

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

The brand



Brand personality

- Friendly
- Casual
- Authentic

					
Light Green	Dark Green	Mustard Yellow	Beige	Tan	Dark Red
Hex #8DB552	Hex #304A23	Hex #DBB054	Hex #F7F0DE	Hex #DCCCA9	Hex #7B2C2C
RGB 141, 181, 82	RGB 48, 74, 35	RGB 219, 176, 84	RGB 247, 240, 222	RGB 220, 204, 169	RGB 123, 44, 44

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

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

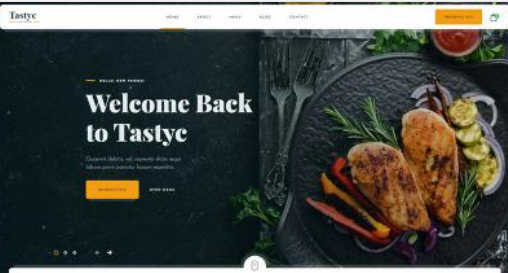
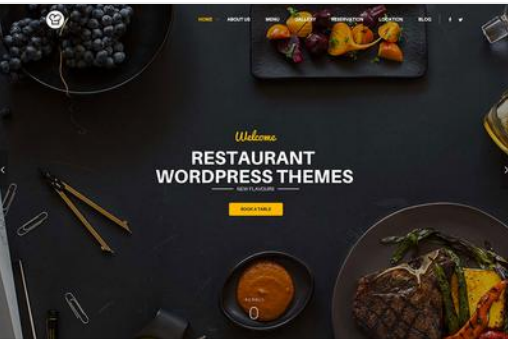
Things to include

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

References



I like the light color palette and the simple layout.



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