

Project 1 - Style Guide for Macy's Cafe

TYPOGRAPHY

Headers: Montserrat

ABCDEFG, abcdefg, 1234567890

Font Size: 30, 24 pt

<https://fonts.google.com/specimen/Montserrat>



Montserrat

Body: Open Sans

ABCDEFG, abcdefg, 1234567890

Font Size: 16, 12 pt

<https://fonts.google.com/specimen/Open+Sans>



Open Sans

COLOR PALETTE

PRIMARY/HIGHLIGHT COLORS

Brown # 542315

Magenta # 9b202e

Blue: # 355f77



BUTTONS

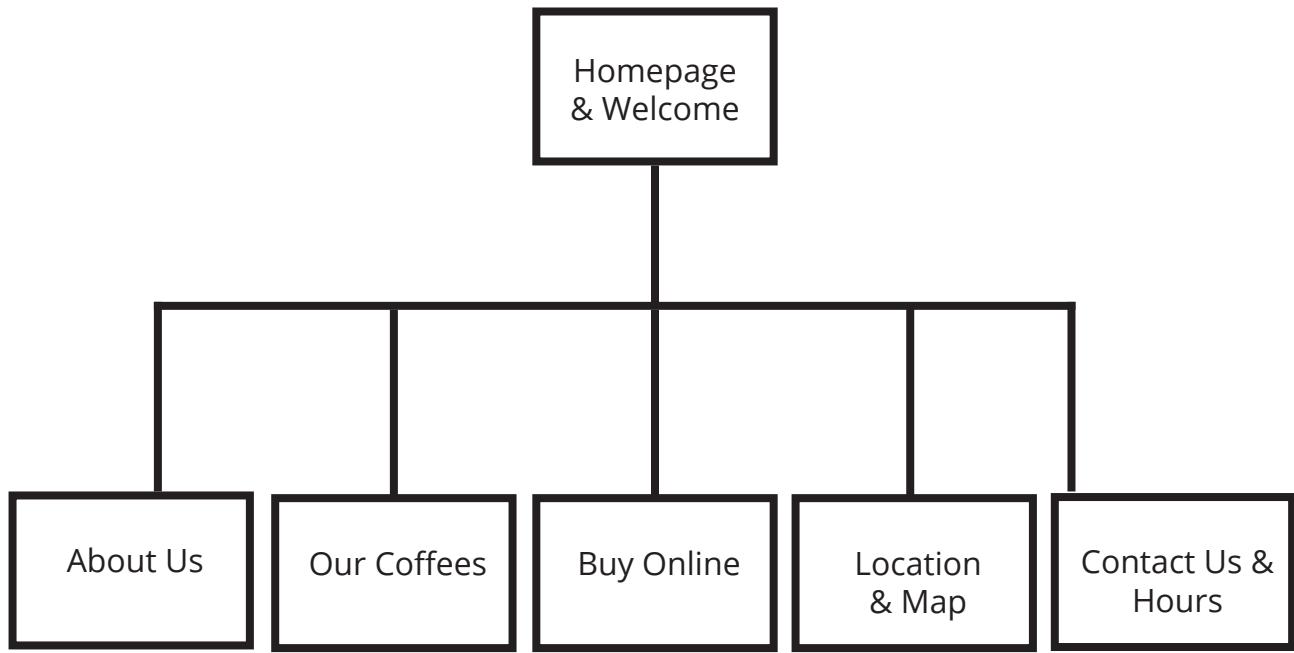
The two button sizes and shape to the right are what we have planned to use throughout the site.



Sample button CTAs include:

- Click to Learn More
- Follow Us on Social
- Contact Us
- Purchase Now

Project 1 - Wire-frame - Macy's Cafe



NOTES

Homepage

Top Navigation, general introduction to the cafe, mention their founding and allude to their mountain location.

About Us

Top Navigation, a photo gallery of then and now, a few paragraphs discussing the history of the cafe

Our Coffees

Top Navigation, photos of their specialty coffees and a short menu

Buy Online

Top Navigation, photos of their items for sale and pricing, with hyperlinks to add to their carts

Location & Map

Top Navigation, address and embedded Google map - short and sweet

Contact Us & Hours

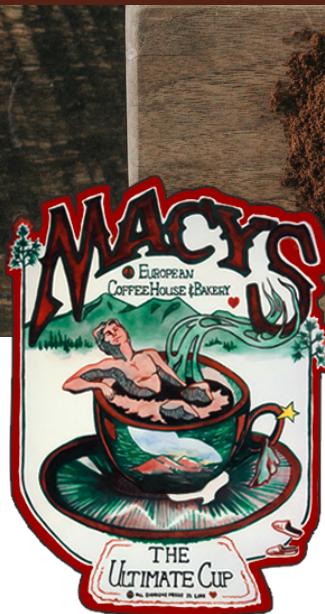
Top Navigation, phone number, social media links and CTA to follow them on social, hours of operation - short and sweet

Project 1 - Mood Board

We created a Pinterest board to identify the colors and themes we would like this re-modeled website to convey. We focused on European coffeehouses, warm autumn colors and lodge aesthetics to convey the mountain coffee shop feel that Macy's Cafe embodies. View screen-shots below and the complete board here: <https://pin.it/wdm7eacl7m3j3z>

This collage highlights various aspects of European coffee culture through a variety of images:

- Top Left:** Latte Art Basics Video by Whole Latte Love.
- Middle Left:** Mystery designs Crêpe Café, bringing European ...
- Top Middle:** European café scenes. They're always so charming ...
- Middle Middle:** European street cafe-menu board on the outside of ...
- Top Right:** Any time of the day is a good time for a 'café' ...
- Middle Right:** ZJ Color Palette 341 #colourpalette ...
- Bottom Left:** 20 Fall Color Palettes with HEX Codes.
- Middle Left Column:** Color Palette # 990; Color palette No. 2498.
- Bottom Middle:** What screams more autumn than this color palette? ...
- Bottom Right:** 25 Winter Color Palettes.
- Left Column:** London (The Lemon Tree); Paris (Paris).
- Middle Left Column:** travelsofabrokegirl: Paris, France; Best Coffee Shops in Belgrade • From Coffee Dream ...
- Middle Right Column:** Shades of latte and coffee color scheme, color ...; 100 interesting facts about Italy that you don't ...
- Bottom Left Column:** A traveler's guide to European COFFEE CULTURE; A traveler's guide to European coffee culture.
- Middle Bottom:** Morning #Coffee in Europe ...; European Style Coffee Cups.
- Bottom Middle:** The 10 Best Cups of Coffee in Europe (& CO \$ T); Small Coffee Shops Defeat Big Chains With Unique ...
- Bottom Right Column:** The 10 Best Cups of Coffee in Europe (& CO \$ T); Macy's Coffee House, Flagstaff, Az.
- Bottom Right:** A detailed chart titled "How to ask for a coffee on your trips" comparing coffee preferences across different European countries.



Welcome to Macy's European Coffee House & Bakery

Whether you are looking for a lively Flagstaff restaurant that serves great food or a top-notch coffeehouse with the ultimate cup, Macy's European Coffeehouse and Bakery is the place you want to land. Locally owned and operated, Macy's has been capturing customers' hearts and loyalties for thirty plus years.

Macy's is one of Flagstaff's few all-vegetarian restaurants. We strive to provide the best bite around. Our menu ranges from flaky croissant and egg breakfast sandwiches to organic spinach salads; to a BLT made on homemade whole wheat to a mouth-watering burrito smothered in melted cheddar cheese and enchilada sauce.

Macy's is also Flagstaff's preferred watering hole. Local residents have voted Macy's, "Best Coffeehouse" in the Arizona Daily Sun's, Best of Flag contest, for ten plus years running. At Macy's we put love into every cup, every step of the way; from the farm to your lips.

To complete the trifecta of awesomeness, this Flagstaff restaurant also offers you a full service bakery. We open with an array of breakfast pastries like muffins and scones. We close with thoughts of pumpkin pies and special order birthday cakes. Macy's also proudly offers many vegan, gluten-free, and other special diet options that will leave your mouth watering.

Mobile Homepage Mock Up

Features:

Hamburger drop down menu

Backstretch top banner image resizes for mobile

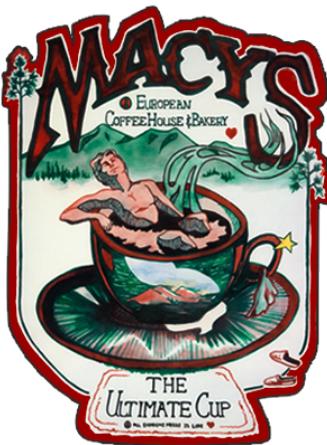
Copy body font size increases to 16px in mobile

Welcome to Macy's European Coffee House & Bakery

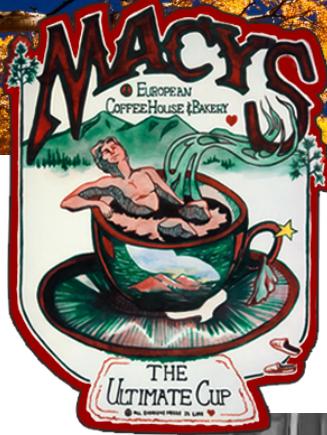
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[yelp](#) [f](#) [t](#)



About Macys



Macy's is Flagstaff's very own coffeehouse. It is located in the heart of a dedicated and decorated community, and accordingly, it fosters the progressive changes of tomorrow while still honoring the wisdom of the past. Macy's embodies the belief that business ethics and practices can coincide with the needs of employees and customers alike. Macy's is a family. All who enter these doors are welcome with open arms.

Tim MacyMacy's also understands the importance of supporting our global community. We employ a coffee scout to find and purchase our beans. We proudly pay better than fair-trade prices, directly to the farmer. Macy's appreciates the importance of reducing our ecological impact so we also offer compostable to-go cups and participate in a community-composting program. We hope to someday be an example of how one Flagstaff coffeehouse and its ideals of leadership, dedication, and compassion, came to unite a world of difference; one love-filled cup at a time.

Most importantly, Macy's eagerly anticipates its' opportunities to give back to the local community. We are often home to the children's poetry reading, the college students' first gig with the new band, or the Monday night chess club. We often donate door prizes to various fundraisers or day-old pastries to the nearby shelters. We know that change begins with a series of small commitments that snowball the

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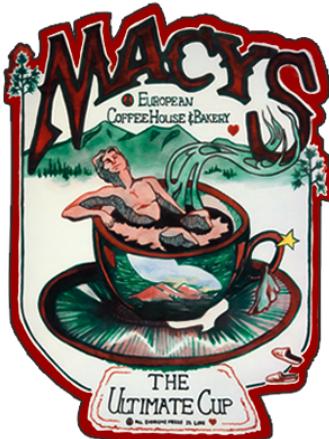
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Copy body font size increases to 16px in mobile

Scroll to include the logo and image below



The mobile homepage features a dark brown header with a hamburger menu icon. The main content area has a background image of yellow autumn leaves against a blue sky. The title 'About Macys' is displayed in large, white, sans-serif font. The body text reads:
Macy's is Flagstaff's very own coffeehouse. It is located in the heart of a dedicated and decorated community, and accordingly, it fosters the progressive changes of tomorrow while still honoring the wisdom of the past. Macy's embodies the belief that business ethics and practices can coincide with the needs of employees and customers alike. Macy's is a family. All who enter these doors are welcome with open arms.

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Coffee



Organic Peru - \$14.75



Colombian - \$15.75



Costa Rica - \$14.95



Kenya AA - \$17.50



Sumatra Mandheling -



Kona - \$59.95



Decafe Sumatra - \$15.25



French - \$15.95

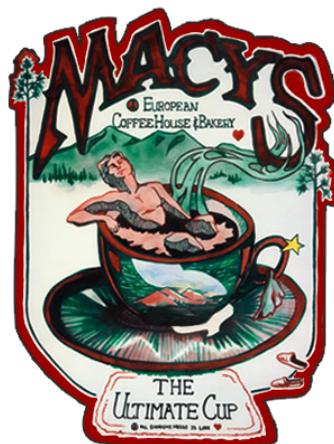
Mobile Homepage Mock Up

Features:

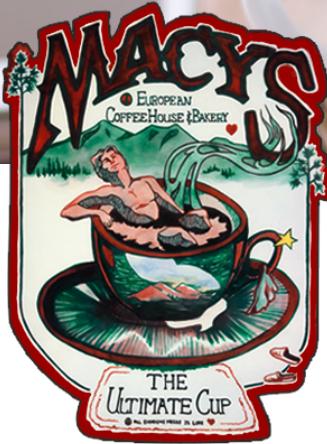
Hamburger drop down menu

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The mobile homepage mockup displays a coffee-themed interface. At the top, there is a dark brown header with a hamburger menu icon. Below the header is a banner image showing several cups of coffee and sugar on a wooden surface. The word "Coffee" is centered in a white box. Below this, there are two bags of coffee labeled "Brazilian" and "Organic Peru - \$14.75". At the bottom, there is a dark brown footer with social media icons for Yelp, Facebook, and Twitter.



Exceptional Blends

Macy's is proud to say it was one of the very first coffee roasters in the state of Arizona. We are also proud to offer only the top 5% of the world's green coffee beans. We deal directly with the farmers and ensure that they are getting a fair price. By cutting out all the middle men, we are often able to pay better than fair trade prices. We know exactly what estates our beans come from.

We roast our beans, in house, regularly, in order to assure the freshest flavor around. We are dedicated to being the best coffee roaster in Flagstaff. Browse our online store for individual descriptions on our flavors and blends.

Holiday Selections

During the holiday season, Macy's also offers a few other special blends such as Jamaican Blue Mountain and our Holiday blend. Due to their special nature we cannot offer them in our online store but feel free to contact us about their availability.

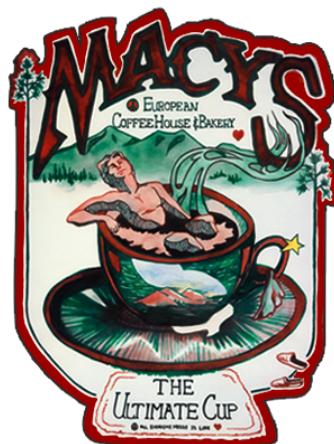
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The mobile homepage mockup features a dark brown header with a hamburger menu icon. Below the header is a banner image of a white coffee cup filled with coffee and topped with a heart-shaped foam design, resting on a saucer next to a spoon, with coffee beans scattered around it. A burlap sack is visible in the background. The main content area has a white background. The first section is titled 'Exceptional Blends' in a large, bold, brown font. The text below it reads: 'Macy's is proud to say it was one of the very first coffee roasters in the state of Arizona. We are also proud to offer only the top 5% of the world's green coffee beans. We deal directly with the farmers and ensure that they are getting a fair price. We roast our beans, in house, regularly, in order to assure the freshest flavor around. We are dedicated to being the best coffee roaster in Flagstaff. Browse our online store for individual descriptions on our flavors and blends.' The second section is titled 'Holiday Selections' in a large, bold, brown font. The text below it reads: 'During the holiday season, Macy's also offers a few other special blends such as Jamaican Blue.' At the bottom of the page is a dark brown footer bar containing social media icons for Yelp, Facebook, and Twitter.