

The brand I am thinking of creating is a website for the made up small local restaurant called "Mimi's Kitchen" located in New York City. It will be Sicilian Italian food and the website will feature a logo, tag line, and menu with pictures. Also it will have an about page that will have things from my family. There will be a welcome page that will link to the menu page that will feature dinner foods, desserts and drinks. My audience is adults who live in the city and want quality authentic Italian food. The color scheme will be white, black accents, and colors of the logo, red, yellow and green. I want the logo to have themes of the flag of Sicily, three objects in the center like the three legged creature in the original. I want to use a san serif font face for the body and maybe a script or serif for headings. I will be prepared to answer questions at the final and will introduce myself before presenting.