

## 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.

## Target Audience

### The audience

#### Sarah J.

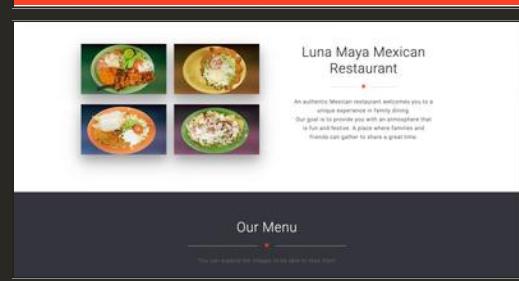
- 30 years old
- lived near the old location
- has eaten at Luna Maya since they opened

### The audience

#### Jackson H.

- 24 years old
- Passing through Monroe
- Heard about the restaurant from the locals and hotel staff

## Original Website Home Page



## Goals

### Objective

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

## Fonts

Freebooter  
Verdana

## Original Website link

 <https://www.lunamayamexican.com/>  
[Luna Maya Mexican Restaurant](https://www.lunamayamexican.com/)

Luna Maya Mexican Restaurant is the best Mexican restaurant in Wisconsin

#FFFFFF

White

#E92926

Alizarin Crimson

#F98025

Ecstasy

#FBB415

Sun

#2B2822

Dune

## References

### MEXICAN RESTAURANT

HOME ABOUT EVENTS GALLERY BLOG CONTACTS



## 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.

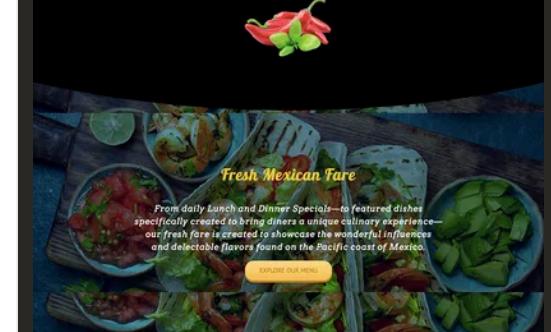


**The Flamingo has taken flight, and we're now re-homed our fresh flavors and creative dishes to the Mid-Cities area!**



### Vibrant flavors of Acapulco

Our lunch and dinner menus bring the tastes of the Guerrero region of Mexico to your table. Featuring the freshest of ingredients and incorporating the vibrant flavors of Acapulco into each freshly prepared meal, Flamingo's Mexican Restaurant brings the best of coastal cuisine to the DFW Metroplex.



### Fresh Mexican Fare

From daily Lunch and Dinner Specials to featured dishes specifically created to bring diners a unique culinary experience—our fresh fare is created to showcase the wonderful influences and delectable flavors found on the Pacific coast of Mexico.



### House Margaritas

Come and enjoy one of the best Margaritas in town! Our margaritas feature high-quality Jimador Tequila Reposado mixed with fresh lemon and lime juice, triple sec and rimmed with salt. And that's just the beginning. Check out our other DRINK SPECIALTIES.

We are located at 900 W. Airport Freeway in the thriving convention and hotel area of Hurst. We invite you to join the flock and enjoy the fabulous flavors found at Flamingos Mexican Restaurant!