

# Parrot Chocolatiers

## Putting the squawk in squawklet

Join our Squawk! At Parrot Chocolatiers, we are committed to producing high quality chocolate, containing the richest flavour. We use 100% fair trade cocoa. We are dedicated to spreading awareness about the working and living conditions in developing countries that harvest cocoa.

## Competitors

Located in Toronto. High quality brands of chocolate. Also looking to sell towards those that are ethically centered.

## Lindt & Sprüngli

Worldwide brand

This company owns many smaller brands within Toronto and their empire spans larger than most other Chocolatiers. Within Brampton hosts a factory for their chocolate which provides jobs to the market.

Their share price currently is \$64,850 and is currently falling. The company is publicly traded on a world-wide market.

## Strengths

World-wide market:

- Shareholders throughout the world
- larger buyer market
- Has a good reputation for chocolate making

Growth in Sales

- 3,653.3 million in sales made in 2015
- Increased growth of 7.9 per cent.

## Weaknesses

Shareholders:

- The company is forced to keep their shareholders happy and therefore cannot take as many risks

Tired brand:

- The company lacks new ideas
- instead they buy out competitors

Global Problems Impacting the Brand:

- Record-high raw material prices (especially for cocoa beans)
- The recession in oil-exporting countries
- The unsettling effects of terrorist threats

## Laura Secord

In 1913, Frank P. O'Connor opened a small candy store in Toronto where he sold hand-made chocolates. He named his store after Laura Secord, the Canadian heroine who was a symbol of courage, devotion, and loyalty.

## Strengths

Canadian Brand

96 shops in Ontario

Roots are in Toronto.

The use of a hero is great for the Branding and logo.

## Weaknesses

Expenses

- The products are costly.

This is a privately owned company without the growth possibilities of shareholders.

## Logo Inspiration

## How the logo shows what the company is about

Parrot Chocolatiers uses a simple design of a parrot. This design allows the company to place this colourful eyecatching logo on packaging. It also is a simple idea, so it can be inculded in the design of the choloates. The Parrot can be carved into the cholates.

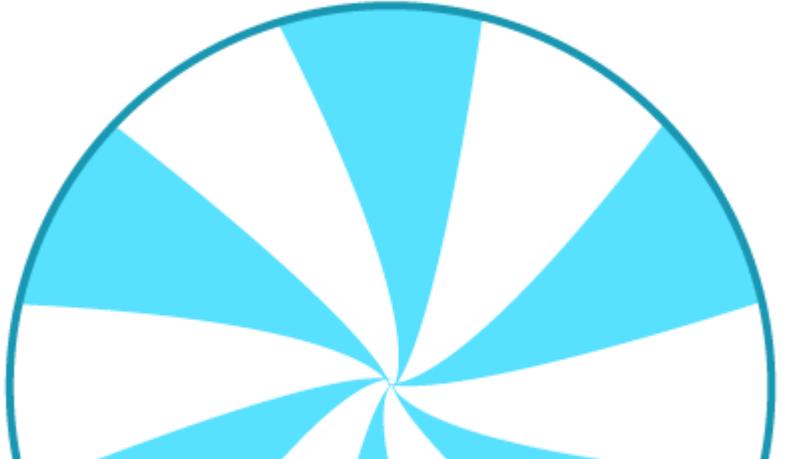
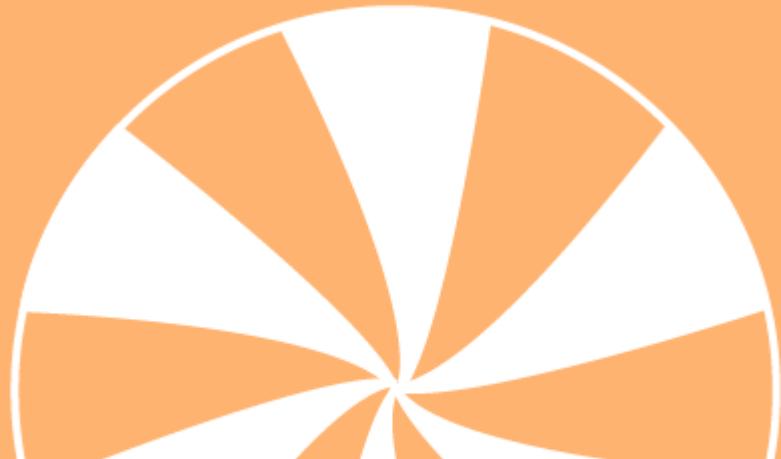
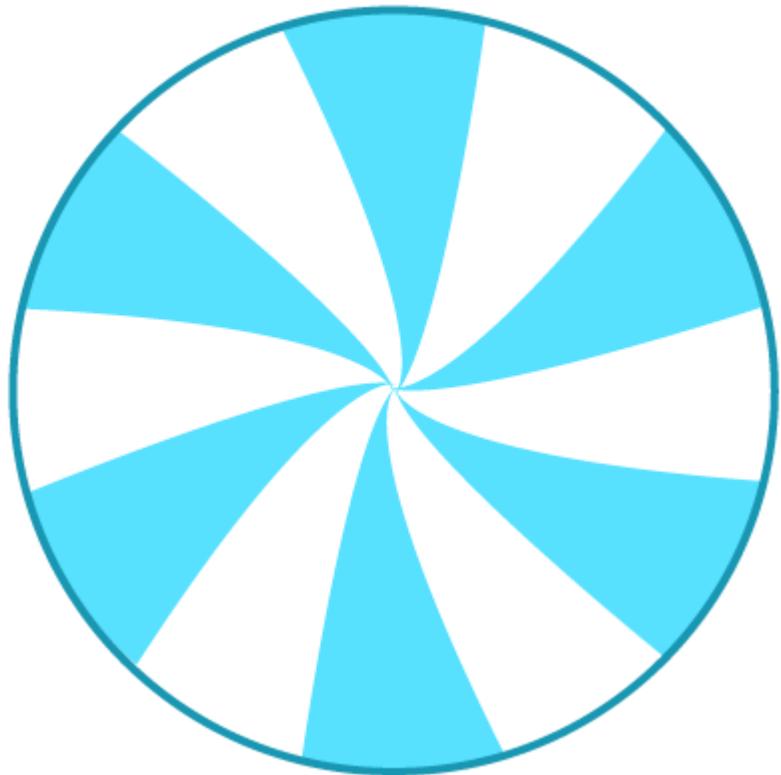
## Why the logo is effective for the brand

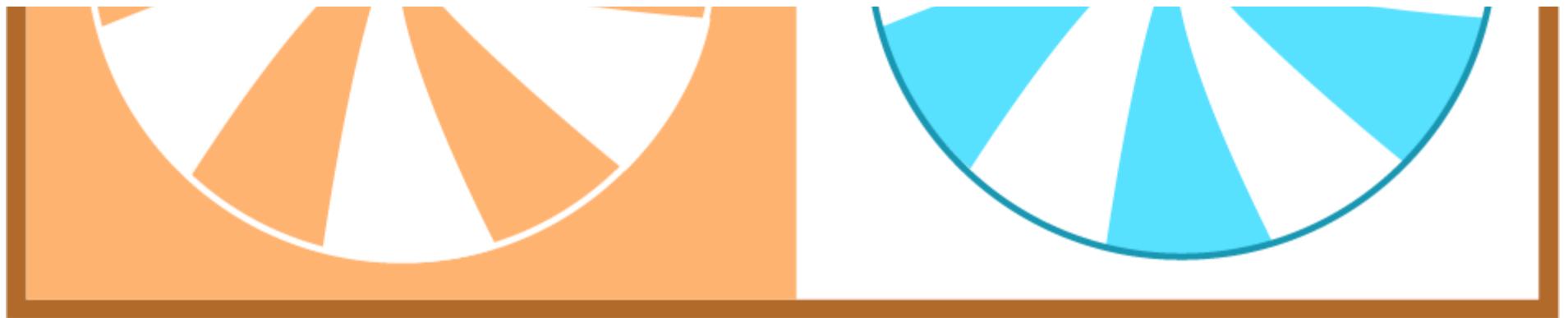
The colours will be eyecatching for the dismal streets of toronto. The design can be used in 2d or in 3d for a street sign. The parrot will work with the inside of the store if they choose to decorate it with the brand colours.

## How the branding/logo makes us stand out

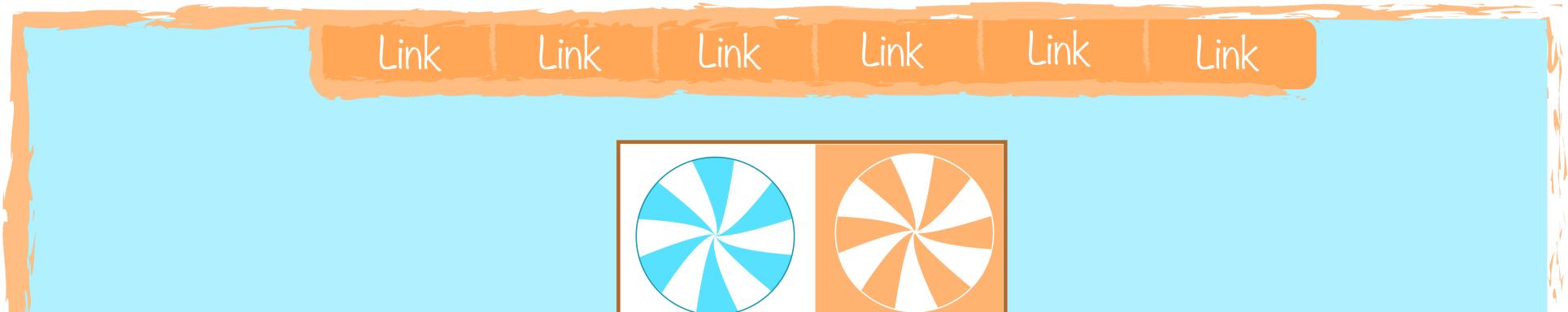
COLOUR!

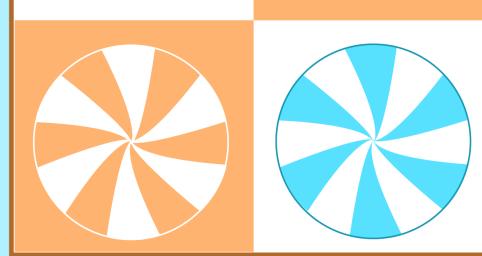






# SUGAR SMASH





# SUGAR SMASH



## Words

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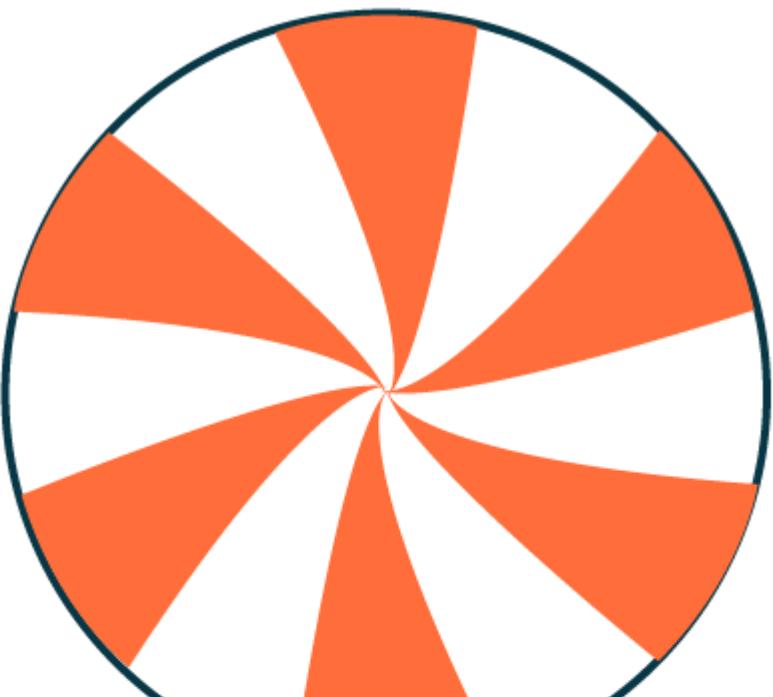
## Words

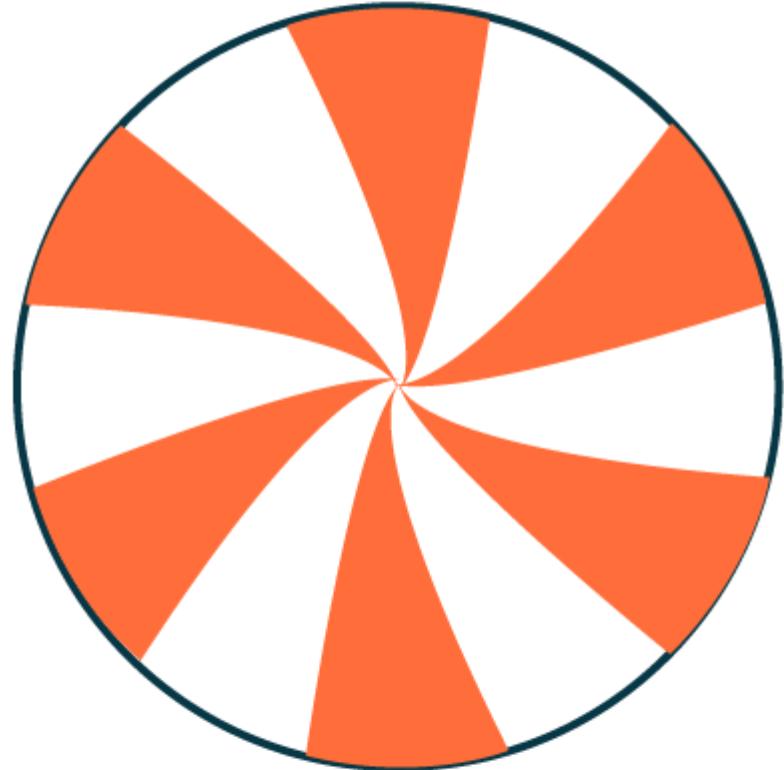
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## Why I choose these colours

- playful
- young
- chill





SUGAR SMASH

Link

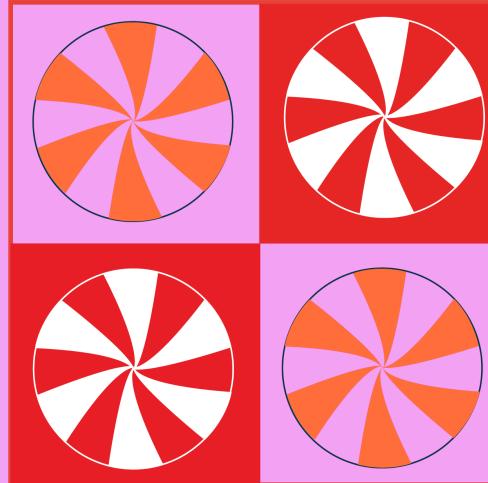
Link

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## SUGAR SMASH



### Words

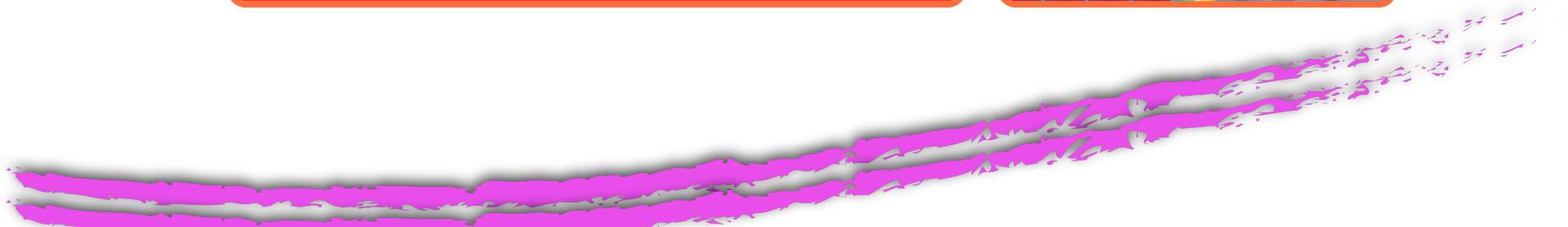
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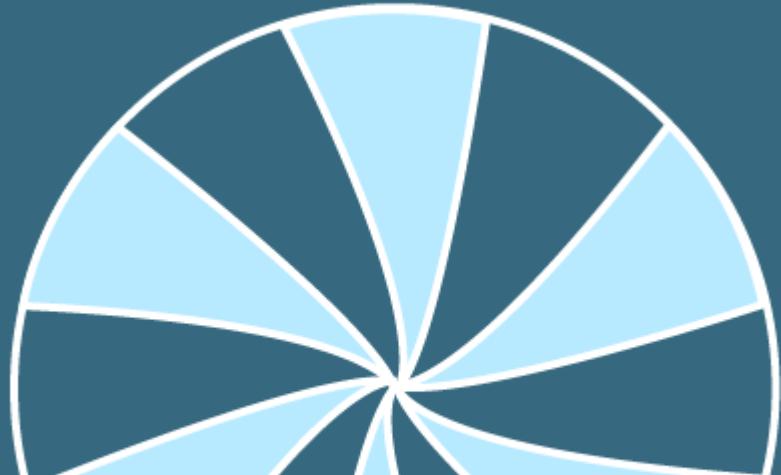
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Morbi molestie, risus id rhoncus vehicula, velit purus gravida lorem, vel mollis mi augue sagittis dolor.



## Why I choose these colours

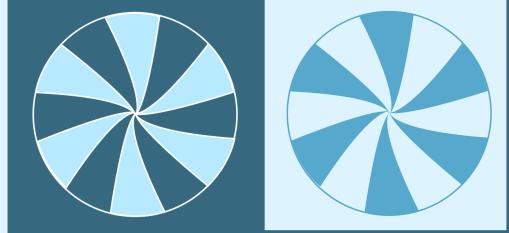
- playful
- fun
- childish
- happy





# SUGAR SMASH

An illustration of a candy bar with a light blue and white striped pattern. A horizontal row of six dark blue rectangular buttons with the word "Link" in white is positioned above the candy bar. Below the candy bar, there are two circular icons divided into eight segments each. The left icon has alternating blue and white segments, while the right one has a more complex arrangement of blue, white, and dark blue segments.



# SUGAR SMASH



## Words

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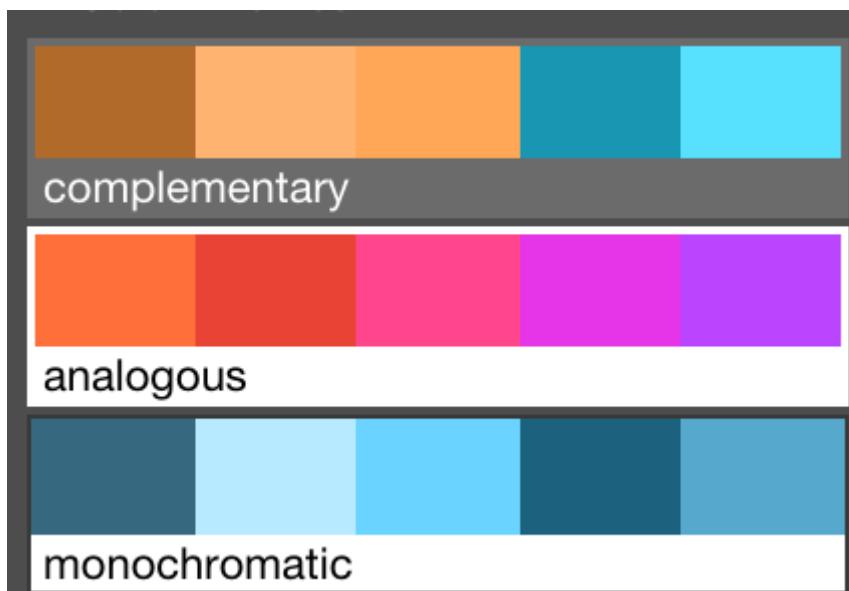
## Words

Morbi molestie, risus id rhoncus vehicula, velit purus gravida lorem, vel mollis mi augue sagittis dolor.



## Why I choose these colours

- trust
- calming



I forgot to take the screen grabs from the website, so here they are!

*Fancy Air*

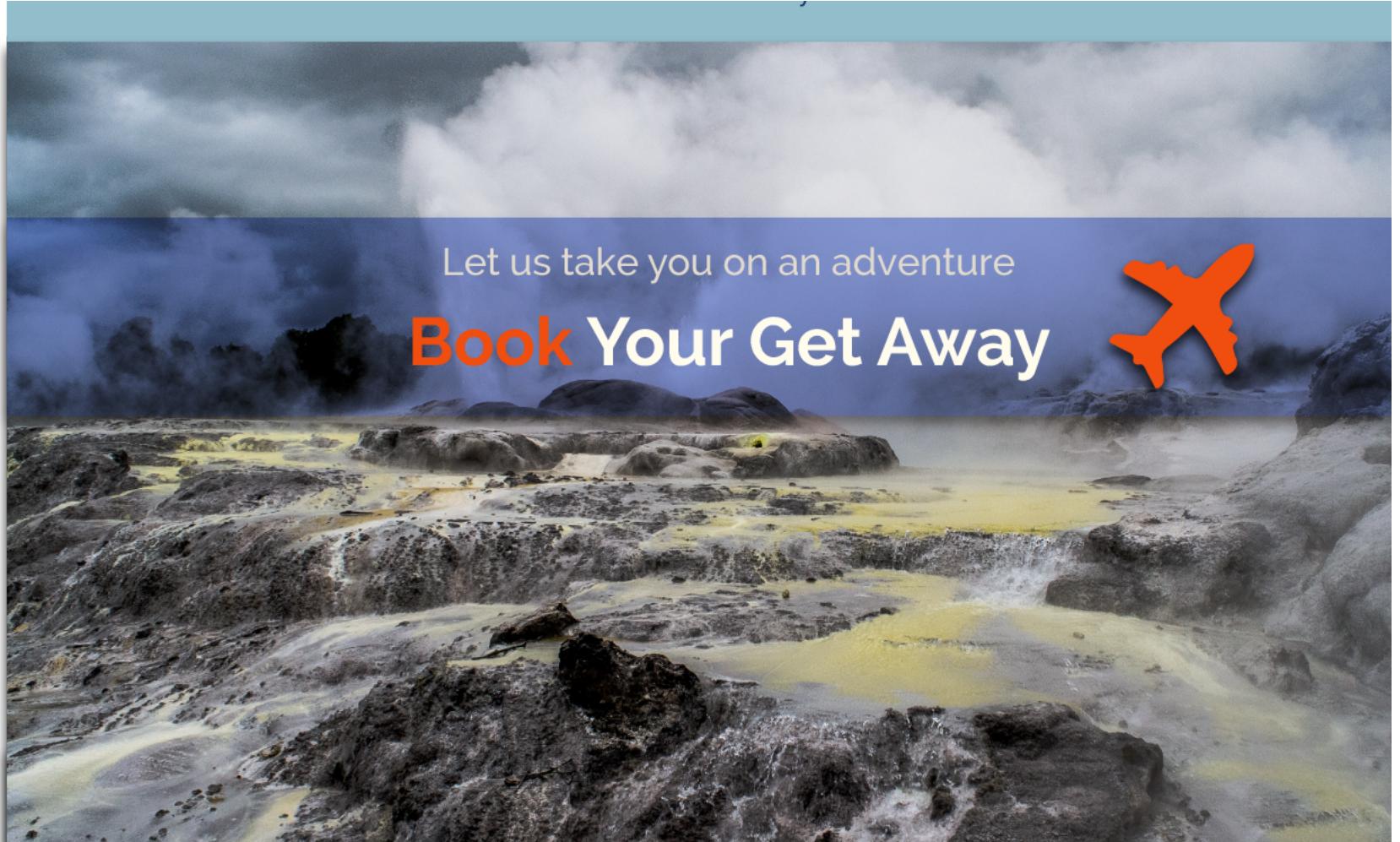
Let us take you on a trip

**Book Your Get Away**



## About Fancy Air

Fancy Air is a fancy airplane fly you around the world company that will take you places for cheap. We are talking dead cheap. Like change from between the couch cushions cheap. Don't believe us? Click on an airplane and see where that change can take you.



Let us take you on an adventure

**Book Your Get Away**

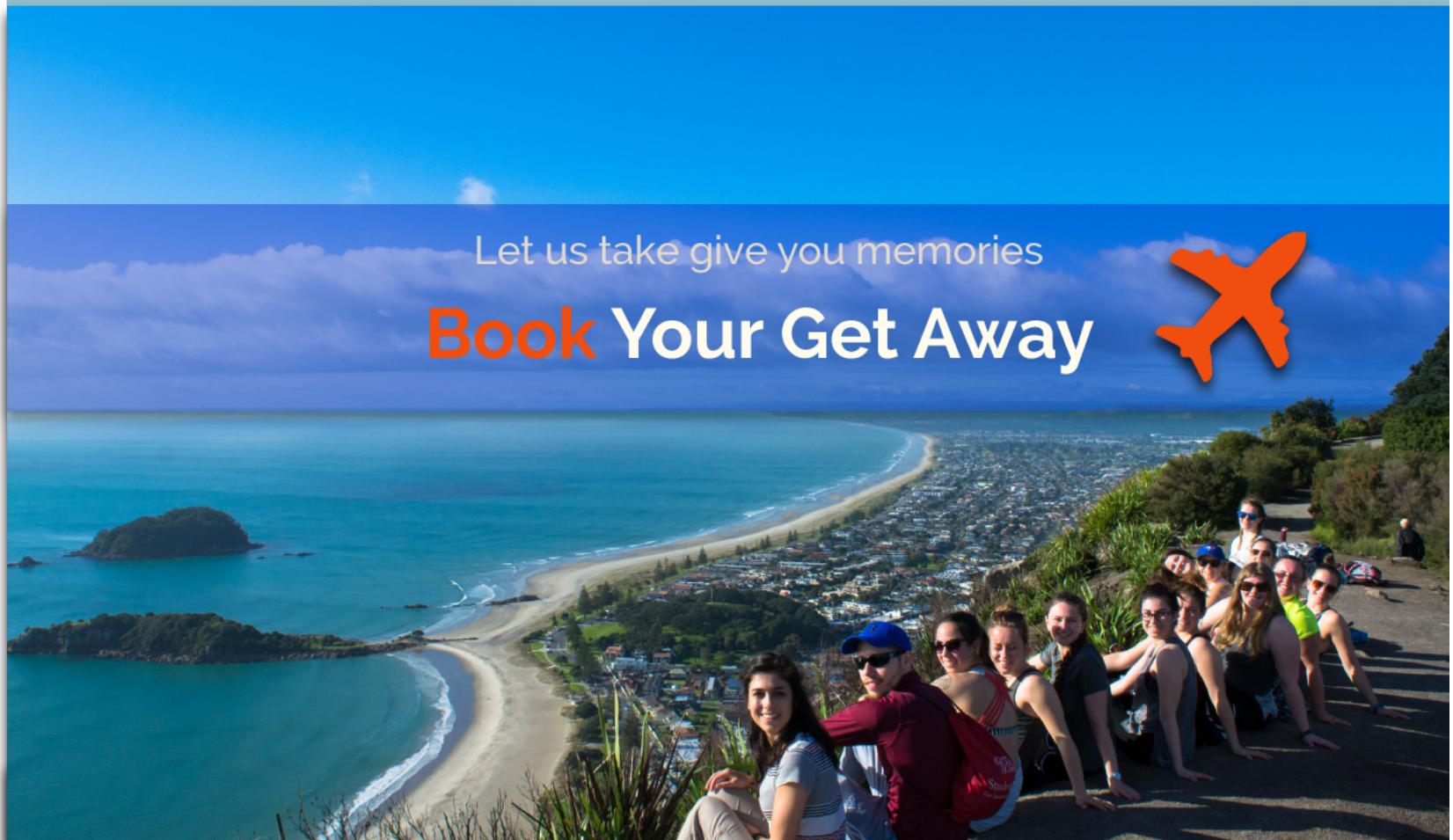


## Explanation

Colour: The colours are based on the ocean, calming to get people into the vacation vibe.

Pictures: Large images draw attention to the "book" airplane buttons.  
The bar would be a link so people can't screw this up.  
The Nav bar is located at the bottom of the page so people need to

The Nav bar is located at the bottom of the page so people need to scroll through all the packages to see where else they would go.



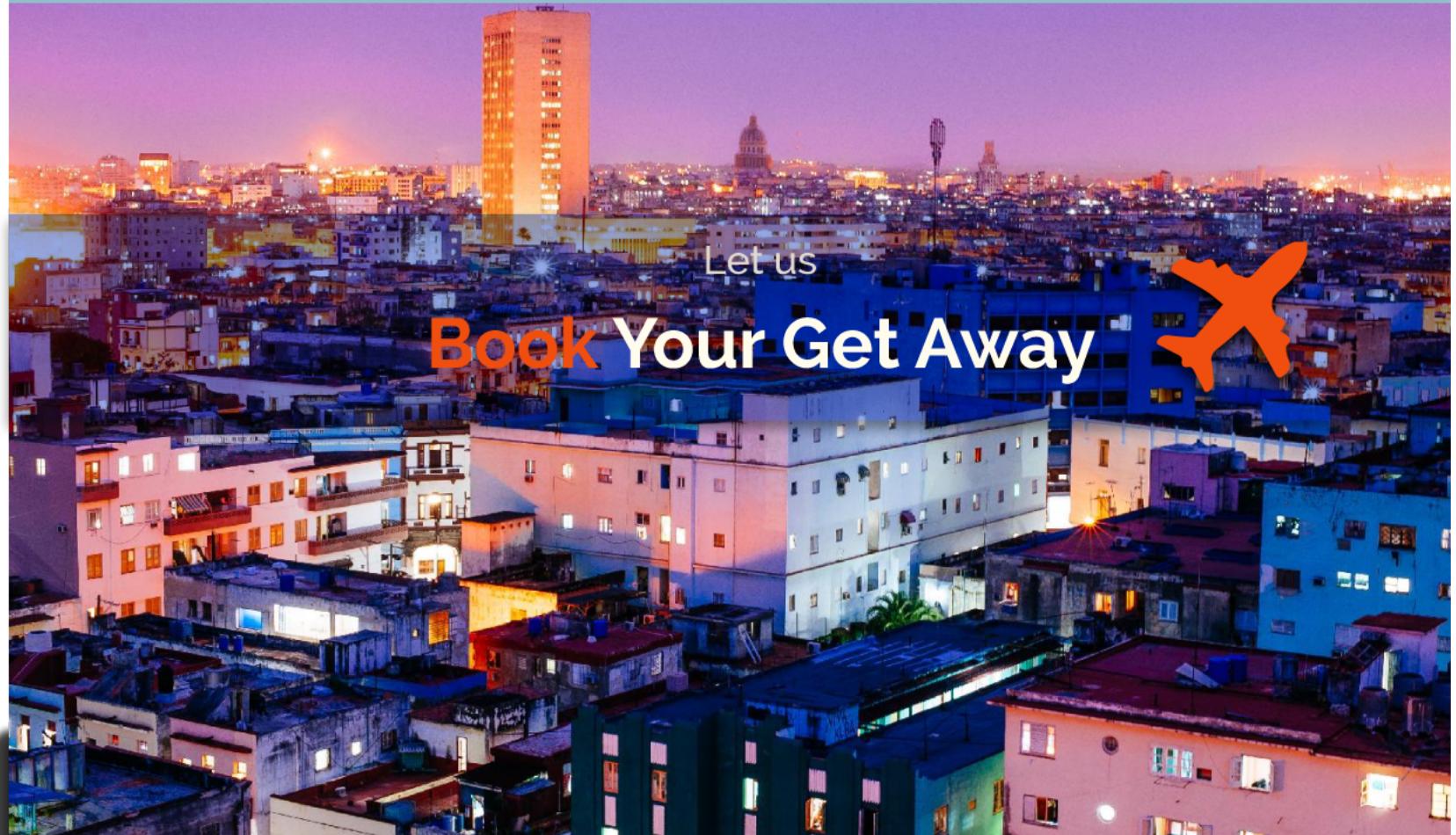
Let us take give you memories

**Book Your Get Away**

**Lorem ipsum dolor sit**

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Let us Book Your Get Away

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## Feedback for presentation

- Appreciated the humor throughout
- Clear example that helped the students understand what was being asked from them
- Please move with purpose throughout your presentation. If you need to move have a reason for moving. Unnecessary movement makes you look unsure or nervous.

## Chicken Site

- Have complimenting colors throughout your site, try to limit the feeling of random colour choice. Stick with your pinks as those seem to be working.
- Try to centre the content to provide your site with balance.
- Green and yellow font is hard to read on a backlit screen. Please try darker colours or using white font.
- Extend the background colour of your nav bar across the top of the website to clean up the look of your site.
- Try out a couple of different fonts. I suggest Raleway, I personally like the look of it.

English/Bok

Log In



# Chicken Mingle

The Number 1 Chicken Dating Site

Profiles

Payment

Sign Up



BOK,  
Bok cock a doodle do?



BOK COCK-a-doo-dle do?  
Bok!

Welcome,  
Are you ready to find love?  
Great!

Sign Up!

Your score

78

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out of 100

Out of 100



Tweet your score

or try again

KernType is part of Method of Action, an online course to help programmers learn design.

Email me HERE

*My Portfolio!*

Art

Designs

Contact



## About the Artist

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## What to Expect...

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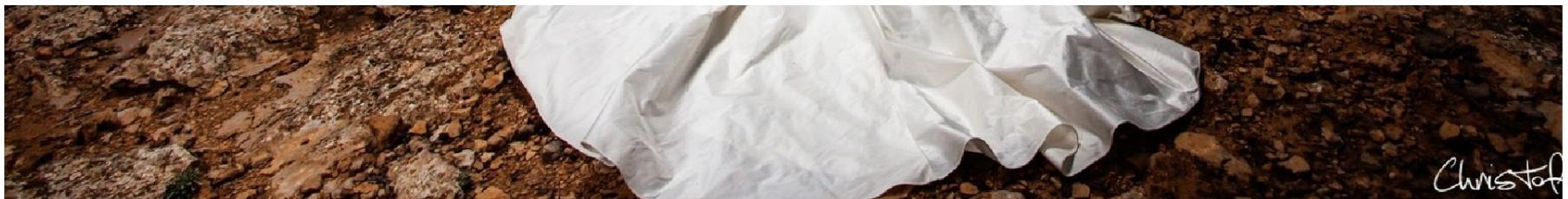


[About the artist](#)  
[Design](#)  
[Art](#)  
[Contact](#)  
[Back to Home](#)

*Home   Dresses   Contact*

*Love & Luxury Weddings Co.*





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# THE COMIC SANS PLEDGE

I, ....Megan Hutchison.....,

UNDERSTAND THAT MY CHOICE OF FONT HAS THE  
POWER TO SUBCONSCIOUSLY & INCORRECTLY SET  
THE TONE FOR A PIECE OF PRINTED MATERIAL, AND  
AS A RESULT PROMISE TO SERIOUSLY CONSIDER  
WHETHER COMIC SANS IS AN APPROPRIATE FONT  
CHOICE BEFORE USING IT IN ANY PRINTED WORK IN  
THE FUTURE.

SIGNED

Megan Hutchison



## The four principles

1. Encapsulation of the button
2. Arrows to the sign up page
3. bright colours on the button to provide contrast from the green page
4. A sense of Urgency with the remaining offer of free psych help

The image shows a screenshot of a real estate website's header and a background image of houses.

The header features a dark green navigation bar with the following links:

- Houses
- Offices
- The logo consists of a stylized leaf above the words "Sunny Leaf".
- Help Us
- Contact

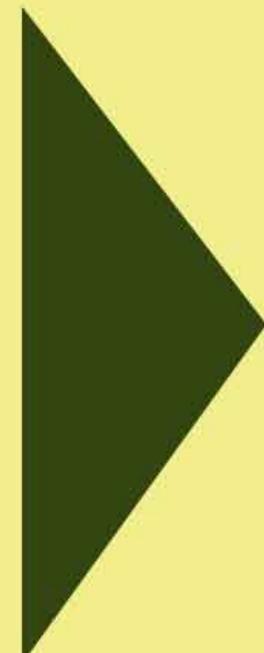
The background image shows a row of modern houses under a clear blue sky. In the foreground, there is a large, semi-transparent circular overlay containing the text:

Sign up for  
our newsletter

The overlay has two concentric circles: an orange outer ring and a red inner circle.

# Sunny Homes, the best Realtors ever

The housing market sucks. It takes all your money and leaves you with a crippling feeling of debt, but with Sunny Homes we can make the process slightly less painful at first. As theres nothing we can do about the inpending stress and fighting you will endure with your family.



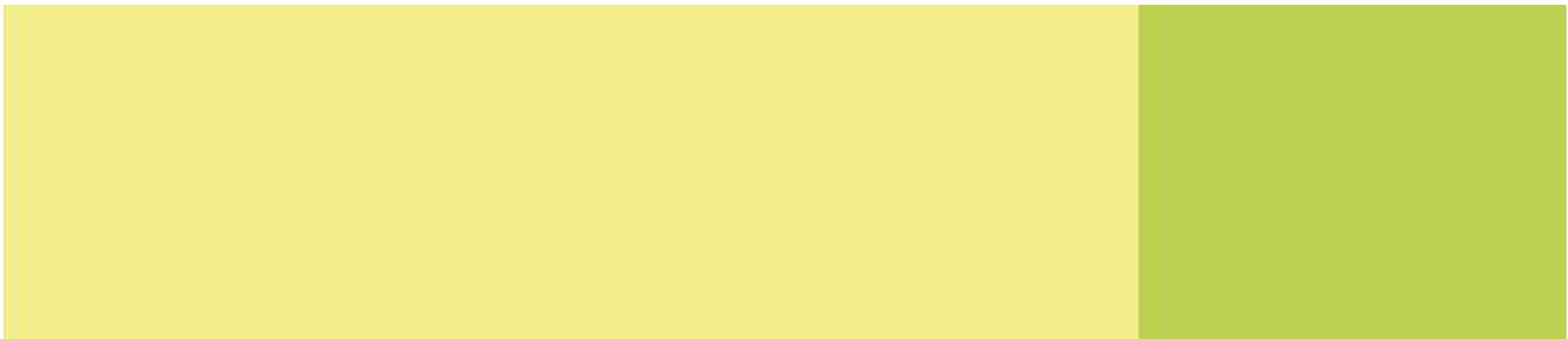
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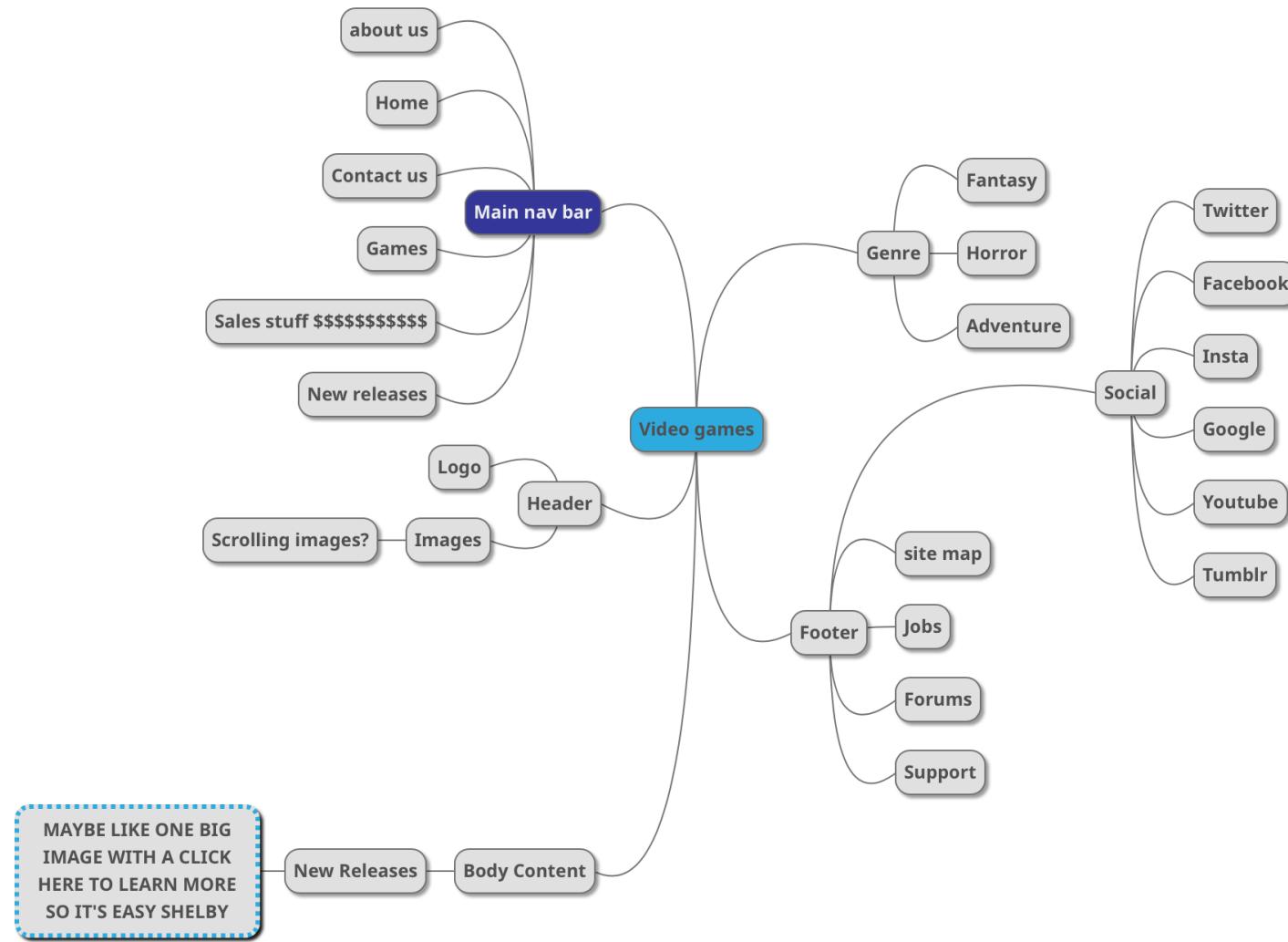
Last Name

Email

Register Now

10 free  
psychologists left







## Silver Cell for PC, Xbox, and PS4

Order Now



### There will be Fairies

This game is going to be the best game ever, we are so happy with how it turned out. We haven't left the office since we started building it. So we miss our families and really need a shower.

### This is how tired we are

Really, our boss locked us inside of the studio until we completed the video game. We are being held hostage until the game sells 4 million copies.

### If you care about Video Games; Buy!

Really guys, our only form of communication with the outside world is through this website. We need your help to release us from the shackles of corporate gods.

Help us.



Jobs Forum Support