

Client



Background

Pancho & Lefty's is a small restaurant on the main block of Monroe, Wisconsin, called The Square. Owned by Russ and Nadine Brown, they serve classic American food with a wide variety of sauces and seasonings.

Client contact

Russ and Nadine Brown  
(608) - 426 - 6116  
<https://panchoandleftysgrill.com>

- ☐ <https://fonts.google.com/specimen/Abril+Fatface?categoryFilters=Serif%2FSerif%2FFat+Face>
- ☐ <https://fonts.google.com/specimen/Fira+Sans?categoryFilters=Feeling%2FExpressive%2FBusiness>

Background

Brand personality

- All American Grill
- Midwest type vibe
- Very beige and woody, I get steak seasoning smell vibes from this place.



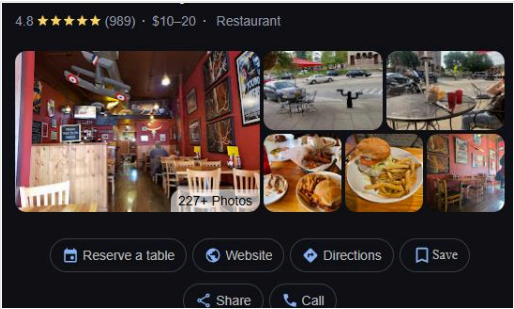
Target Audience



New Document

0 words

Goals & deliverables



Make a one stop shop for all online restaurant needs, so that they can expand their reach to places out side of their area.

Deliverables

- ☐ Ordering Online
- ☐ Viewing Menu Item + Item Image
- ☐ Merchandise Page

Brand references

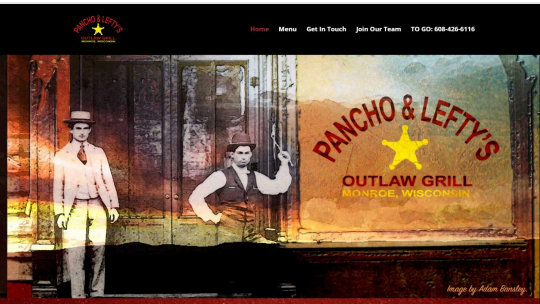


Brand assets



New Document

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I want to make my rendition of the website a little brighter and so that there's a call to action right when the viewer gets to the site.

#841F1F

Old Brick

#EEE059

Confetti

#946809

Corn Harvest

#1C9726

Forest Green