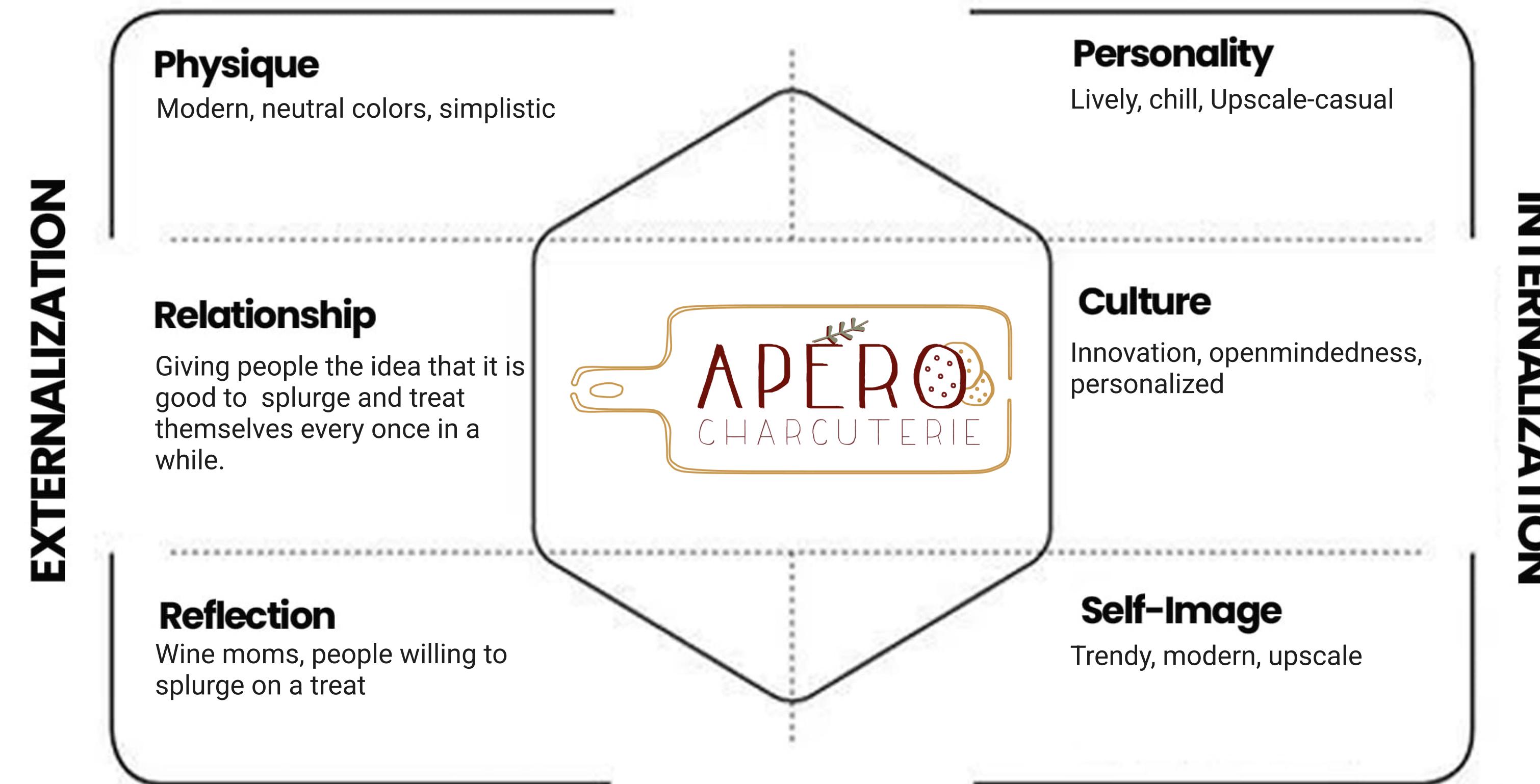


TEAM 8:
APÉRO CHARCUTERIE



By: Connor Wright and Rayann Liang

PICTURE OF SENDER



PICTURE OF RECEIVER

MISSION STATEMENT

Aperó offers guests the unique opportunity of creating their own personalized charcuterie boards. We aim to ensure that our customers treat themselves because they deserve the good things in life exactly as they want them.

COLOR PALETTE



MAIN FONT

FRENCHY
11.5% Spacing

LOGOS

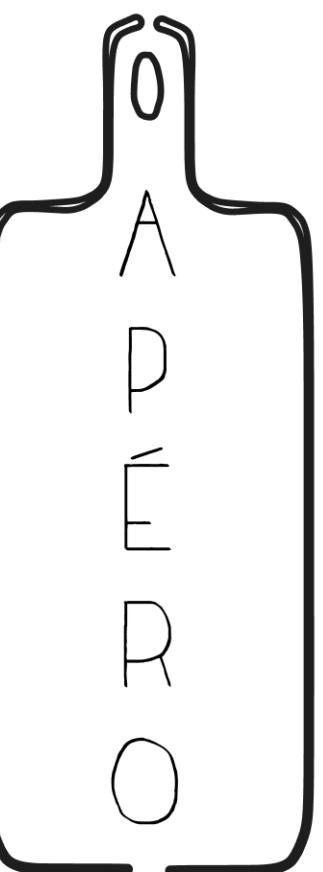


WEBSITE FONT

Kosugi Maru
- navigation bar

Shree Devanagari 714
- text in paragraphs

APER
CHARCUTERIE



- Neutral colors to reflect the upscale casual vibe
- Red, green, yellow as the primary colors for building the logo because they are some of the colors you would see while building a charcuterie board
- Used beige as a more simplistic background color

- Handwritten font for the logo / website headers

- Sans Serif fonts for additional text

- Logo has parts of a charcuterie board

BUSINESS CARD

- Hand drawn icons and symbols

FRONT



BACK



BILLBOARD

- Apero = time of day for afternoon meal
- Use rosemary as an emphasis
- Slated the text and image to help the flow



The screenshot shows the top navigation bar with links for MENU, CATERING, LOCATIONS, CAREERS, and ABOUT. The APERO CHARCUTERIE logo is at the top left. An orange "ORDER NOW" button is positioned at the top right. Below the navigation is a large image of a charcuterie board. To its left is a red-bordered box containing the text "ELEVATE YOUR AFTERNOON WITH APÉRO". The main content area has a dark red background with white text: "WE ARE APÉRO." followed by "We offer an unlimited number of combinations to make sure your charcuterie is specially curated for you." Below this is another "ORDER NOW" button. At the bottom is a decorative footer section featuring icons for MEATS, CHEESES, CRACKERS, DIPPING SAUCES, and FRUITS, each connected by thin black lines to a central horizontal line.

- Outline on all the **clickable icons**

This screenshot shows the same website layout as the first one, but with a key difference: the "ELEVATE YOUR AFTERNOON WITH APÉRO" text and the red-bordered "ORDER NOW" button have been removed. Instead, there is a large image of a charcuterie board in the center. To the right of this image is a red box containing the text "OUR MISSION:" followed by a detailed description of their goal. The footer information, including location and hours, is also present.

- **lines on the side for a modern feel**

W
E
B
S
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ADDITIONAL DESIGN: TO GO BOX

- Natural cardboard texture
- Usable charcuterie board-style handle

