

# FLOWERS AND THINGS

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## Shop

These are just suggestions if you are looking for something specific please feel free to call the shop and place your order over the phone.

\*Also just to note: since Flowers and Thing's fridge of fresh flowers changes weekly there might be slight variation in what is available. If so we do our best to get in touch to make sure the substitutions are okay with you but if contact is not made we will send out something beautiful using our best judgement as professional floral designers.



# Parrot Chocolatiers

## Putting the squawk in squawklet

Join our Squawk! At Parrot Chocolatiers, we are committed to producing high quality chocolate, containing the richest flavour. We use 100% fair trade cocoa. We are dedicated to spreading awareness about the working and living conditions in developing countries that harvest cocoa.

## Competitors

### Brands

List of Competitors: - Lindt - Godiva - Purdys - Hersheys

## Strengths and Weaknesses

Lindt, Godiva and Purdys are all known to be very prestige chocolate brands. Their chocolate is a nice and elegant gift. Their high end chocolate comes with a high price as well. This can be seen as a weakness as they cannot compete with lower price chocolate, so they are targeting a different type of audience. Another weakness is that they are not available at as many stores. This can also be a strength because it makes them be perceived as more exclusive. Companies like Hersheys can also be seen as a competitor. They offer lower quality chocolate at low prices. A strength of Hersheys is that they offer very affordable chocolate and can be bought almost anywhere. Their weakness is that the quality of products is inferior to other brands.



## Logo Inspiration

### How the logo shows what the company is about

The inspiration for my logo came from a combination of the brand name, the brand colours and the brand's commitment to free trade ingredients. I believe that Parrot Chocolatier's free trade aspect is a big part of what will allow them to stand out from their competitors, so I knew it was important to incorporate that into the logo. Behind the parrot, the background circle includes the trademark logo for free trade ingredients. Additionally, I made the colour of the free trade symbol gold, one of Parrot Chocolatier's colours. The colour red was used to add some colour to the parrot. The parrot is black and white besides a pop of colour in its wing. Finally, the writing is a simple font in light blue. The simplicity of the font reflects Parrot Chocolatier's brand as they are not dedicated to anything fancy or luxurious, but free trade initiatives.

Logo - Kayla Fuoco



# Real Life Realtor



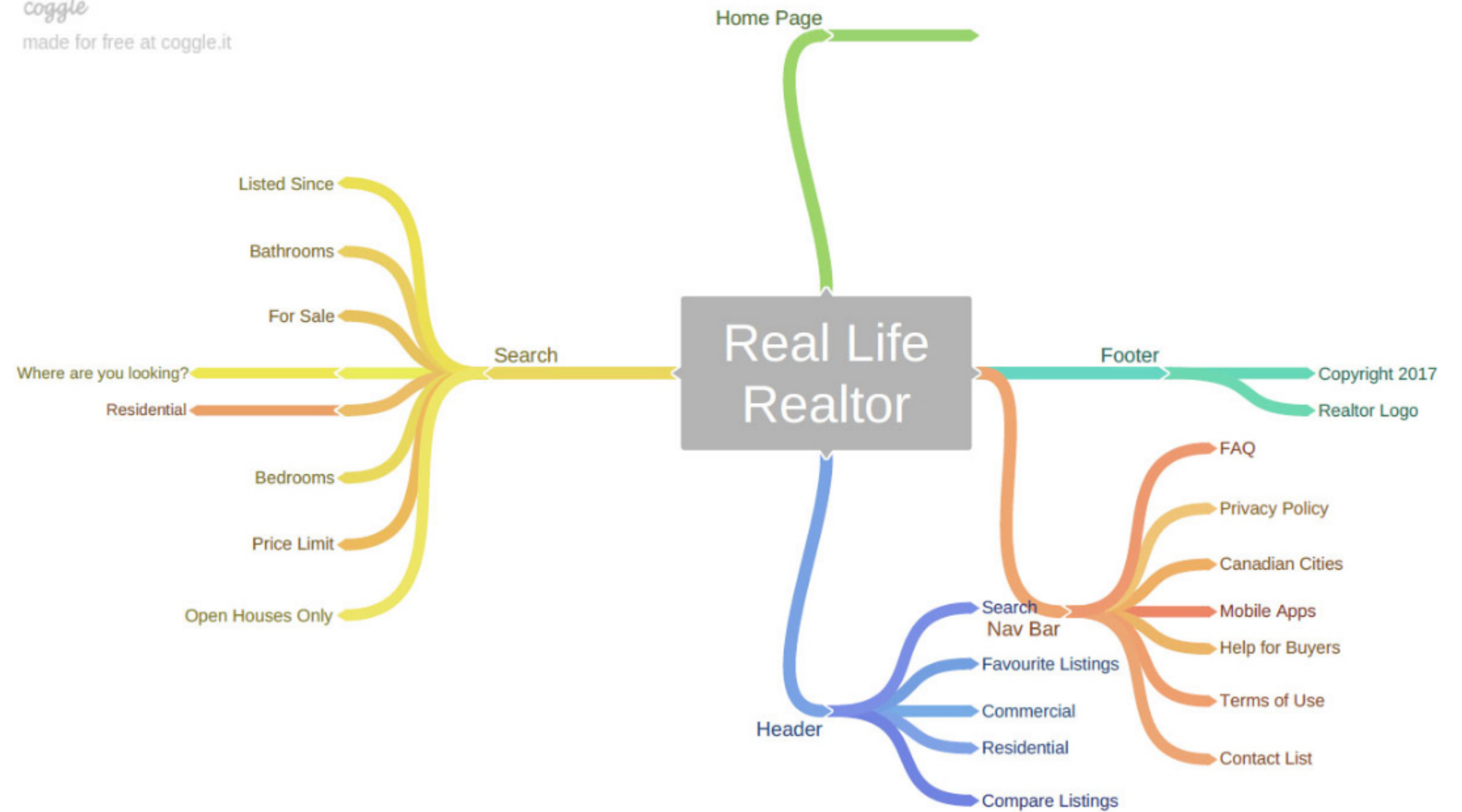
Search - Favourite Listings - Commercial - Residential - Compare Listings



## Search Options

Listed Since	<input type="text"/>	Open Houses Only	<input type="text"/>
Bathrooms	<input type="text"/>	Price Limit	<input type="text"/>
Bedrooms	<input type="text"/>	Residential	<input type="text"/>
For Sale	<input type="text"/>	Where are you looking?	<input type="text"/>

coggle  
made for free at coggle.it



Mindmap & web layout - Kayla Fuoco



# FANCY AIR ✈️

BOOK TODAY!

PARADISE

VACATIONS

FLIGHTS

HOTELS

CRUISES

NEGRIL, JAMAICA

\$1000

ALL INCLUSIVE

BOOK NOW

ATHENS, GREECE

\$1200

ALL INCLUSIVE

BOOK NOW

ROME, ITALY

\$1600

ALL INCLUSIVE

BOOK NOW

ASIA DEALS

TWO DAYS ONLY!

BOOK NOW!

EXPLANATION: I USED A MINIMALIST DESIGN WITH ONE BRIGHT COLOUR TO ENSURE THAT IT GRABS THE USER'S ATTENTION. I ALSO USED BIG BLOCKS OF THE BRIGHT COLOUR TO MAXIMIZE ITS APPEARANCE. FOR THE PACKAGES I INCLUDED BRIGHT PLANES WHICH WILL ATTRACT ATTENTION AND MAKE USERS WANT TO CLICK ON IT. WITH THIS DESIGN, THEY ARE ENCOURAGED TO CHECKOUT AND ITS EXTREMELY USER FRIENDLY.

Attract attention- Kayla Fuoco





HOME REALTORS FOR SALE CONTACT



## Sunny Leaf homes

has been in the real estate industry for over 75 years! We are dedicated to providing the best possible services to buy and sell your luxury homes. In the past we have collaborated with major companies such as TMG, Century 21 and Mattamy.

**TMG**  
BUILDERS

**Century**  
21

**mattamy**  
HOMES

**FOR LIMITED TIME OFFERS**  
**SIGN UP FOR OUR E-NEWS**



NAME :   
EMAIL :   
PHONE # :

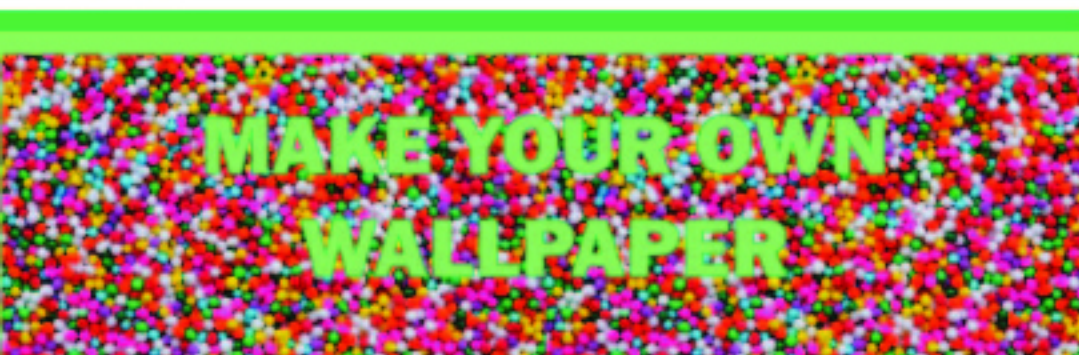
### Explanation:

I made a minimalist design in order to keep it simple for users. The logo is a simple leaf in a blush colour, for a modern look. The principles of conversion I used are as followed:

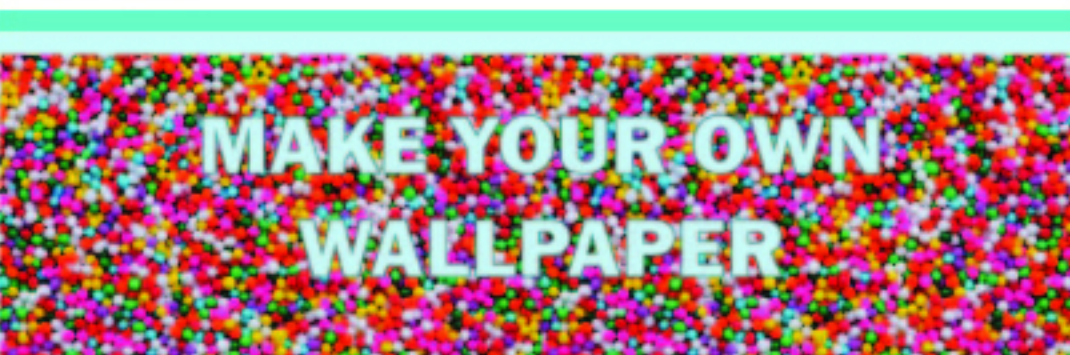
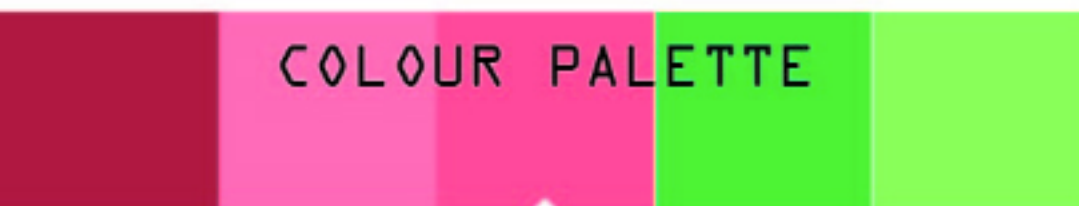
1. Contrast: I used a blue box to contrast the white space, and also used a bright red house/arrow to contrast the blue.
2. Directional cues: I used an arrow to point to the box where they need to begin the sign up process.
3. White Space: Other than the image and the sign up box, I left the rest of the page white to help the sign up box pop more.
4. Urgency: I stated that there are "limited" time offers to encourage people to sign up now.
5. Social Proof: I included a part about credible companies that we have worked with in the past in order to build trust with consumers.

# Principles of conversion - Kayla Fuoco

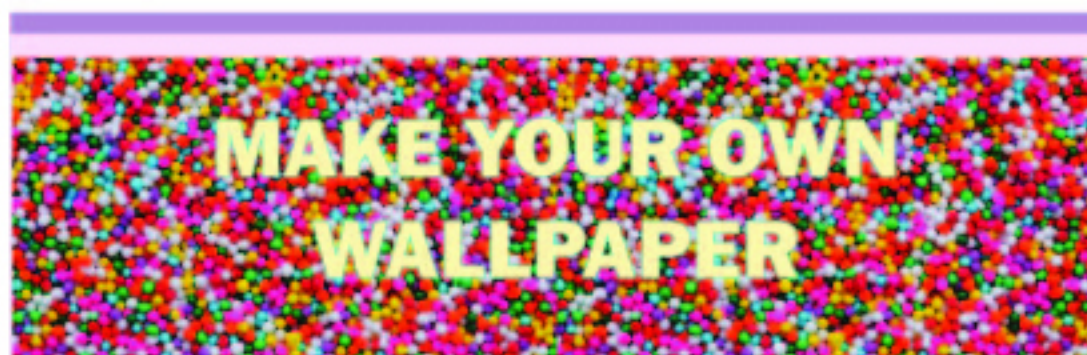
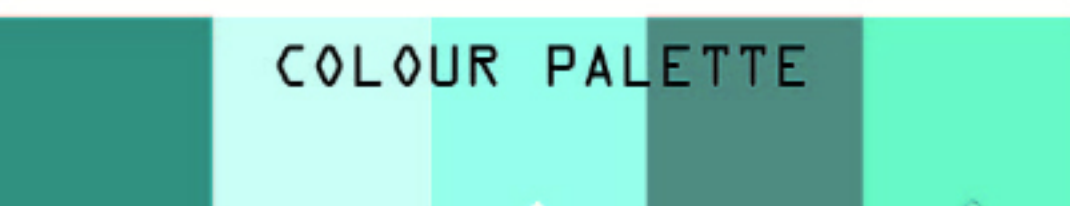




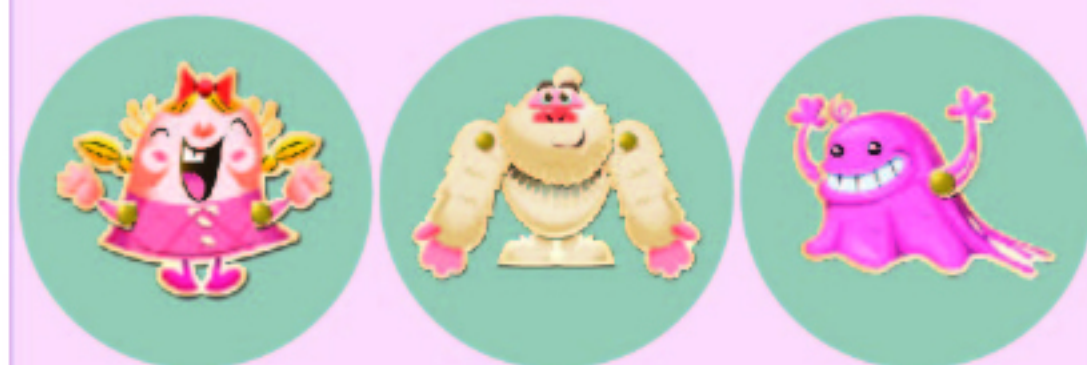
## Meet the Characters



## Meet the Characters



## Meet the Characters



Colour - Kayla Fuoco



# Love and Luxury Weddings

[INVITATIONS](#)[FLOWERS](#)[HALLS](#)[LIMOS](#)[PHOTOGRAPHY](#)

## Love is all you need

### Perchè lo utilizziamo?

È universalmente riconosciuto che un lettore che osserva il layout di una pagina viene distratto dal contenuto testuale se questo è leggibile. Lo scopo dell'utilizzo del Lorem Ipsum è che offre una normale distribuzione delle lettere (al contrario di quanto avviene se si utilizzano brevi frasi ripetute, ad esempio "testo qui"), apparendo come un normale blocco di testo leggibile. Molti software di impaginazione e di web design utilizzano Lorem Ipsum come testo modello. Molte versioni del testo sono state prodotte negli anni, a volte casualmente, a volte di proposito (ad esempio inserendo passaggi ironici).

### Da dove viene?

Al contrario di quanto si pensi, Lorem Ipsum non è semplicemente una sequenza casuale di caratteri. Risale ad un classico della letteratura latina del 45 AC, cosa che lo rende vecchio di 2000 anni. Richard McClintock, professore di latino al Hampden-Sydney College in Virginia, ha ricercato una delle più oscure parole latine, consectetur, da un passaggio del Lorem Ipsum e ha scoperto tra i vari testi in cui è citata, la fonte da cui è tratto il testo, le sezioni 1.10.32 and 1.10.33 del "de Finibus Bonorum et Malorum" di Cicerone. Questo testo è un trattato su teorie di etica, molto popolare nel Rinascimento. La prima riga del Lorem Ipsum, "Lorem ipsum dolor sit amet..", è tratta da un passaggio della sezione 1.10.32.

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Typography - Kayla Fuoco