**Step 1:**

 Research and list our brand’s competitors (at least 2)

* Cadbury
* Godiva

 Identify our competitors’ strengths

* They have a lot of ads and they are known world-wide (almost every country knows them and more than 50% people buy them either for themselves or as gifts)

 Identify our competitors’ weaknesses

* Just last year, Cadbury “[suffered] multi-million pound losses after sparking storm of protest across Britain by replacing Dairy Milk in recipe with cheaper chocolate”( <http://www.telegraph.co.uk/finance/newsbysector/retailandconsumer/12094209/Cadbury-loses-more-than-6m-in-Creme-Egg-sales-after-changing-recipe.html>)
* Godiva gets quite a few order problems

 What will be your inspiration for the logo?

* The colours will be the inspiration because the parrot is a rare logo
* It will also be the logo with a specific type

**Step 2:**

 Create a logo for our chocolate company (using either Photoshop or Illustrator)

 How does the logo show what our company is about?

* The parrot’s colours are what brings that person in. However, the type style is what makes the logo appear more sophisticated since it looks high-class.

 What makes the logo you designed effective for our brand?

* Because everyone likes sweets, the parrot is more of a sign for kids to see it. However, for adults, the parrot is like a symbol of freedom and so when the logo is shown, it is like a sign of calmness. It is also similar to thinking of the chocolate as a way of taking a break from all the stress around oneself.

 How does your design ensure our company will stand out amongst our competitors?

* The logo is a bird, and that is a rare idea for a company that sells chocolate. Therefore, it is what makes the company succeed because not only will children want to get close, but also attract adults (because older people are interested in new ideas/ new things).

**Step 3:**

 Style the provided HTML to match the logo and make a cohesive brand.

 The website must contain your answers to Step 1 and 2, Brand Slogan, Logo, and be aesthetic