

Background

Project name

Java Cat Creative Brief

Summary

Java Cat is a coffee shop in Madison WI with "a feline theme & WiFi serving java, homemade gelato, breakfast fare & baked goods." They are a local coffee shop that aims to give comfort to customers

Contact

[\(608\) 223-5553](tel:6082235553)



Project details

Problem

The website is lacking in space, pages, showing products and any kind of personality

Goals & objectives

I want to revamp the website and give it the makeover it deserves.

Target audience

- coffee shop enjoyers
- People looking to wind down after a long day



References



Brand personality

- Cozy
- Whimsygoth (sort of)
- Playful

Fonts

Gasdrifo
Valty
Cravelo
OSTRICH SANS MEDIUM

#906A9F

Trendy Pink

#6B367D

Eminence

#4E3831

Rock

#896967

Opium

#F2D8C2

Chamois

