Design Guide

Logo

Colors

#E88FAA	#F7BF44	#246DBB

#183787	#F63872	#FFF2EC	#BAD7F6

Font:
Title, Subtitle: Clash Display
Others: Syne

Title: **happy day**

subtitle: dessert factory.

Heading 1
Heading 2
Heading 3
Heading 4
##### Heading 5
Heading 6
Paragraph

Design Justification

I redesigned the logo for Happy Day Dessert Factory to better reflect the mission of the shop: bring happiness to customers. The main motif in the current logo is the sun ray around the ice cream. I kept the main elements while simplifying and editing the shapes such that the sun rays appear also as rolled wafers on ice creams. I also made the smiley face more welcome-looking and soft.

When choosing colors, my main goal was to portray the happy and vibrant aesthetic that reflect their mission. Therefore, I chose to use primary colors for a bolder and brighter color palette. The balance of colors also mimic the diverse ice cream choices. The secondary colors provide contrast to the primary colors for legible text overlay.

For the fonts, I chose sans serifs that also have bubbly and quirky elements such as the g in Syne and also edited the font for clash display to add more character to the logo font.

Site Map

Home
├── Home
├── Promotions
├── menu
├── order & cater
└── contact
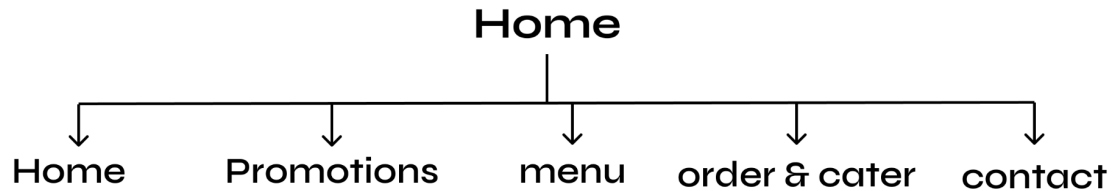
Information Architecture

Based on the client description, I narrowed and categorized the information to the above 5 navigation pages. Rather than separating the home from the "our story", I decided to put it on the home page so that first-time customers can learn about the store more easily. I also added a featured section on the home page for the overall introduction of the store. Promotions will promote daily specials and monthly specials with discount codes in a more visual way than their current calendar. The menu page will show menu items with collapsable descriptions of ingredients for people with allergies. It will also link to the order and cater page which gives direct links to online ordering sites and catering information. The contact is similar to the footer, but with a more visual layout with the embedded map and contact information. The nav bar enables returning users to easily navigate to pages with specific purposes such as more catering, promotion discount codes, and contact info.

Design to Development

The development followed the design very closely. One noticeable difference was in the javascript interaction with which I changed the animation of the logo in the home page to an animation of an interactive slider in the promotion page. I thought the animation of the logo looked too flashy and decided to tone it down. I used the p5js library to create the interactive slider. It added an "unveil" effect to the monthly special and discount code. Other changes are explained in more detail from user testing.