

## The Brand

### Background

An authentic Mexican restaurant welcomes you to a unique experience in family dining. Our goal is to provide you with an atmosphere that is fun and festive. A place where families and friends can gather to share a great time.



### Fonts:

Body Copy - Urbanist

Header/Title - Cabin Sketch or Kablammo

## About The Client

Moved locations and renovated in recent years

Family Owned

Fun environment, lots of wall art



## Target Audience

### The audience

- Regular and New Customers
- Anyone looking for authentic food
- Hungry People
- People who prefer to order online

#F08166

Apricot

#000000

Black

#F0E993

Khaki

#FFFFFF

White

## Goals

### Goals

Make the website more inviting and nice looking.

Add an online ordering option

Add a reservation/waitlist option without having to call a phone number

## Creative direction

### Concept

To make the website more inviting and aesthetic looking.

### Creative outputs required

WIX Template and photos.

### Measuring success

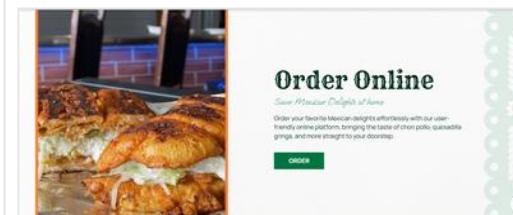
Functionality of the website.

## References

Current Site -  
<https://www.lunamayamexican.com/>



Inspiration: I like the color pallet and matching photos of the first one. I like the texture in the background of the second, and the simple layout.



### Order Online