

Client

Henry Ford Bungalow

- L'Anse, MI 49946
- built in 1914



Client Contact

Marina Watase

mwatase@madisoncollege.edu

Due date: Dec. 20th, 2024

The brand



Brand personality

- Rich Nature
- Calming
- Beautiful

#F7F7F7

Wild Sand

#005EB5

Endeavour

#1D4467

Biscay

#33361B

Black Olive

Font

- Headers - Jubilat
- body - FreightSans Pro

Target Audience

Folks who:

- loves the nature
- enjoys fishing
- enjoys hiking
- enjoys kayaking
- loves Ford cars
- wants digital detox
- is looking for a place to stay by lake Superior

Creative direction

Required Outputs

- a booking form

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 increase visitors of the cottage.

Deliverables

- Logo
- Style tile
- Wire frame
- Responsive website

References (living room, kitchen)



References (bedrooms)

