

## About the client



### Wripe

- Established 2010
- Vegan fast food restaurant
- Specializes in wraps
- Has one location in a high traffic location in Chicago
- Looking to expand with more locations around the surrounding area

### Key people

Sarah Wilde, Owner/Founder

+61 412 7264 394

[sarah@Wripefastfood.com](mailto:sarah@Wripefastfood.com)

## The brand



### Brand personality

- Friendly
- Casual
- Authentic

## Target Audience

### Jessica H.

28 years old

Vegan

Fitness enthusiast and owns a gym.

*“Wripe is my go to restaurant after a workout with my friends. I've been a regular for years and recommend this restaurant to all of my clients.”*

### Peter T.

32 years old

Health influencer

Has begun to promote Wripe on his social media

*“If you live in the local Chicago area I definitely recommend trying Wripe”*

## Goals

### Objective

Wripe is launching a long-awaited second and third location in the greater Chicago area.

The goal of this project is to develop a new website for promoting new products, launching the new online ordering system, and requests for new menu items.

### Creative direction

#### Product concept

Moody, hipster, and modern website with pops of color

#### Things to include

- A menu inside the website
- A online order page
- A sign in page for the rewards system

## References



I like the light color pallate and the simple layout.



I like the simple headers and contrast between the type and background.



Here are the colors I used in my logo and plan on using in the website.