

Project: Sweet Brown Suga

Introduction/Objective

This site was designed and developed for Sweet Brown Suga Cakes, to help promote the business and provide opportunities for sugar artists (cake designers). The site serves as an online portfolio of different types of cake, from celebrations, to “babies and bridals” to fashion forward Cakes. With over 15 years of experience in designing and baking, Sweet Brown Suga's cakes are sure to please. It's been Karima’s dream to open her own bakery and share her abilities with others and now it's a reality. There are continuous updates to this site.



Target Audience

The target audience is very broad. This site is specifically targeted to individuals who need a cake for birthdays, celebrations, couples who are planning to wed, small business and large corporate businesses, for profit and nonprofit organizations.

Design Approach

The home page is different from the entire site, because the client wants to keep the font (Monotype Corsiva) so I had to make it a graphic. Other pages have the same layout with the exception of the gallery page. The site was created XHTML, CSS and JavaScript for the images. All buttons and image manipulation, as well as the construction of the logo and graphics, were created in Adobe Photoshop. The client provided the image. On the home page there are links to different products.

Branding and Identity

The logo with the name is the symbol for the company. The client specifically wants to use brown (to coordinate with the company's name), so I did my research on colors that complement brown. I used font that goes with the products so that it will be visible at a glance. There is a good harmony between the color and the font. The colors are brown, yellow, white and orange.



This site uses the color of the logo to keep the branding and identity. The color codes are: #6c3a26, #fafd01, #fdb55e, #fc890b and #ffffff. The font selection was made very carefully so the audience could read it easily. The fonts that were used are the sans-serif font, which doesn't have slabs on the font (Georgia, Arial and Monotype Corsiva).

Sweet Brown Suga Site Map

