



THE WILTON HOUSE PROPOSAL

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PROJECT OVERVIEW

Goal: To develop consistent branding for The Wilton House that aligns with their business goals

Existing Approach



A screenshot of the official website for "THE JOSHUA WILTON HOUSE". The header features the restaurant's name in a serif font, flanked by decorative flourishes. Below the header, there are four menu items: "Menus & Specials", "Upcoming Events", "Stay At The Inn", and "Private Events". To the right of the menu items is a photograph of the same Victorian-style building shown in the exterior shot. At the bottom of the page, there is a horizontal line and a small amount of text that is partially cut off.

OUR NEW APPROACH

- Bring a modern and inviting feel to a classic establishment
- Maintain the regal and historic aesthetic
- Create a cohesive brand

HOW CAN THIS IMPROVE BRAND EXPERIENCE?

PROJECT OBJECTIVE/APPROACH

INTERPRETATION AND DESIGN PROBLEM

LOGO

- BOLD AND EYE CATCHING MARK
 - KEEPING CLASSIC ELEMENTS
 - COMMUNICATE WHAT TYPE OF BUSINESS IT IS WITHOUT BEING TOO LITERAL
-

WEBSITE PROTOTYPE

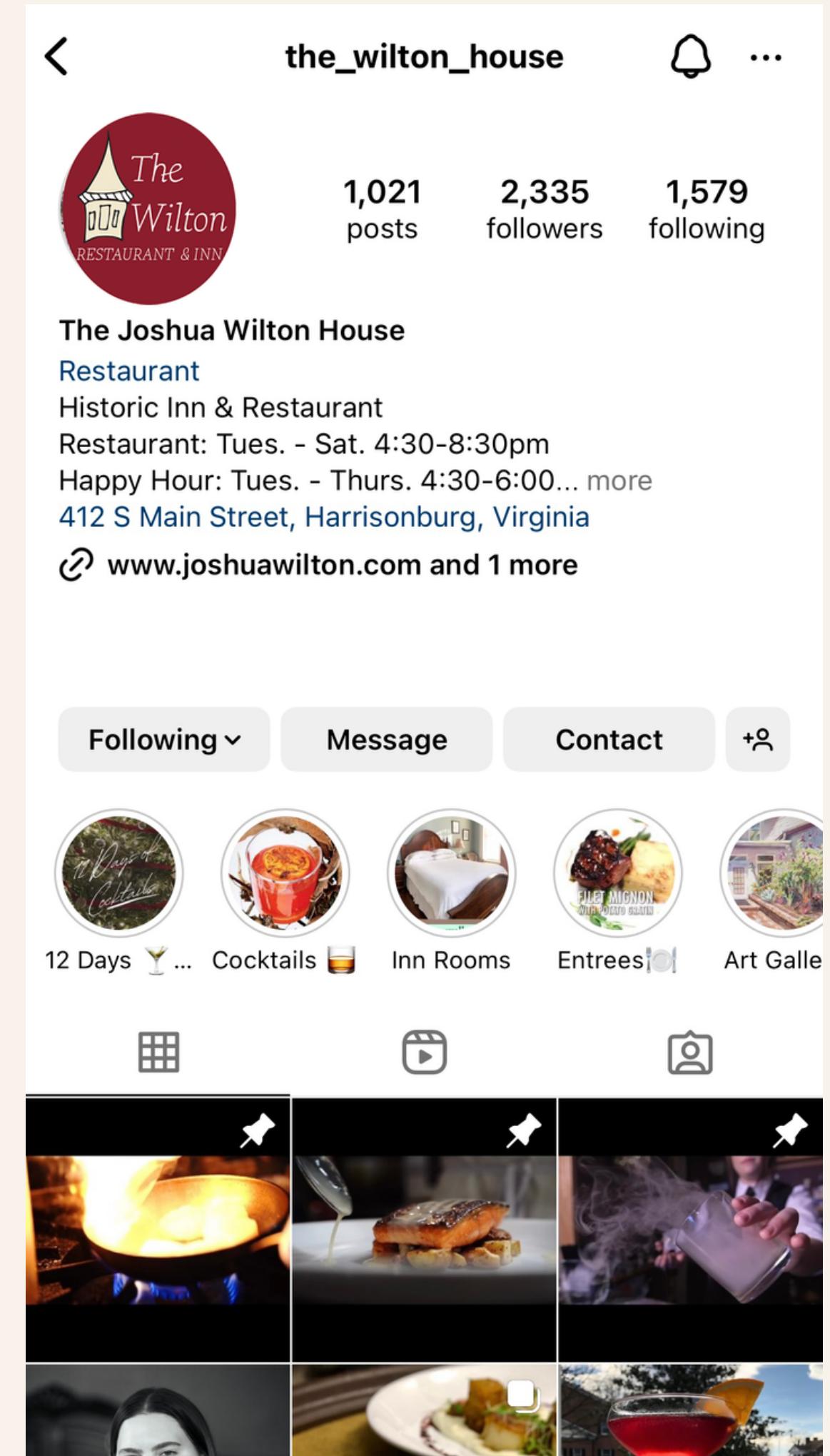
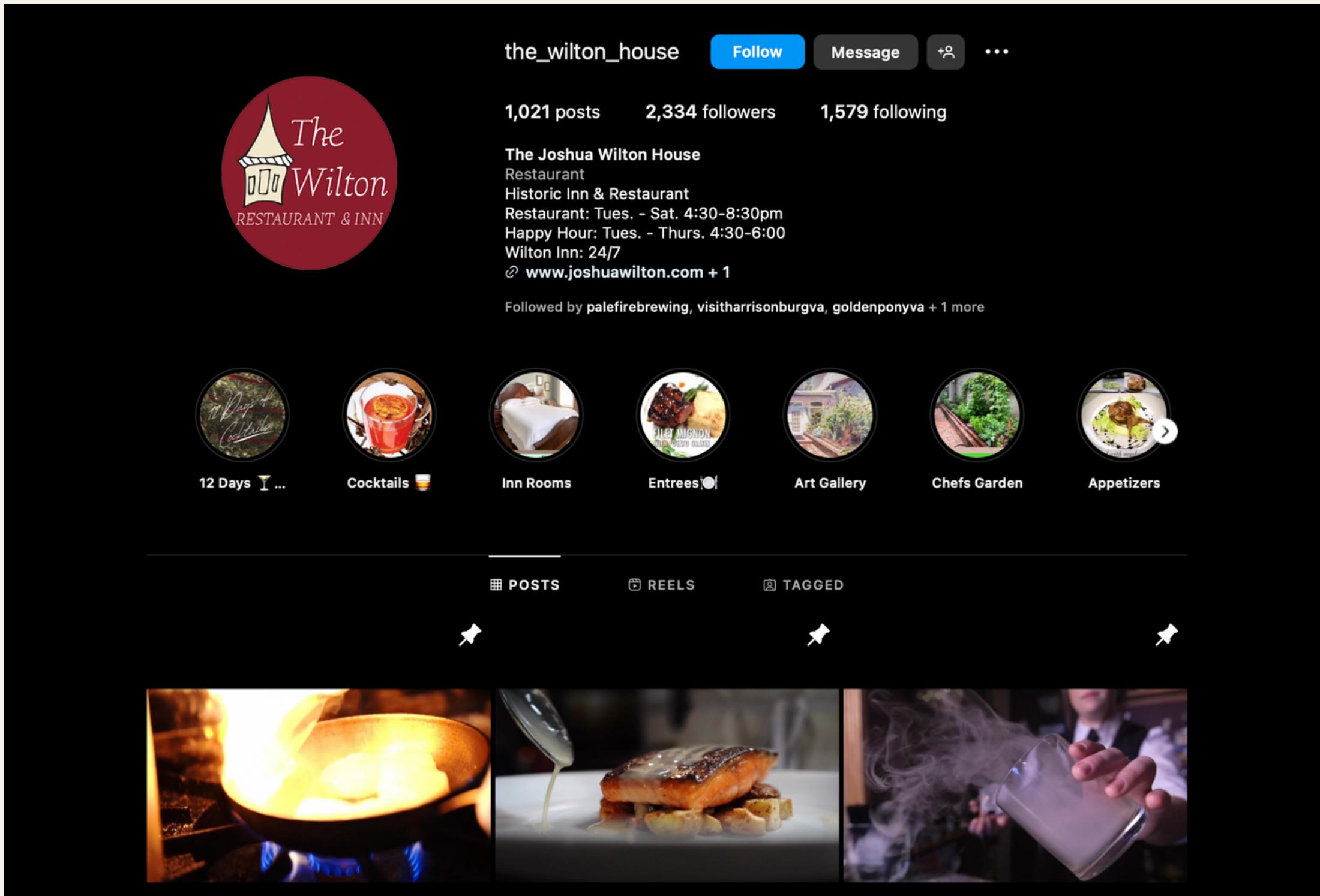
- IMPROVE THE USABILITY OF THE WEBSITE
- ESTABLISH VISUAL HIERARCHY
- CREATE AN INVITING AESTHETIC



LOGOS







DELIVERABLES

The image shows a smartphone with a white case, displaying a mobile-optimized website for "the Wilton House". The website has a dark red header bar. In the top left corner of the header is a circular logo for "The Wilton RESTAURANT & INN", featuring a stylized building icon and the text "The Wilton RESTAURANT & INN". To the right of the logo are the navigation links: HOME, ABOUT, RESERVE, and CONTACT. Below the header, the main title "the Wilton House" is centered in a large, serif font. Underneath the title are three menu items: "STAY AT THE INN", "MENU & SPECIALS", and "UPCOMING EVENTS". Each menu item is accompanied by a small square image: a bedroom for "STAY AT THE INN", a plated dish for "MENU & SPECIALS", and a landscape view for "UPCOMING EVENTS". The background of the phone's screen is a dark red color.

The Wilton
RESTAURANT & INN

HOME ABOUT RESERVE CONTACT

the
Wilton House

STAY AT THE INN MENU & SPECIALS UPCOMING EVENTS

CONCLUSION

QUESTIONS