**Favorite Brand**

When picking a favorite brand for inspiration, I immediately went to my two favorite entertainment brands; DC and Star Wars. I favor these brands because of the story telling and care they have for their characters. Both sites are a home base for everything happening within the two brands. The sites are very busy because they have many different areas to cover, but the organizations of the site make it manageable. The focus is drawn to their newest announcements. I like that structure of new information being the first thing to catch the visitor’s eye and the visual appeal the sites have.

**Why DC and Star Wars?**

These websites are well organized and drawing to their fan bases. DC and Star Wars come with their own unique fonts DC being Gotham and Star Wars using Star Jedi. Within their pages, Star Wars uses fonts, like Arial and Matterhorn. DC uses what I believe is superscript. DC has bright colors over the page, grabbing your attention, even their logo has the bright blue contrasted against the white backdrop. Star Wars is the exact opposite. That brand has the bright colors contrasted against the black background. The logo being a stark white color to the black. Both websites stand out in their own opposite ways.

**What I plan to use?**

I would like to use how DC makes their logo header standout from the other options you can click on, rather than the Star Wars logo blends in with the other options available. The blue in the DC logo is a unique blue that does not appear anywhere else, making it stand out. Following the Star Wars site, I will use the black background to make the colors pop making it slightly difficult to have the header/logo pop like DC, but I look forward to work shopping it. The shape of my logo is circular like DC, but pulled out wide, so I can make two levels of words like the Star Wars logo.

**My Logo Header**

I wanted to go my own direction for fonts. I have always been a fan of Lato, which I will make my body font. The header font will be Merriweather. For the Logo, I wanted to use two of my favorite colors that I always think helps represent me. The line color and the name will be in a berry color (c= 51.76, m= 98, y= 13, k=30). The background color of the logo will be a butter yellow (c=3.14, m= 0, y= 60, k=0). I plan to only use these colors in the logo and have a black/gray background for the website, so the logo pops like in the DC site, but has the darkness of the Star Wars site.