

About the client

Luna Maya

- Traditional mexican food
- recently moved locations and renovated
- Located in Monroe, WI
- Is very popular with the local community
- Has new competition with more mexican restaurants opening around Monroe

The brand



Brand Personality

Luna Maya is built on its proud mexican heritage and honors their heritage through their food and love for the community.

#FFFFFF

White

#E92926

Alizarin Crimson

#F98025

Ecstasy

#FBB415

Sun

#2B2822

Dune

Target Audience

The audience

Sarah J.

-30 years old

-lived near the old location

-has eaten at Luna Maya since they opened

The audience

Jackson H.

-24 years old

-Passing through Monroe

-Heard about the restaurant from the locals and hotel staff

Goals

Objective

Create a website that includes online ordering, a menu, and online table reservations.

Fonts

Freebooter

Verdana

Creative direction

Concept

Create a fun, welcoming, website that is user friendly and shows Luna Maya's rich mexican heritage.

Measuring success

I aim to improve the scroll features, and improve the overall design by creating a more cohesive website that fits the brand identity.

Original Website Home Page



Original Website link

 <https://www.lunamayamexican.com/>

Luna Maya Mexican Restaurant

Luna Maya Mexican Restaurant is the best Mexican restaurant in Wisconsin

References



