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 orange, which is considered to be one of the preferred tone for food and drink services. The key phrase is chosen to be Connecting 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 orange and white, to make the text legible while using cool colour tones. The same font style of **sans serif** has been used all through the design. More texts and formats might be added in the future.So more buttons are added as Food options such as vegan, vegetarian, non-vegetarian. Moreover as green color is used to indicate vegan or vegetarian food so the color turns green as you take the cursor to the vegetarian option and similarly red for non-vegetarian option.

1.3 Meta bar and Navigation bar

The Meta bar and Navigation bar are merged together. The information of "Offers", "Imprint", search bar, and login button is placed on it. The signup page can be accessed using the login page itselfm if the customer is not yet registered. 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.

1.4 Imprint

The "Imprint" tab will lead to the Disclaimer along with the contact details of the team members.