

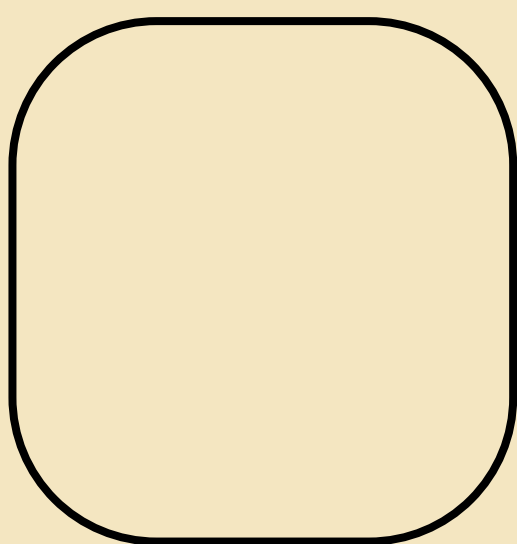
Visual Identity



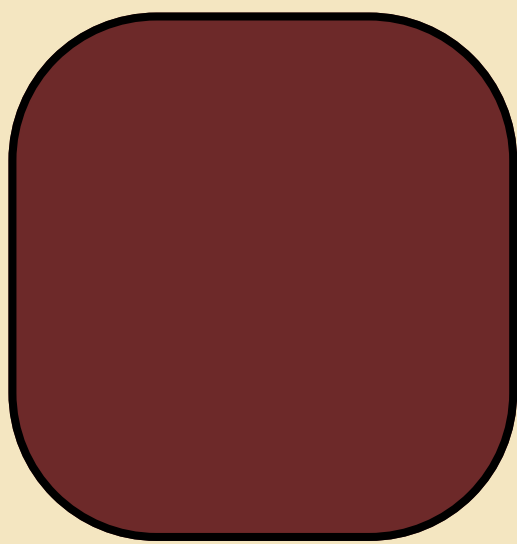
Colour Palette

We spent a long time searching for the perfect balance, colors that capture the warmth and creativity of the café during the day, as well as the intimate and theatrical ambiance of the bar at night.

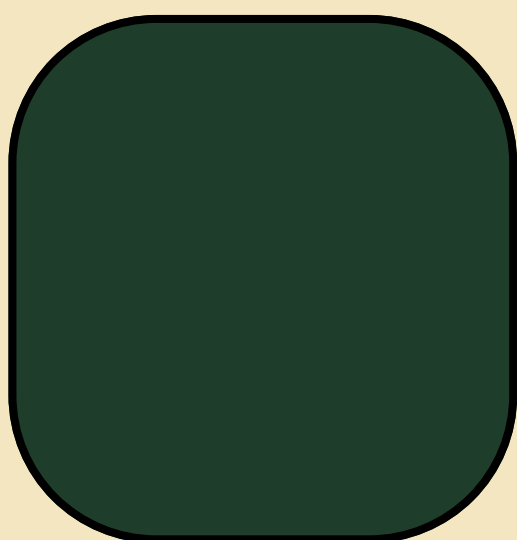
Together, these colors create a welcoming environment for theater lovers to gather. The mix of deep greens and reds reflect the traditional aesthetic of historic theatres, while the browns and creams provide a welcoming touch.



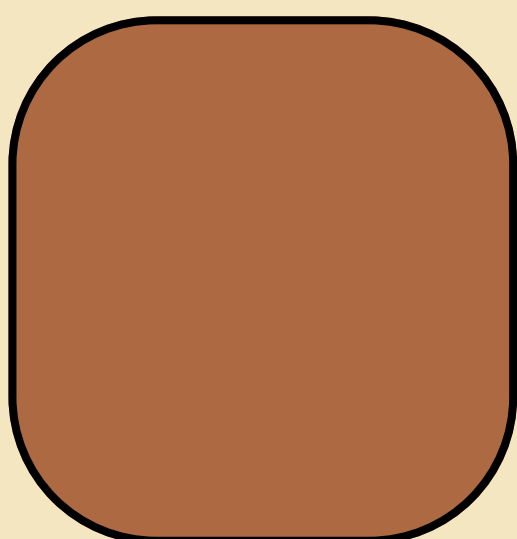
Primary Color
Name: Beige
Hex code: #f4e6c1



Secondary Color
Name: Dark Red
Hex code: #6d2929



Secondary Color
Name: Dark Red
Hex code: #1f3d2b



Accent Color
Name: Brown
Hex code: #ad6a42

Fonts

We chose Berkshire Swash for our brand because it has a stylish, vintage look, like the lettering on classic theater signs and playbills. It has just the right mix of fancy details and easy-to-read letters, making it both elegant and inviting. We will use this font for titles and headers.

Berkshire Swash

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ £ \$ % ^ &

For the main text we chose Recoleta. We chose Recoleta for our brand because it has a warm, retro vibe that feels both nostalgic and modern. It reminds us of vintage magazine headlines and old-school signage, but with a clean, fresh twist. The soft, rounded shapes make it feel friendly and approachable, while still looking polished and stylish, just the right balance for our brand.

Recoleta

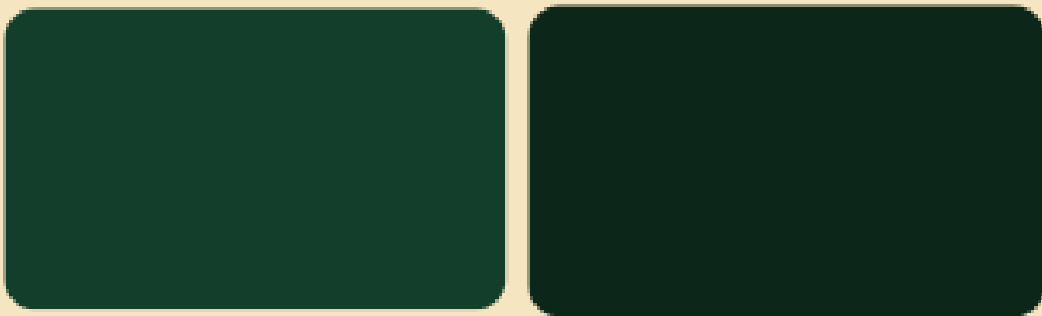
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ £ \$ % ^ &

Buttons and Icons

Main Buttons



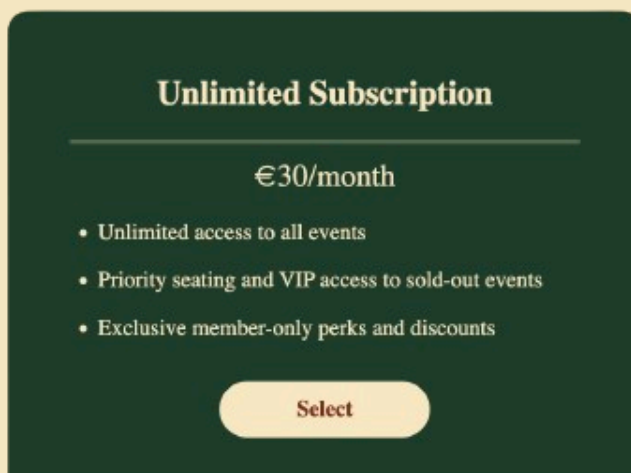
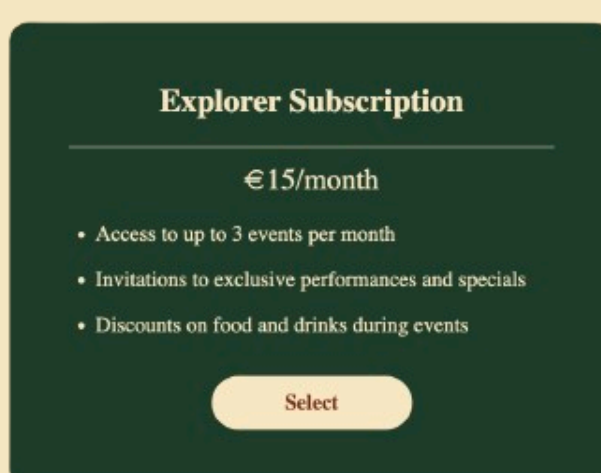
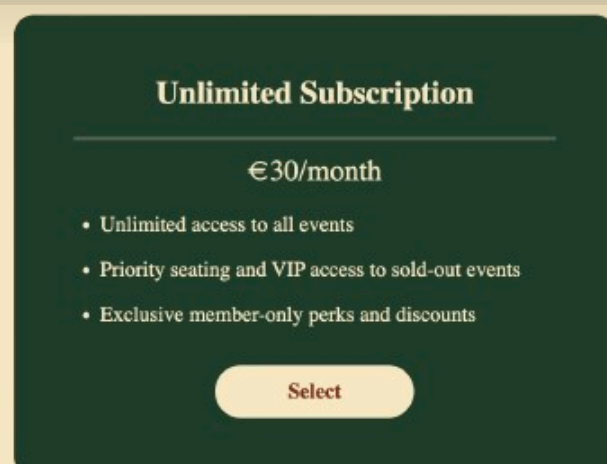
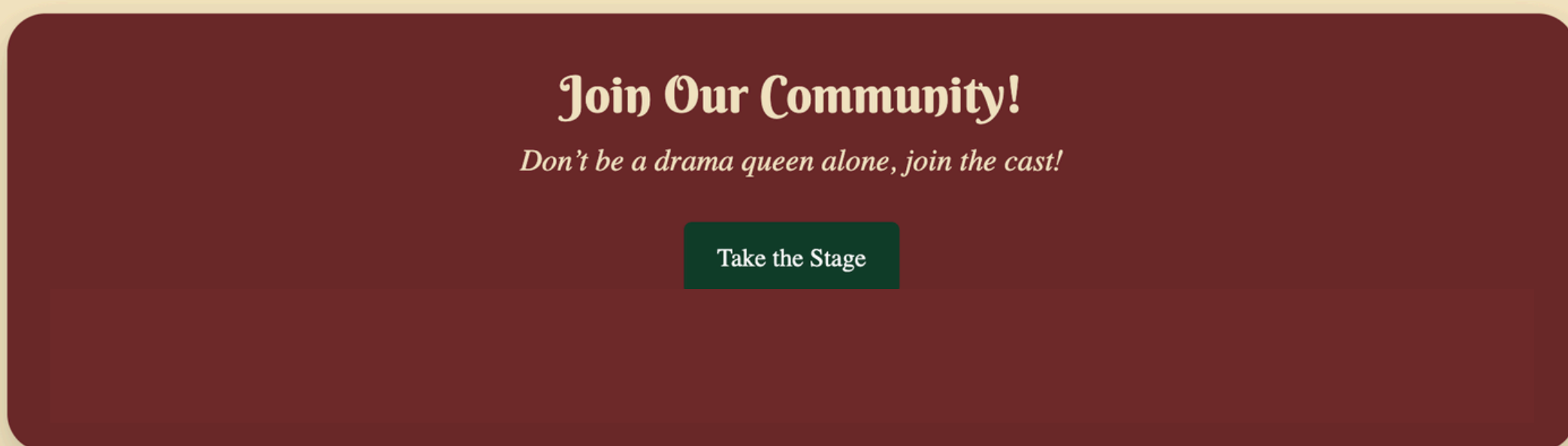
The button changes when users hover the mouse over it. It will get a darker green color. This will grab more attention. We used the button on all the pages.

Social Media Icons



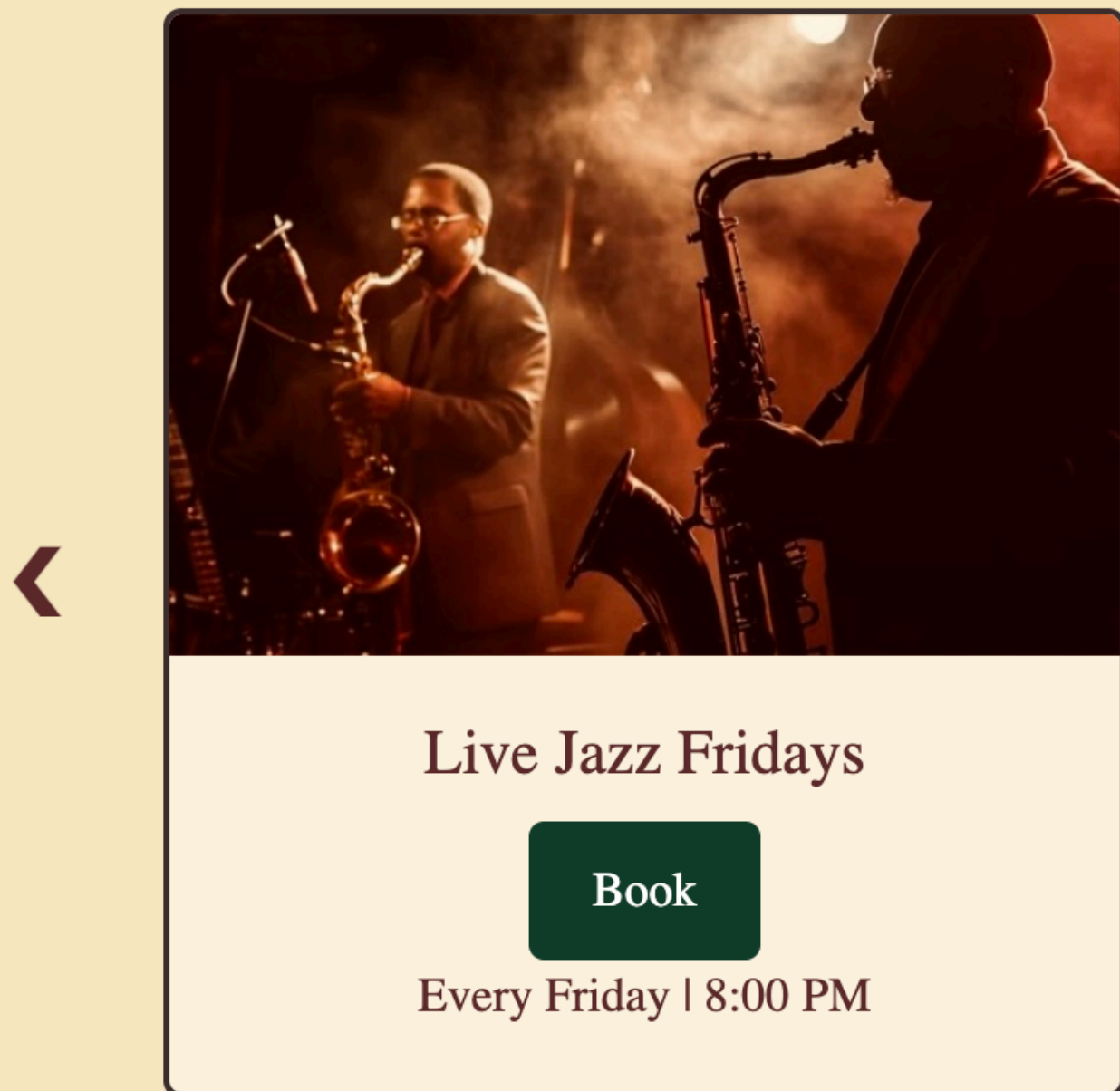
Our social media icons can direct the users to our socials. Here they can interact with our posts and content, giving likes, comment, and share with friends or fellow theatre lovers. The icons are, among others, in our footer.

Join Our Community



Our “Join Our Community” button will take the user to another page. From here they are able to select different subscriptions and enter the newsletter. The subscription option the user chooses will become bigger.

Carousel



We added a carousel to the homepage so users can easily browse through different events. When they find one they are interested in, they can select it and will be redirected to Ticketmaster to purchase tickets.

Input Fields

Message

Submit

If users want to get in touch, they just need to fill in their name, email address, and leave a message. This helps us understand their needs and respond with the right support.

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
7:00 AM	Registration Opens	Registration Opens	Registration Opens	Registration Opens	Registration Opens	Registration Opens
9:00 AM	Add event here	Add event here	Add event here	Add event here	Add event here	Add event here
11:00 AM	Add event here	Add event here	Add event here	Add event here	Add event here	Add event here
1:00 PM		Add event here		Add event here	Add event here	Add event here
3:00 PM			Add event here	Add event here	Add event here	Add event here
5:00 PM	Add event here	Add event here	Add event here		Add event here	Add event here
7:00 PM	Add event here	Add event here		Add event here	Add event here	Add event here

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
7:00 AM	Registration Opens	Registration Opens	Registration Opens	Registration Opens	Registration Opens	Registration Opens
9:00 AM	Add event here	Add event here	Add event here	Add event here	Add event here	Add event here
11:00 AM	Add event here	Add event here	Add event here	Add event here	Add event here	Add event here
1:00 PM		Add event here		Add event here	Add event here	Add event here
3:00 PM			Add event here	Add event here	Add event here	Add event here
5:00 PM	Add event here	Add event here	Add event here		Add event here	Add event here
7:00 PM	Add event here	Add event here		Add event here	Add event here	Add event here

tessebregt.github.io says

Booking for TUESDAY at 1:00 PM:
(Current: "Add event here")

Add event here

Cancel

OK

If users want to book a stage, they'll be directed to a table where they can choose their preferred date and time. After that, they will see a notification guiding them to complete the booking by filling in their event details.