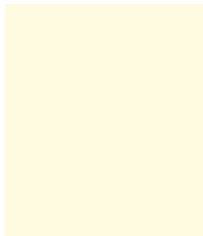


Pamela's Diner Design Guide

Logo



Colors



#FEFBDD



#EE789F



#E92264

Fonts

PT Sans

Oswald (my Office does not have Oswald installed)

Title (Oswald Sans-serif)

Heading 1

Heading 2

Heading 3

Body text

Navigation of users viewing the website for the first time

My design of the website will first draw the user's attention to the giant pink Pamela's Diner website title on the top. The giant text itself and the unique pink color would fit Pamela's Diners very well, which reinforces the impression of the Diner. The users will then see the navigation bar with five tabs to the five pages, with the highlighted purple button reminding which page the user is currently on. The sequence of the navigation bar also follow the users' sequential need to know the dishes, find the location, and subscribe to our mailing list. Each tab is also well-named so that the users can easily obtain needed information from each webpage.

Information Architecture

The website is divided into the five most general tabs: home page, menu, locations, and what everyone's saying. The sequence of the five tabs, as aforementioned, follows the users' needs to first get introduced to the Diner and then gradually to gain more knowledge on it. There is also a footer with all the contact information and social media link at the bottom of every page so that potential customers will use the least effort to get in touch with us.

Site Map:

