

Client

Henry Ford Bungalow

- L'Anse, MI 49946
- built in 1914



Client Contact

Marina Watase

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Due date: Friday 8th November.

The brand



Brand personality

- Rich Nature
- Calming
- Beautiful

#F7F7F7

Wild Sand

#1D4467

Biscay

#005EB5

Endeavour

#33361B

Black Olive

Font

- Headers - Jubilat
- body - FreightSans Pro

Target Audience

Jessica

28 years old
Freelance Web Designer

- Loves the nature
- Wants to make great memories with kids and family
- Enjoys hiking

Kaleb

46years old
Engineer

- Loves Ford cars
- Enjoys beers
- Enjoys fishing

Creative direction

Product concept

Share restaurants and trails to visit near the cottage.

Restaurants

- Nite Owl Cafe (Facebook: <https://www.facebook.com/p/Nite-Owl-Cafe-100063556603216/>)
- Hilltop Restaurant (https://www.tripadvisor.com/Restaurant_Review-g42372-d2264491-Reviews-Hilltop_Family_Restaurant-L_Anse_Upper_Peninsula_Michigan.html)

Trails

- Baraga State Park (<https://www.alltrails.com/trail/us/michigan/baraga-nature-trail>)
- Lance Township Park (<https://www.lansetownship.org/lance-township-park-and-campground/>)

Goals

Objective

Henry Ford Bungalow is a 8 bedrooms, 7 bathrooms cottage. It is located on the shore of Lake Superior, and is surround by rich nature. You could wake up to dears in the yard and go fishing or kayaking anytime from early morning to late afternoon.

The goal of this project is to share and draw attention, with what a beautiful and meaningful time you could experience at this cottage.

Deliverables

- Logo
- Style tile
- Wire frame
- Responsive website

References (living room, kitchen)



References (bedrooms)

