Colours: We intend to use red, white, and green to match the Italian flag throughout the website with another colour for the text and a neutral background.

Images: Throughout the webpage, we’re going to have images dependent on the content covered in the item pages.

Typography: The website will use a sans-serif font and appropriately sized paragraphs with subtitles and titles throughout the pages. Headers will be bolded.

Major layout features: Content will be divided between cards. Category page cards will present an image related to the category. Once on the categories page, there will be the item pages being displayed inside a slide with a brief description of the content inside the page.