Asking me my favorite brand is a very loaded question. There were many different brands that initially came to mind, for several different reasons. However, I realized that aesthetically I was drawn to one brand more than the rest. I have chosen the brand Betsey Johnson as my website inspiration.

Betsey Johnson is a fashion brand that is known for her feminine and fanciful designs. While many of her designs are extremely gawdy, the same cannot be said about her website. Her website contains both bold and simplistic elements. You can tell that they want the “over the top products” to be the highlight, although there are other things that grabs your attention.

The first thing you notice when clicking on the website is the Betsey Johnson logo, on a white banner. The logo is basic and simply consists of her black signature. I like the fact that it is minimalistic but stands alone. There is nothing else included on the banner with her logo, due to its iconic element. Directly under that banner is a bright pink one, with white words. This banner is used to highlight the current sales. I also like the fact that although the font is black on a white background, the words turn pink when you hover over them.

The site has two different fonts throughout it, which I really like. There is one font that is bold and has a wavy element to it. I could not find the name of the font, but I found one very similar to it. It really sets the tone of the featured collection and grabs your attention. The wavy font is also much larger than its paired font, which seems to be Sweet Sans Bold Small Caps. The more basic font is used for labeling and general information.

I plan on using a bright color to grab the viewers’ attention. Although I will not be using the exact fonts that Betsey Johnson used, I will be incorporating the idea of a bold/simple contrast. My header font will be Evil Doings Bold. I will pair it with Poppins for my paragraph font. My text color will be RGB (37, 31, 84) on a background color of RGB (209, 200, 255). The additional colors I will be using are RGB (111, 17, 244) and RGB (172, 48, 241). I also plan on making the background text a different color when it is hovered over.

My logo header will be simple in design but bright in color. I am not quite sure what will go onto it; however, I do know I want it to stand out when you enter the site. The black font will be on top of a colorful background. I will use something in the purple family.