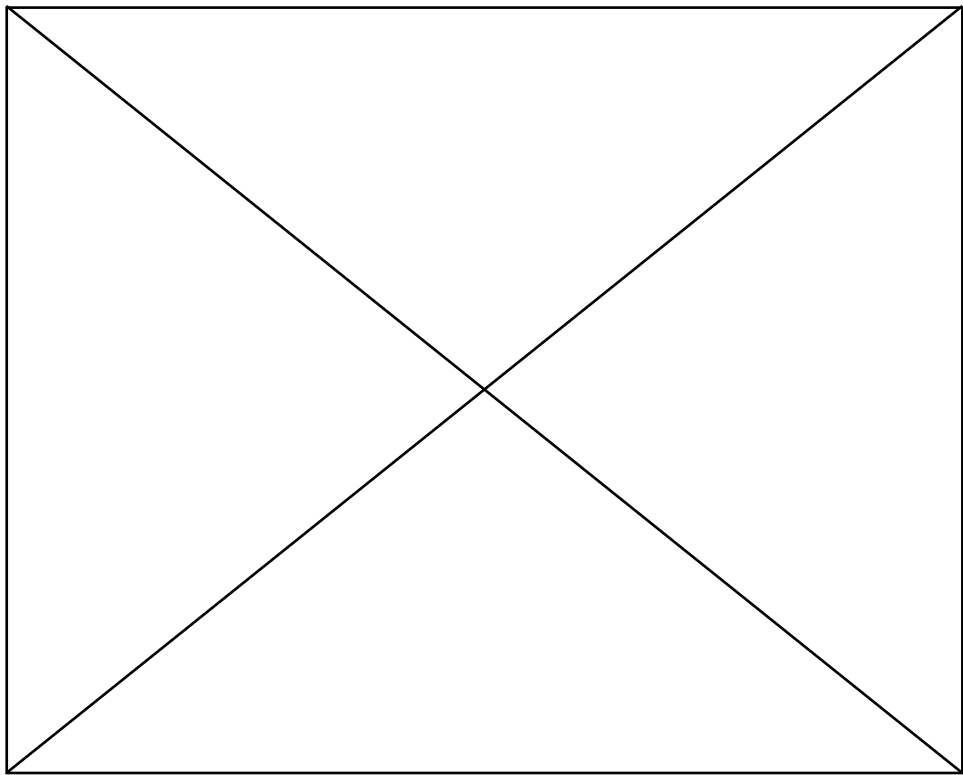


Based in the hamlet of Chollerton, located in the beautiful North Tyne Valley, Chollerton Tearoomsare have a tearoom, craft shop, general village store and post office, and bed and breakfast facilities.

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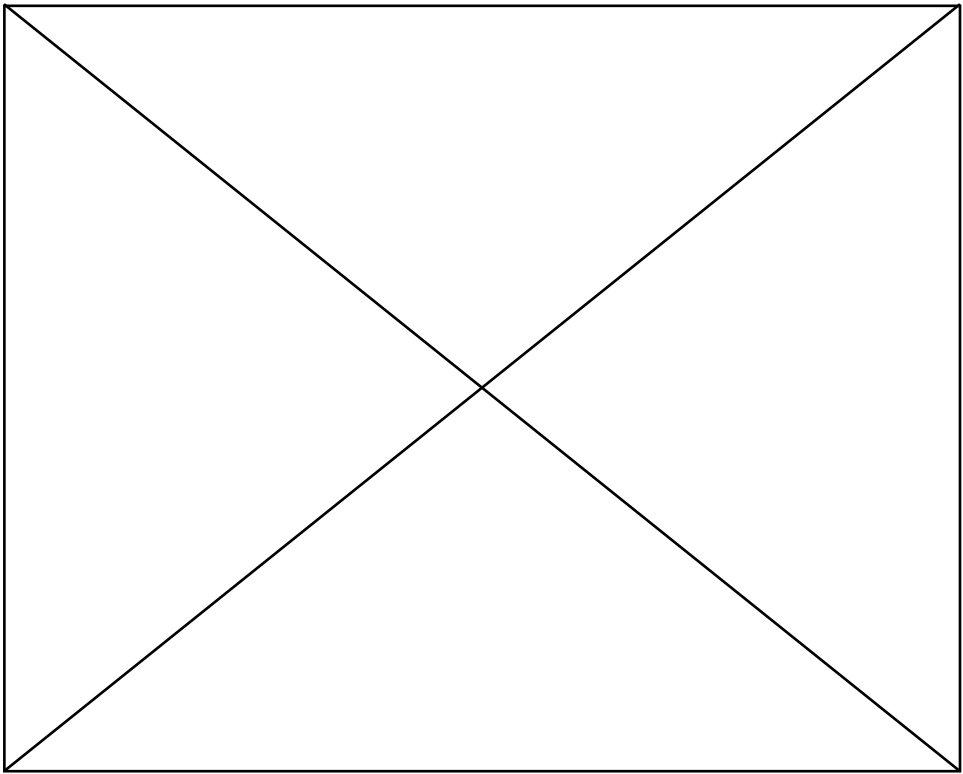


### A FAMILY BUSINESS

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### CHRISTMAS AT CHOLLERRTON

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## Target audience

When creating the website, the audience that I wanted the website to reach mostly to were elderly and families. Reasoning for this, is that I believe that tearooms are most commonly used by elderly people to enjoy their time with their friends, while in the families' case, it's for taking time some time off from their normal schedules to enjoy some nice time with their loved ones. This also led to me creating a simplistic design but yet still modern enough for today's standards, considering the previously mentioned target audience.

## Logo

The Chollerton Tearooms logo was created by myself using the website's two main colours with 'Chollerton' and 'Tearooms' next to each other with no spacing in between. At first, I was brainstorming ideas on the software Illustrator by Adobe but I ended up choosing a simplistic design for the logo because I believe the goal of a tearoom company is to entertain and relax, thus the logo reflects the goal of the company.

## Typography

Through Google fonts, I decided to use the fonts Roberto and Raleway. The clean look on the fonts make it easier for the user to navigate through the website and simultaneously, the fonts give a positive feeling.

## Colours

The selection of colours for the website was made with the target audience in mind. The website consists of three main colours. The colours that were chosen are white (**#FFFFFF**), pink (**#FF5D71**) and darker pink (**#E04C56**). The background is white, while there two pinks occur in the logo and in other areas for the purposes of attractiveness and highlighting. The text is either gray (**#808080** and **#DEDCBD**) or black (**#000000**), depending if it's a header or a paragraph or the navigation bar.

## Layout

I decided to go with an elegant, simple and modern design for the layout. A layout like this should reflect the seriousness of the actual business itself. Below the header is the banner, with text on top of it using the h1 heading. When scrolled enough, the heading is inserted below the banner with a pink colour instead. Below the banner is the "NEWS" paragraph with the current opening hours for the company, aligned in the center. Then two sections follow, each one with an appropriate image along with accompanied text, an title and a small bottom border. The footer is at the bottom of the page.

## Navigation

The navigation bar is at the top, in the header, next to the logo of Chollerton Tearooms. Each option is evenly spaced with each other and when hovering on any of the options, they automatically are underlined and the text colour changes from grey to black.

## Sources

Rexi Ruskell, (2018), *Coffee, mug, camping and enamel* [ONLINE]. Available at: <https://unsplash.com/photos/rnAsJ38qio8> [Accessed 21 November 2018]

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