

The reason I chose the layout that I did was because it is very simple, yet elegant. I chose very light colours for my header and background therefore the words "Book Now" would stand out and be more bold. I chose to use a bold type under the vacation packages and a red font in the header because people usually are first drawn to the header so I thought it would be smartest to use the brightest colour there.

Book Now

Fancy Airlines



Packages



BOOK NOW!



BOOK NOW!



BOOK NOW!



BOOK NOW!

Step One

Research and list out brand's competitors:

- Lindor's
- Purdy's

Identify our competitors' strengths:

- They are known and popular in the chocolate world, come in many flavours, used for holidays etc.

Weaknesses:

- There are limited styles, shapes for lindor, it only comes in one form What will be your inspiration for the logo:
- To combine both the brand name with the actual brand itself (chocolate)

Step Two:

- This logo shows what the company is about because it portrays both chocolate and the brand name plus is eye catching to viewers because it is colourful.

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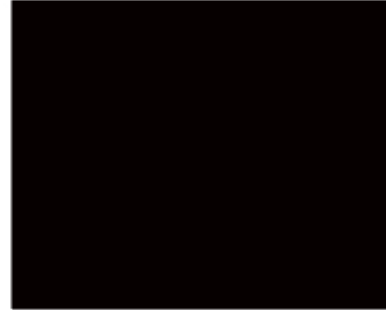
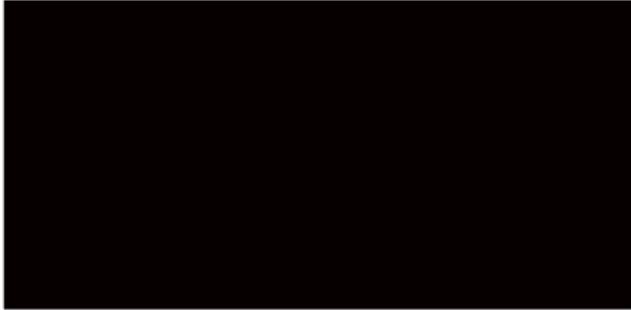
Header

Nav Bar



This Wireframe fixes the problems that were described in class because the header, footer, nav bar, and body are all aligned properly. Nothing is randomly placed onto the page and this wireframe allows for a more organized website and layout to ensure that contents on the website are layed out properly.

body



Sugar Smash



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