

# Couples Resort Redesign

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Redesign

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Ver. 1.0

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# Goal

Our primary goal in this redesign is to organize the given content to be optimal for user experience, while maintaining the original branding.

# Logo

We have chosen to keep the original site logo, as it fits into Couples Resort's branding.



The logo consists of an image of two statues kissing, five white stars and the resort name in script font.

# Typography

The primary font is Arial and is available in a number of weights and styles.

Title font: Athelas. Athelas is available in regular, bold, italic and bold italic.

Arial font family:

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Example: Arial showned at 24 pt.

Arial font family:

<b>AB</b>	<b>AB</b>
<i>AB</i>	<i>AB</i>
Regular and Regular Italic	Bold and Bold Italic

Athelas font family:

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Example: Athelas showned at 24

Athelas font family:

<b>AB</b>	<b>AB</b>
<i>AB</i>	<i>AB</i>
Regular and Regular Italic	Bold and Bold Italic

# Colour Study



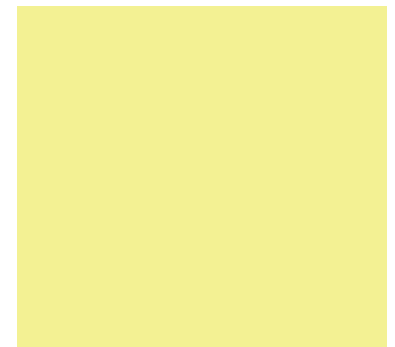
Majority of the original branding is black/white/shades, so we decided to continue those colours. We also chose to use a yellow similar to the one on the currant site.

**CMYK** 75, 68, 67, 90  
**RGB** 0, 0, 0  
**Hex** #000000

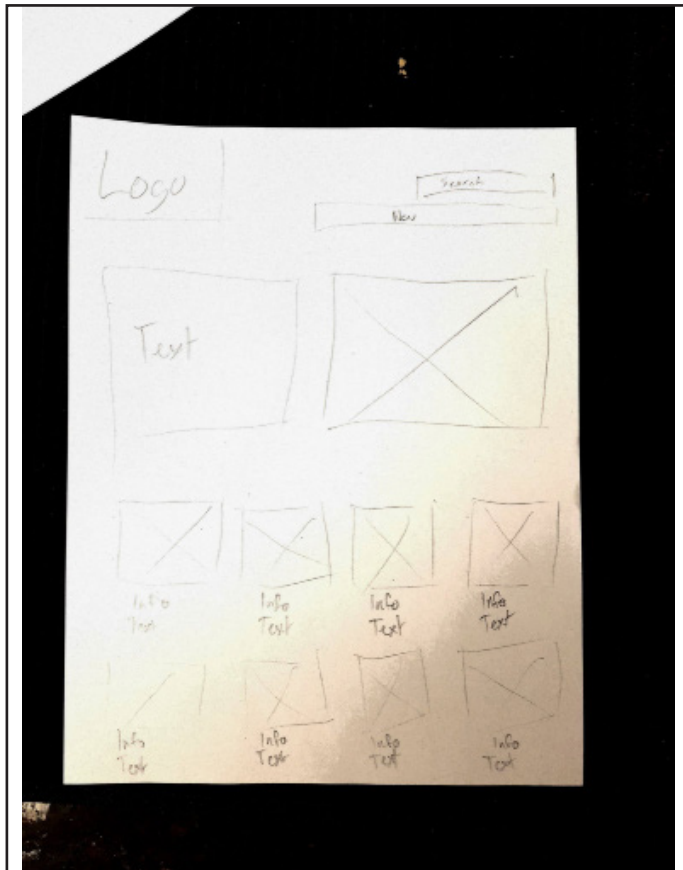


**CMYK** 0, 0, 0, 0  
**RGB** 255, 255, 255  
**Hex** #ffffff

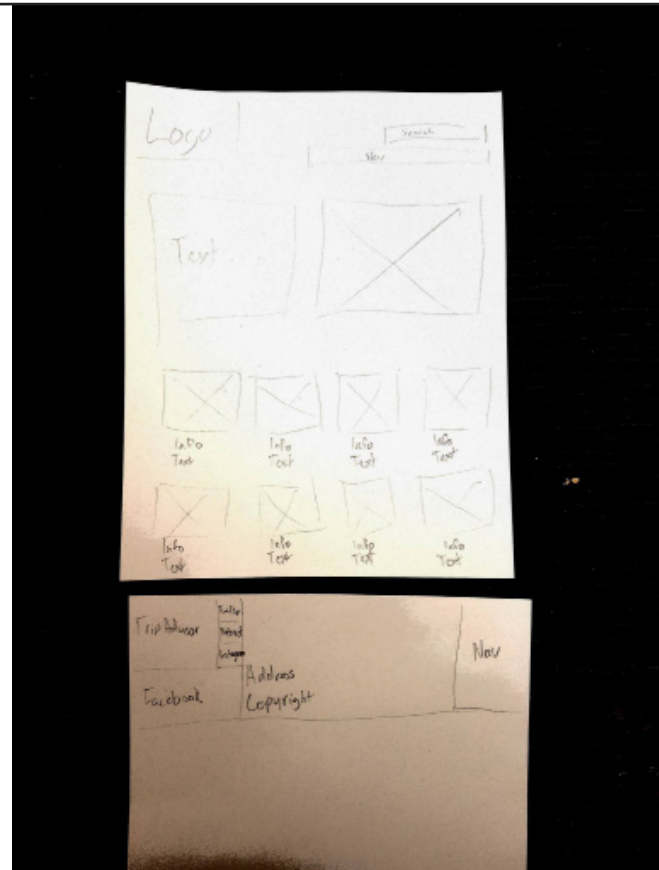
**CMYK** 5, 0, 52, 0  
**RGB** 246, 241, 148  
**Hex** #f6f194



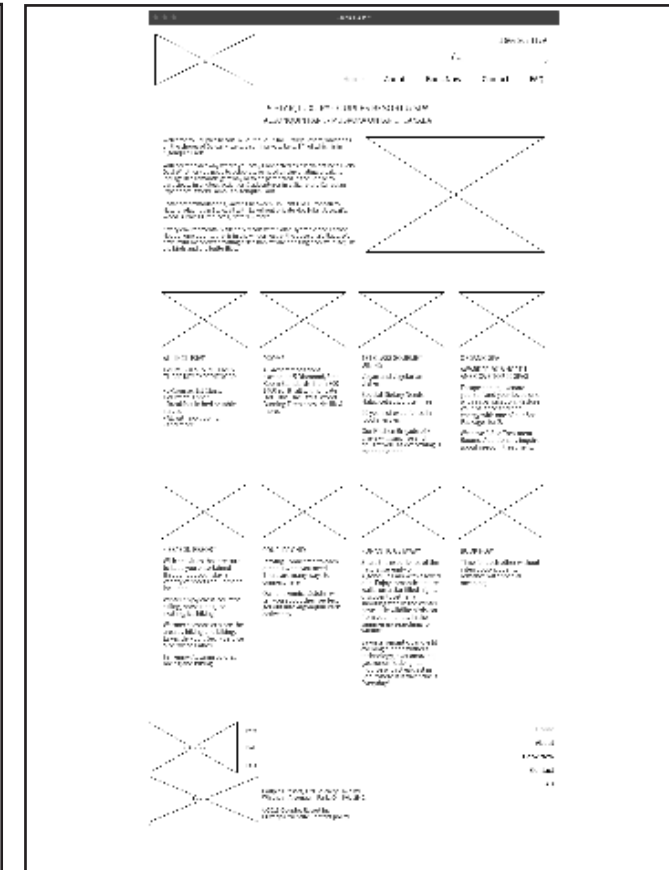
# Wireframes



Wireframe Sketch



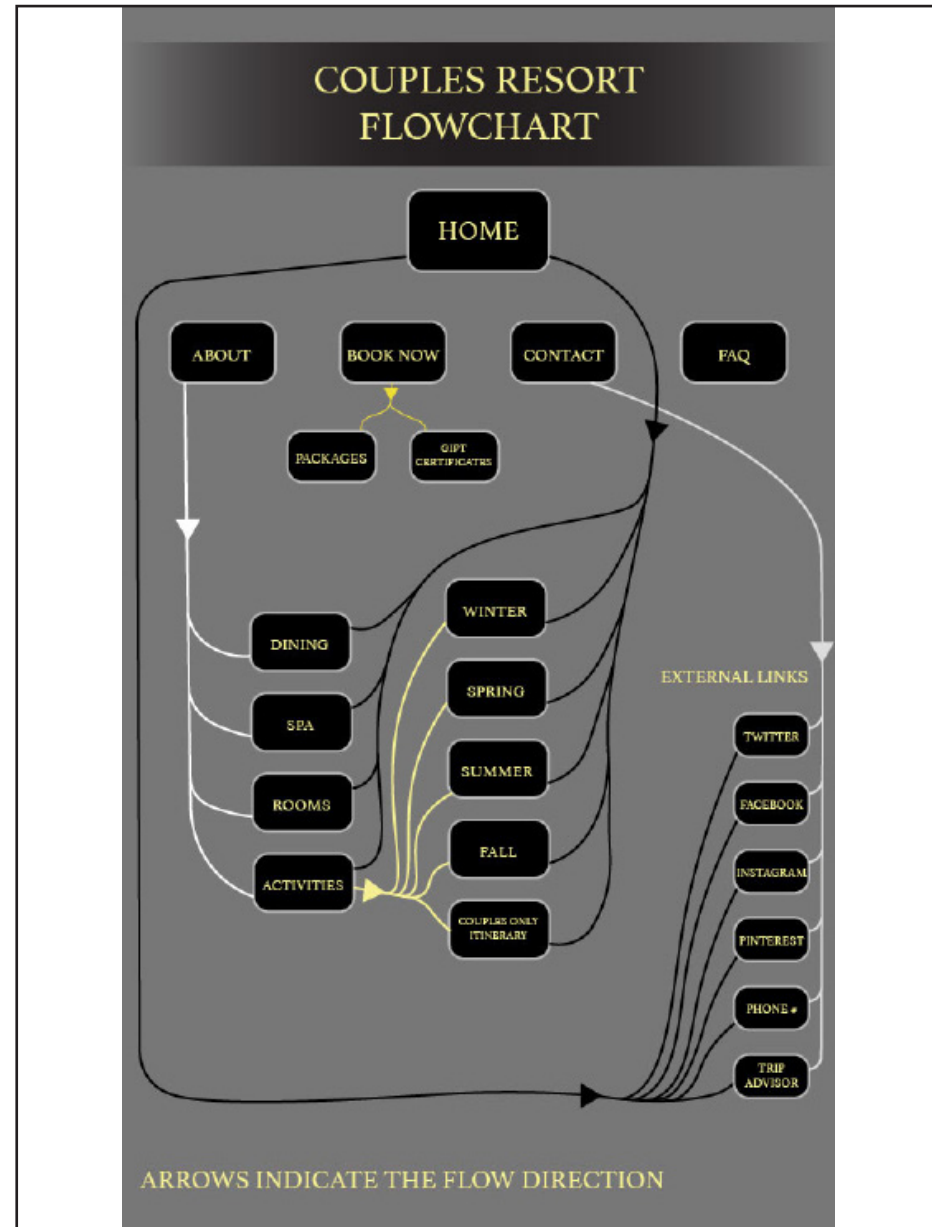
Wireframe Sketch



Final Wireframe

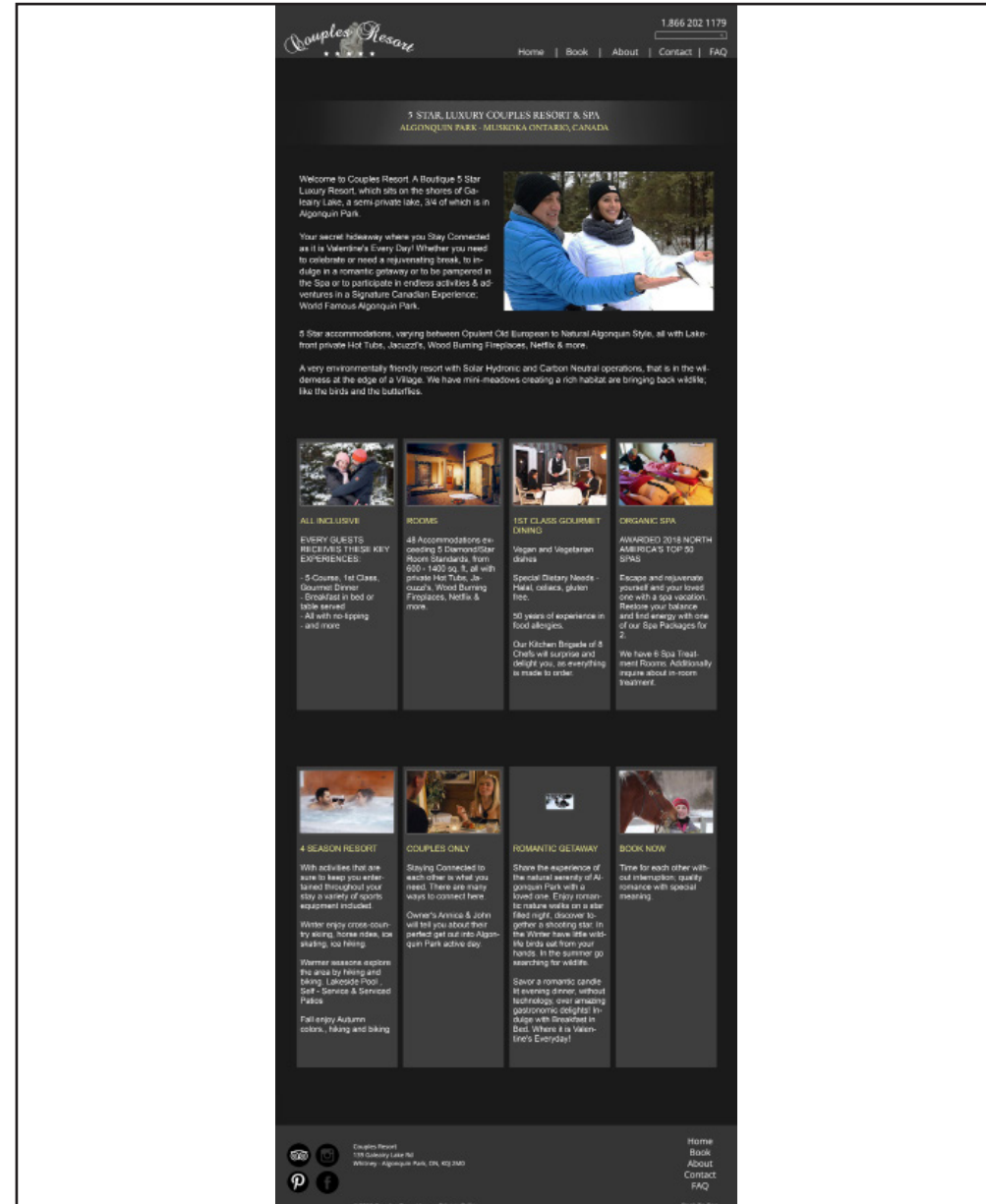
# Flowchart

The flowchart is a visual representation of the way you navigate the site.





# Final Redesign





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