

Our Mission statement is as follows: “We strive to provide the highest quality of food and service to our customers while endorsing a fun and exciting environment.” In terms of layout, we want our website to be simple, easy to navigate, and extremely informative. Additionally, we want it to show off our fun, eye-catching, environment to anyone who’s potentially interested in visiting our restaurant. As a result, we want a website that will match that description. For our typography, we wanted a bold font for main headings that would really stand out and portray the feel we want the restaurant to have. We are also planning on using this main font in our logo because we think it accurately represents our restaurant’s vibes. For a secondary font, we wanted something simpler that would work well with our main font, but not distract from it. We’re using multiple styles of the secondary font, some for subheadings and a more basic one for all other text and paragraphs.

In terms of colors, we wanted bold and bright colors to represent our restaurant’s feel. We chose a deep, but still bright red color as one of our main colors and white as a secondary color to go with it. We were thinking about using these two colors in a checkerboard pattern to put as detailing wherever we find it fits. We’re also using a brighter-navy color for any subheading or piece of text that we want to stand out and highlight. We’re also planning on using a light beige grain type of texture as a background, so we have some texture, but it doesn’t distract from the website. For the pictures, we want them to not only highlight the food, but we also want the pictures to show off the feel and aesthetic of the restaurant. In terms of CSS, we will enclose the navigation bar and the other areas of the page (Menu, Location, About, etc.) in boxes to keep the site organized, switching from horizontal to vertical flow in terms of flex-box. We will also include numerous buttons and links on the site that take the visitor of the site to the desired location within the website, or any appropriate links to external sites such as social media. We will probably not be including any tables, but for the area on our page in which we allow the customer to “order online” there will be a form in which they will be able to begin filling in their information. Overall, we want our website to be structurally organized and simple.

header

logo

menu

Order online

locations

about us

contact us

footer

DESCRIPTORS

- Fun
- Exciting
- Eye-catching
- Captivating

TYPOGRAPHY

shelby's burgers

(heading - [orelega one](#))

shelby's burgers

(subheading – [montserrat](#) (semi-bold italic))

shelby's burgers

(paragraph – [montserrat](#) (regular))

COLORS - or screenshot in from color.adobe.com



TEXTURES / PATTERNS

