Mockup Feedback

Madison,

Excellent work on the mockup! You've done a great job keeping the website minimalistic while presenting substantial information about the company. I especially enjoy your design layout on the home page. It really gives me the modern vibe that I was looking for.

Here are a few small things that you may want to consider for the overall design:

- Color – the red is really strong (i.e. high color value), consequently making the black font less legible than desired. Perhaps changing the typeface to other colors would help with the legibility. Additionally, I think the color red seems a little unexpected as the primary color, maybe some variation to the iconic Spanish yellow would work better. Please feel free to explore with other color options as well.

- Typeface – the current typeface works, but I feel like there's a lot more potential to be experimented with.

- History Timeline – I really like how you organized the brand history with a vertical timeline. It's really effective, and I believe it can be more effective if you can figure out how to match appropriate photos with respective timeline info.

Again, great work on the mockup design. I look forward to the final product!

Best,
Brian