

Sumilicious- Food, Appetizing, meat, imagery, comforting, nice atmosphere

Title rational: I tried to think about what is the most thing people think and look for when viewing a restaurant. The first thing being the most obvious is food, so we need to find ways to make the food seem appetizing. The restaurant is all about meat, so we need to make that clear in the home page for all the meat lovers, so they know this is the right restaurant for them. The site also needs good images showcasing the food as that is a big factor when it comes to restaurants. The mood for the restaurant is also important and should showcase one that shows a comfortable area to dine in with a nice atmosphere.

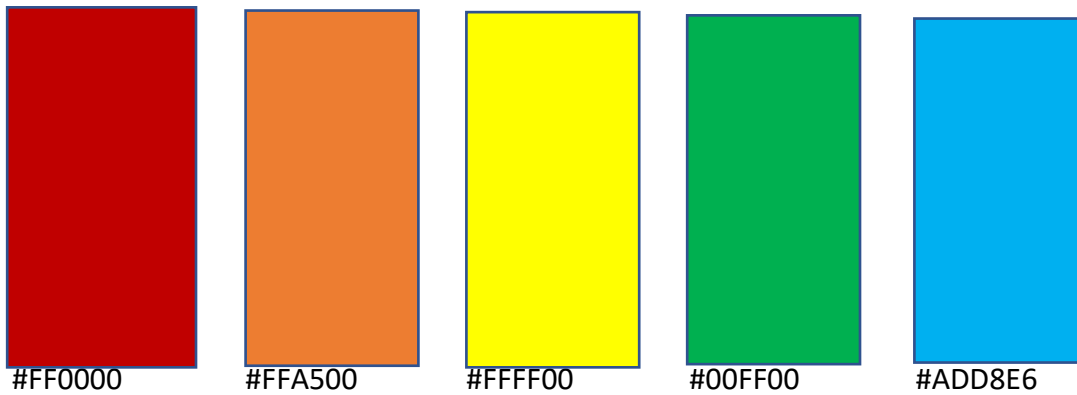
Description: An image showing what typical good-looking restaurant looks like.



Description rational: The description shows the basic idea of what a restaurant looks like which is obviously very important as this is the first thing anyone notices when they go to a restaurant, even before seeing the menu. Having a picture that shows the restaurant at its

cleanest is important as well as during busy hours as a restaurant with many people usually gives the indication that the restaurant is great with top quality as many people go to eat there, as opposed to having an empty dull restaurant with no interest.

Color palettes:



Color palettes rational: For the color palettes I decided to use colors that not only bring hunger to a person but also give joy and a good feeling as these are important when it comes to making someone's craving for food increase.

Red: Increase blood pressure and heart rate, thus increasing hunger.

Orange: Increases mental activity, reminds of healthy food, and makes an individual feel comfortable.

Yellow: Makes one very happy and energetic.

Green: Brings in a feeling of a healthy diet and abundance.

Light blue: Associated with being happy and carefree.

Typefaces:

Inspiration: [Spice Up Your Menu With These 10 Delicious Restaurant Menu Fonts \(theprintauthority.com\)](http://theprintauthority.com)

LANGDON

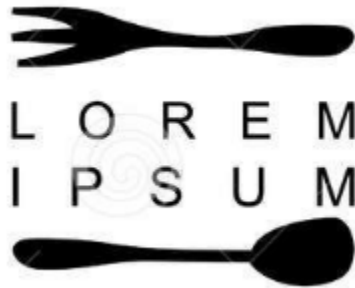
Baskerville

Cookie

Typefaces rational: For the typefaces I wanted to use typefaces that stand out and match what you would see in a restaurant website. Langdon seems to be a good font to use for headings such as h1 as it seems creative and stands out with its bold effect and that is an important aspect to have to catch the attention of the name of the restaurant and make it appear as top quality as possible. The other two fonts can be used the further we get into the webpage as they show some contrast to let the viewer know that the top headings are the most important information. The cookie font is also a great font to use for things like the menu because of its uniqueness and people like a restaurant that is unique from others and stands out.

Graphics





Graphics rational: For my graphics rational, I obviously needed to include the restaurant logo. I then needed some basics to let people know this is a restaurant and a place to dine and eat by adding images of spoons and fork. Also, adding a graphic showing the view of a restaurant from the outside is a great way to attract people to make it be known that this is a great place to dine in. Adding a reservation graphic and number is important to let customers know right away how they can book a spot, and this usually encourages people to do so. Adding a graphic that says exclusive quality is important as there are many restaurants and customers need to know why they should choose this one.

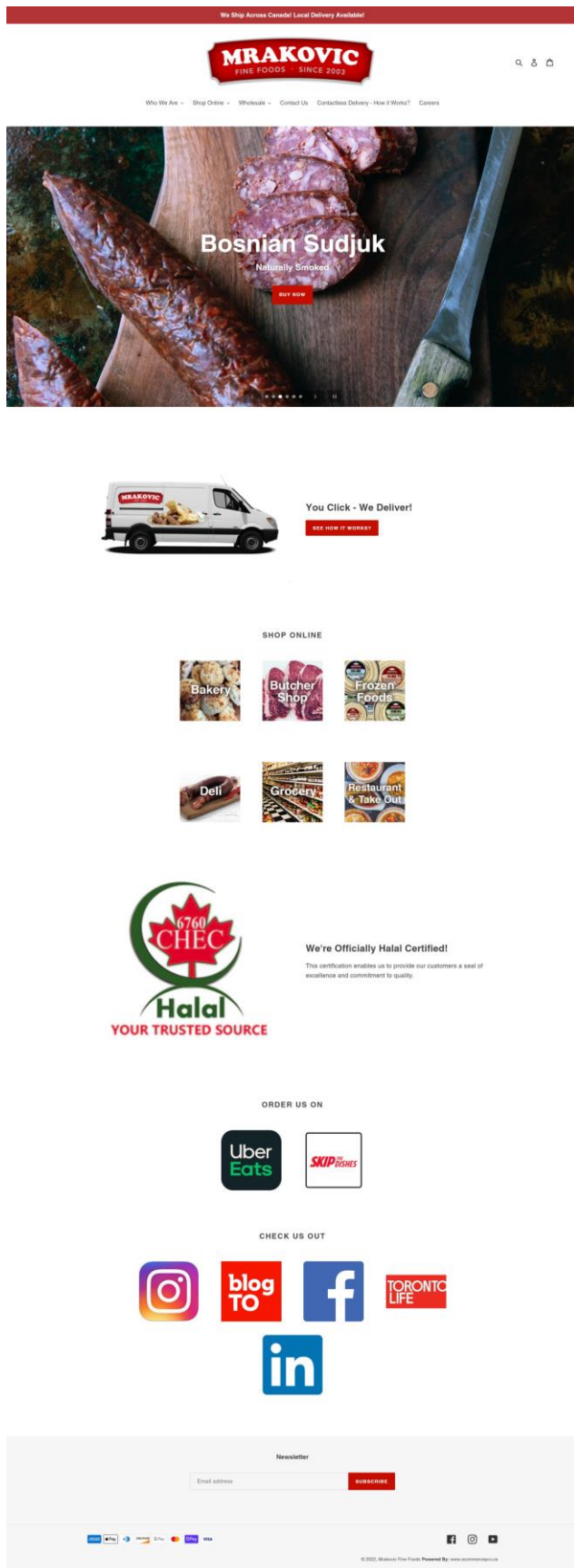
Images:

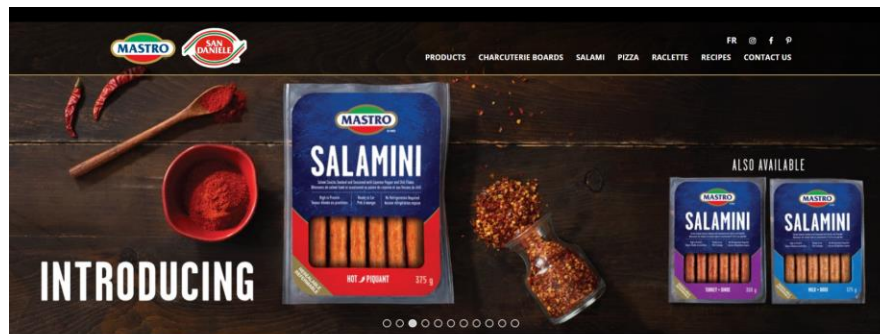




Images rational: For my images I decided I need images that increase the viewers appetite by adding images that show delicious deli meat being displayed. I showed a display of fresh deli meat on a cutting board to show that the deli comes from fresh markets. This is especially important in the first page as it is a good look for new visitors. I also showed the view of the outside and inside of the restaurant to show the atmosphere and setting. The view from the outside shows a large group of people, which looks to be something like an event, adding significance to the contribution the restaurant has done.

Inspiration





Our Promise



Like in Italy, we at Mastro® and San Daniele® believe that foods with the simplest ingredients are the finest foods of all. That's why all of our products are made with only the finest ingredients, in an authentic Italian way.

Our brands have become industry leaders in specialty deli meats.

So whether you're serving your family a sandwich, presenting a platter to your guests, or simply sneaking a slice from the package, remember that our pride and commitment to old world taste and tradition is what enables us to deliver the most authentic Italian experience to your table.



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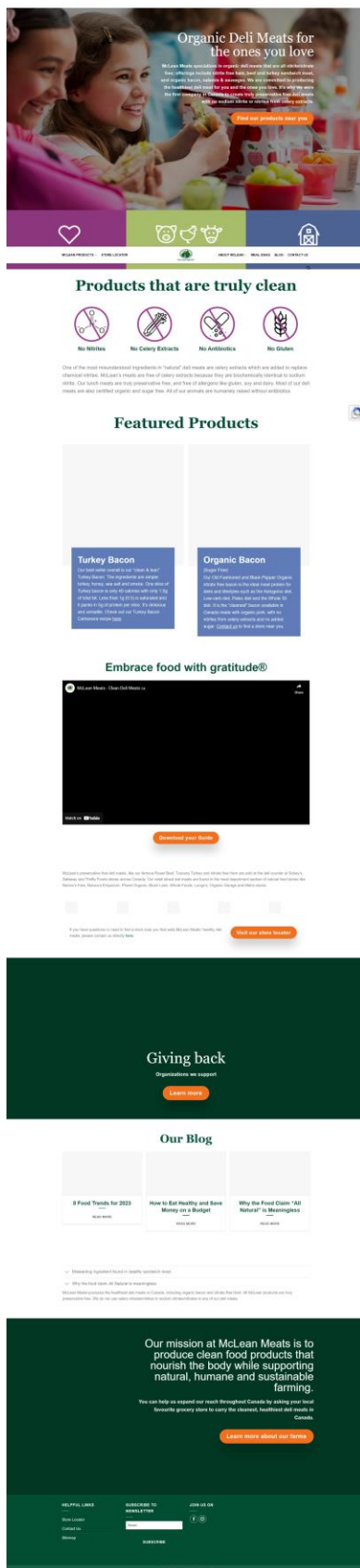
SUBMIT

Social Media

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Inspiration rational: For my inspiration rational, I decided to look at websites that are well organized and display a proper navigation showing the call to action as the key component. I looked at ones that closely relate to the color palettes I used to make them go well with my ideas. I also looked for different layouts to try and figure out which one will work out the best.