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**Course Code and Section:**2170-6WEBPUB | WD-301

**Date Submitted:**  
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**Name of Company:**Eggy’s Urban Lifestyle

**Description of the company:**A local clothing and lifestyle retailer, Eggy's Urban Lifestyle has a large selection of affordable shoes, clothes, accessories, and other items. The small store in Dau has expanded to other sites, including Magalang and Angeles. The business keeps introducing fashionable yet affordable clothing to the public, enabling everyone to have access to style.

**Current Logo of the Company (if there is any add this section, otherwise remove it,)  
A close up of a logo

AI-generated content may be incorrect.**

**Created Logo for the Company**

* **Type of logo**

The logo is a combination mark since it uses both text (brand name) and a symbol (hanger).

* **Color used**

The logo mainly uses red for “EGGY’S” to symbolize energy and boldness, white for “Urban Lifestyle” and the hanger for clarity and contrast, and a black.

* **Font style used**

The font I used was “HEADING NOW 91” from canva.

* **Symbols used**

The hanger symbol above the text represents clothing and fashion, directly connecting the logo to the store’s focus on apparel and lifestyle products.

* **Indicate logo dimension**The image has dimensions of 1920 × 1080 pixels, I downloaded it from canva
* **How did you come up with the design of the logo**The hanger symbol reinforces the focus on fashion, while the strong red and sleek fonts are from the original logo colorway.

**Created Infographics**

**A screenshot of a computer

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**Landing Page**

***A screenshot of a website

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**Feature Page  
A screenshot of a website

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**Products List Page**

**A screenshot of a clothing store

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**Contact Us Page**

**A screenshot of a website

AI-generated content may be incorrect.**