# BlendEats

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## 1 Corporate Design

### 1.1 Name,Logo, Key Phrase

The name of the project has been decided upon as "BlendEats" to give a feeling of blending cultures by means of Food. The logo is designed to be a rectangle, with subtle shade of red, which is considered to be one of the preferred tone for food and drink services. The key phrase is chosen to be "We connect people", which is the key element of our website, to share experiences and Food in this diverse community. The logo has been placed on the top of the design.

### 1.2 Formatting

The design consists of subtle colour combination of red and white, to make the text legible while using cool colour tones. The same font style of **serif** has been used all through the design. More texts and formats might be added in the future.

### 1.3 Meta bar and Navigation bar

The Meta bar and Navigation bar are merged together. The information of "About Us", "Contacts", "Our Offers", "Imprint", search bar, and login button is placed on it. The "Our Offers" tab has the sub-units called as "Packed Food" and "Cooked Meal". The search bar has the options to search through the website and the customer can use the login option to login as either Client or Admin and proceed with the given permissions. The bar might be updated in the future for more information.