Name: A&A Grilled Cheese

Client info: business Phone: 920-457-9800

Restaurant phone: 920-655-9876

Email: [a&a@gmail.com](mailto:a&a@gmail.com)

Objectives: Market and appeal to small towns for a more family feeling

Target audience: People who live in small cities and want a fun and inviting atmosphere

Tone: Friendly and welcoming, also persuasive.

Theme: Restaurant style design

Visuals: logo, menu template, header, footer, ads on homepage`

Market research: Most of the popular websites have ads for their stuff on their homepage and then have links to other stuff. That was the layout i was thinking to put into mine.

Accent color: orange, white

Goals: To Create a great working website that flows very well, and feels inviting.