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LOCATION
124 False Street,
€tobicoke, ON,
MIB OM1
P: 316-111-1111

Hours Mon-Thurs: 9am-5pm Fri:9am-3pm Sat/Sun:11am-3pm



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We Are Soup



Soup of the Day!



Tomato Spice Soup

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About the Owner



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We are Soup Restaurant 12 Spadina St., Toronto ON M1A OA1

Home Menu Nutrition About Soup of the Day

We Are Soup



Nutrition Info Menu Home

About/FAQs

Soup of the Day

Soup of the Day!



Daily Vegan Soup

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We are Soup Restaurant 12 Spadina St., Toronto 0N M1A 0A1

Home Menu Nutrition About Soup of the Day

Parrot Chocolatiers

Putting the squawk in squawklet
Join our Squawkl A Parrot Chocolater, we are committed to producing high quality chocolate, containing the richest flavour We use 100% fair trade cocca. We are dedicated to spreading awareness about the working and living conditions in developing countries that harvest co

Brand Competitors

Purdys Chocolatiers

Logo Inspiration

Strengths

Strengths

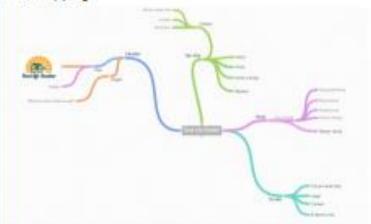
For Purdy's Chocolatiers, their logo is very similar to the famous Cadbury's Chocolate Bar logo. They use purple, which is a complimentary colour to brown and commonly used for chocolate wappers. The bypeface used was decorably effort, similar to script typefaces, and used to record the webset of the smooth between the smooth between

Strengths
The first colour you see is chocolate brown, which immidelately lets the consumer know that they are a chocolate factory, and that is what they speciation.

Weakinesses
The logs and colour scheme is great, but their website is very, very busy, and the background is distracting the consumers from the nav, which should be the main goal.



Mind Mapping



Mockup of Website



What You See is What You Get!

About Company Faulton Horse Listings Contact Us.

Buyers Guide



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Home Listings







Testimonials

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James & Michael Switch



Real Life Realton

About Company Paulton Hone Detrait

Head Office

header				
nav	nav	nav	nav	
intro in body text aligned-right				
text aligned-left	•			
footer			•	



PACKAGES









About the Design of Website -Page Elements

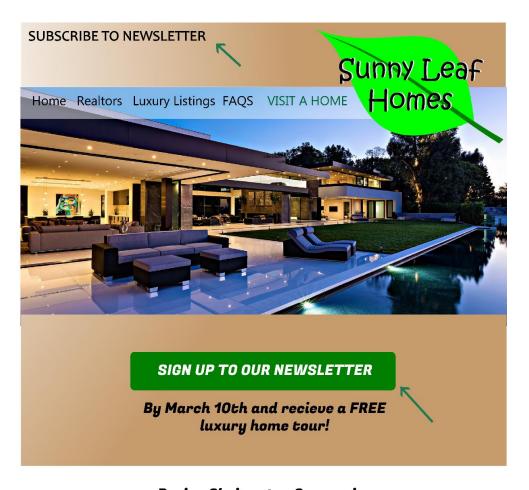
The main goal of this website is to direct future customers to book a flight with FancyAir.

The first element that I used to direct them to book was the use of bright red colour of the book link in the nav bar (top right corner). The second element is to have a bolded button in the middle of a large minimal image, in a square container so that is the first thing the customer sees.

The third design element choice that was made was to add the "BOOK" on each of the packages graphics, which are in a bright colour to highlight bookings more.

FANCY AIR AIRLINE COMPANY

BOOK NOW About Now Rates/Deals Packages FAQs



Design Choices for Conversion

Demo: A link to make an appointement to **VISIT A HOME** and to see a luxury home in person

Urgency: To subscribe to the newsletter by March 10th to recieve a FREE luxury home tour

Contrast: Using bright green to emphasize important

text

Directional Cues: Do this and you get that concept. Also, using arrows to catch the attention of the consumer using the site to sign up

Sunny Leaf Homes

Back To Home Realtors Listings FAQs SIGN UP FOR NEWSLETTER





BOK, Bok cock-a-doodle do? Bok!

Welcome,
Are you ready to find love?
Great!

Sign Up!





About the Came Forums Postings Contact Us



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Colour Pallette - Triad

The triad colour scheme works with bright colours because all three of the colours compliment eachother, and give a fun, contrasting feel.

The Candy **Smash Fan** ** Fanpage of the #1 candy mobile game app in North America!

SUGAR SMASH



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Colour Pallette - Monochromatic

This colour scheme works vectuse the fluenc is very subtle and soft, and very easy on the eyes. It also replicated candy/sweets very well.

The Candy **Smash Fan** Fanpage of the #1 candy mobile game app in North America About the Game Forums Postings Contact Us



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New Forums

Colour Pallette - Complementary

The complementary colour scheme is very contrasting with bright colours and they all compliment eachother, and give a fun, contrasting feel similar to the first one.

About the Bame Forums Postings Co