WEBSITE NAME - LIPSTICK ALLEY

- **Colors And Meaning** - While the body page is white with dark/black fonts, the background is a mixture of dark red and brick illustrations. The logo is yellow with a neon light effect. The navigation bars are dark red with mustard yellow fonts and mustard yellow with dark/black fonts.

The denotative concept here is a place for people to meet to speak candidly about various subjects. Therefore, in an alley setting, they can be comfortable and discuss whatever freely - or within blog guidelines.

- **Images Used** - The dark red brick background plays on the site name while depicting a back alley.

My first thought was that cats like to speak or fight amongst themselves while meeting in an alley. Women are often associated with catty behavior, and a name like 'Lipstick' seems to be an obvious signifier. However, since this is an urban site, gender isn't necessarily a factor here since anyone is welcome to contribute to the message boards.

- **Site Thoughts** - Interestingly enough, registered users have the option of choosing from 11 viewing styles. While most use the brand colors of dark red and mustard yellow with white accents, there are also some completely dark styles as well as one that's white with bright blue accents.

I think of it as a grimy place, based on the look as well as the content. The topics, which cover mostly celebrity gossip, as well as consumer issues, current events, lifestyle, sports, and other miscellaneous topics. The feedback ranges from controversial to spicy, even though symbols are used to cover profane words. Overall, I think the dark theme suits it best because using light colors would signify a happy place or a site that keeps conversation lighthearted.

- **Symbolic Meanings** - Upon first sight, there's no call-to-action (CTA) that's in plain sight. While visitors can view the various boards, registration with a valid email account is necessary to comment or participate in other online activities.