose Cambria because it was easy to read, which I decided was a necessary sacrifice when body text is so small. I wanted the large image in the middle of the index page to try and make the user scroll down to see the rest of the image, and along with it, the lightbox and the hours of operation. I wanted to make the navigation bar all the user needed to get around the website, because I thought it would be confusing to remember where all the buttons and navigators were. I wanted to avoid accordions, because I thought they might be overwhelming or make the user feel claustrophobic somehow. I used the tabs for the review section because there were a lot of images and content that I needed to fit into one page, so I thought tabs would work best for that job. I first considered including the ‘order online’ button on the home page or on the locations page, but I decided that the option was important enough to warrant its own spot on the nav bar.