

About the client



Background

- Chocolate Temptation is an espresso and chocolate bar. They have boutique chocolates and desserts, as well as an extensive coffee and tea menu. They also serve specialty sundaes, ice cream, frappes, frozen hot chocolate, lemonade slushies and more.
- They have been open for 30 years
- They are located on Main Street of Monroe, WI, which often has many tourists who visit and shop around the historic square
- They currently only have a Facebook page for their online presence.

Color Palette

#A03131

Stiletto

The brand

"Indulge in our delightful range of chocolate and coffee, available in-store and online, perfect for every craving. Whether you're looking for refreshing beverages, delectable baked goods, or creamy ice cream, we have something to satisfy every sweet tooth."

Chocolate Temptations features a quaint and cozy cafe location while maintaining a sophisticated charm.

Color Palette

#5B1515

Cherrywood

#B48868

Teak

Key Images



Target Audience

The audience

Chocolate Temptations has a target audience that spans across all age groups, targeting anyone and everyone who may have a sweet tooth. They also have many delicacy chocolates, and can assemble boxes for special occasions.

Fonts

Font ideas

Cursive:

- Niconne
- Damion

Body Text:

- Public Sans
- Commissioner

Key Images



Goals

Goals

My goal for this website is to build more of a brand identity for the business. Currently, they only have a Facebook page, and while it does feature their products and business updates, it lacks emphasis on the personality of the brand overall.

I also plan to add an online order feature to the page, giving customers a chance to place their orders ahead of time.

Creative direction

Concept

I want to emphasize the brands aesthetic they already have and create a page that embodies that

I plan on utilizing Wix to build a brand new website for Chocolate Temptation, further building their brand online, giving locals as well as newcomers a home base to view all of their delicious treats before stopping in.

I want to build a site that features a short about us, menu, menu item photos, online ordering, contact info, as well as any other aspects that help build an online identity for the business.

Color Palette

#211F1F

Mine Shaft

Color Palette

#5E3B22

Irish Coffee

White

Key Images



Key Images



Key Images



Brand Contact

Contacts

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