

Web Design

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1.

NEWS PRODUCT ABOUT

主導覽列

I miss you so much...

主打商品的slogan

1. 品牌LOGO

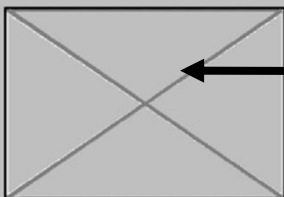
2. 社群網站連結

主打商品形象廣告

其他商品的形象廣告



We begin with white chocolate ice cream and swirl in satisfying chunks of chocolate fudge truffles and a tangy peach ribbon.



Delight in the sweet taste of strawberry light ice cream dappled with crunchy pieces of chocolate-covered waffle cone.



The cherries of spring lend their delightful taste to our cherry vanilla ice cream. It is the perfect combination of cream and cherries.

2.



功能導覽



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1. 色彩



R:145, G:0, B:20

此種紅色給人高雅又神祕的感覺，就像是冰淇淋一樣，每個口味都有不同的層次，需要好好品味，從中感受



R:254, G:198, B:1

鮮明的黃色，讓人有活潑可愛的感覺，還能增加大家對此品牌的印象深刻



ROLEX



R:215, G:190, B:130

給人有冰淇淋精緻、高品質，還有認真做事與堅持的感覺，此外又融合餅皮的顏色，讓人不會覺得突兀

2. 視覺回饋



READ MORE

Like Blood (Too bright)

READ MORE

Elegant and mysterious (Proper)

READ MORE

Cause burden to the body (Not light)

第2個區域選用主打商品廣告的類似背景，讓人有延伸進那個圖片，看更多的其他冰淇淋種類與介紹



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3.ICON

選用吸血鬼為設計出發點，是因為吸血鬼給人很少出門的感覺，而當大家看到吸血鬼因為太懷念此品牌的冰淇淋味道，都跑出來買時，也會覺得很新奇

4.LOGO

以吸血鬼的出發點設計，除了選用吸血鬼英文的第一個字母，還在旁邊設計了一群鳥飛起來，有種從洞穴裡飛出來的感覺

5.字型

VAMPIRE

精品品牌，像是包包、高級香水

VAMPIRE

有「吸血鬼」字體的感覺，並且還有讓人愉快地吃完後，在日記本上的隨手記事

主打商品的Slogan選用斜體字，讓人有對此品牌的冰淇淋想念很深，像漩渦一樣被捲進去的感覺