

Sarah Tella

Final Project Idea 1

Choice: Create a brand AND design & build a website for the brand

Ideas:

Cat cafe site

Possible name idea “Meowfe” (Meow-Faye) cat cafe

KittyKat Kafe or Cafe

Proposal:

I am going to create a website for a cat cafe brand, the audience will pertain to people who like cats, own a cat, or looking to adopt one. I am showcasing a cat-themed cafe and including a food/drink menu and possible merch you can buy at the cafe or online. I am thinking of using pastel shades and as for my color scheme, I am thinking of colors such as blue, pink, yellow, and purple. I am going to include pictures of the cats that will be available at the cafe and add a description of the cat’s personalities and their names.

I plan to have 4+ pages including, the home page, visitation price/time frames, About, contact, hours, etc. I want the aesthetic of the website overall to be cutesy and fun yet easy to navigate. I think the typeface that would be appropriate for my website design would consist of Sans Serif. As for a logo I would like to include one with a cat aspect and maybe tea/coffee cup imagery to go with it.