

Parrot Chocolatiers

Putting the squawk in squawklet

Join our Squawk! At Parrot Chocolatiers, we are committed to producing high quality chocolate, containing the richest flavour. We use 100% fair trade cocoa. We are dedicated to spreading awareness about the working and living conditions in developing countries that harvest cocoa.

Competitors

Located in Toronto. High quality brands of chocolate. Also looking to sell towards those that are ethically centered.

Lindt & Sprüngli

Worldwide brand

This company owns many smaller brands within Toronto and their empire spans larger than most other Chocolatiers. Within Brampton hosts a factory for their chocolate which provides jobs to the market.

Their share price currently is \$64,850 and is currently falling. The company is publicly traded on a world-wide market.

Strengths

World-wide market:

- Shareholders throughout the world
- larger buyer market
- Has a good reputation for chocolate making

Growth in Sales

- 3,653.3 million in sales made in 2015
- Increased growth of 7.9 per cent.

Weaknesses

Shareholders:

- The company is forced to keep their shareholders happy and therefore cannot take as many risks

Tired brand:

- The company lacks new ideas
- instead they buy out competitors

Global Problems Impacting the Brand:

- Record-high raw material prices (especially for cocoa beans)
- The recession in oil-exporting countries
- The unsettling effects of terrorist threats

Laura Secord

In 1913, Frank P. O'Connor opened a small candy store in Toronto where he sold hand-made chocolates. He named his store after Laura Secord, the Canadian heroine who was a symbol of courage, devotion, and loyalty.

Strengths

Canadian Brand

96 shops in Ontario

Roots are in Toronto.

The use of a hero is great for the Branding and logo.

Weaknesses

expensives

- The products are costly.

This is a privately owned company without the growth possibilities of shareholders.

Logo Inspiration

How the logo shows what the company is about

Parrot Chocolatiers uses a simple design of a parrot. This design allows the company to place this colourful eyecatching logo on packaging. It also is a simple idea, so it can be included in the design of the chocolates. The Parrot can be carved into the chocolates.

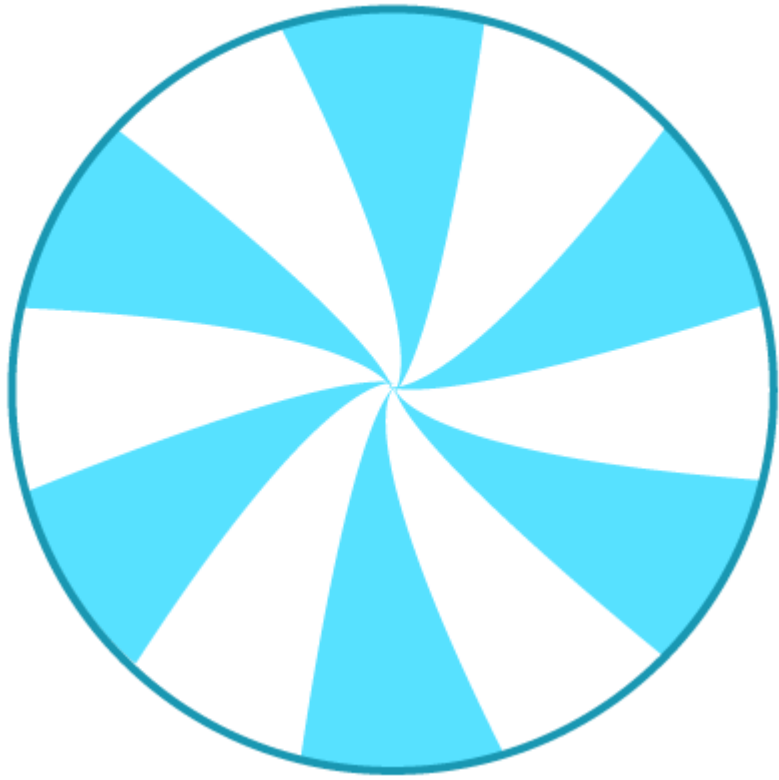
Why the logo is effective for the brand

The colours will be eyecatching for the dismal streets of Toronto. The design can be used in 2D or in 3D for a street sign. The parrot will work with the inside of the store if they choose to decorate it with the brand colours.

How the branding/logo makes us stand out

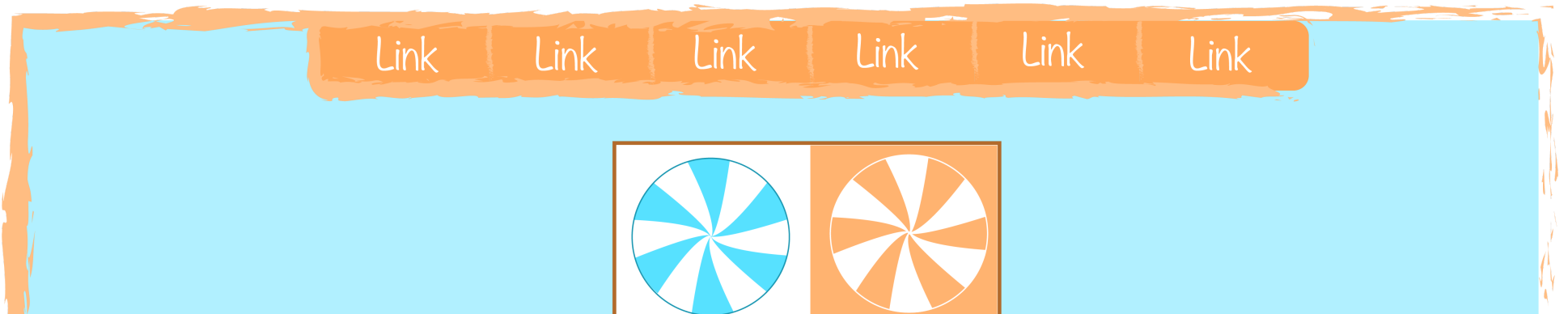
COLOUR!

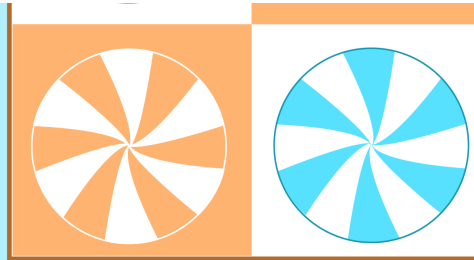






SUGAR SMASH





SUGAR SMASH

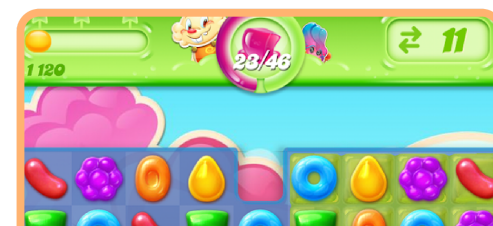


Words

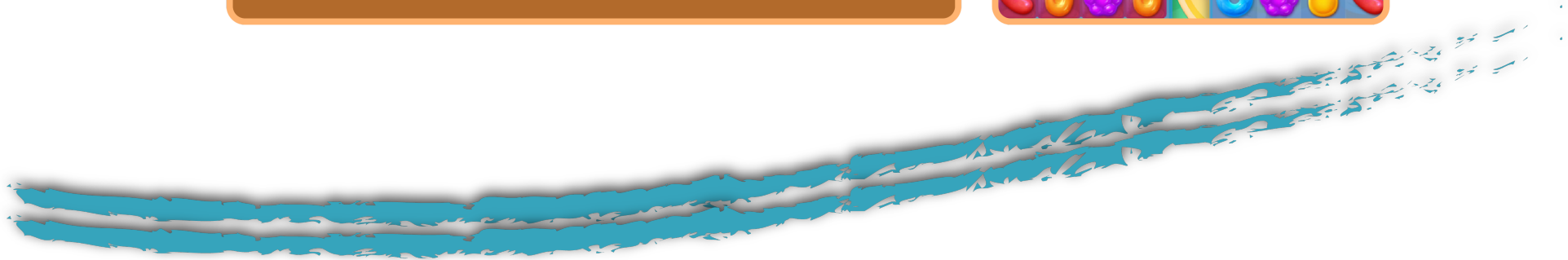
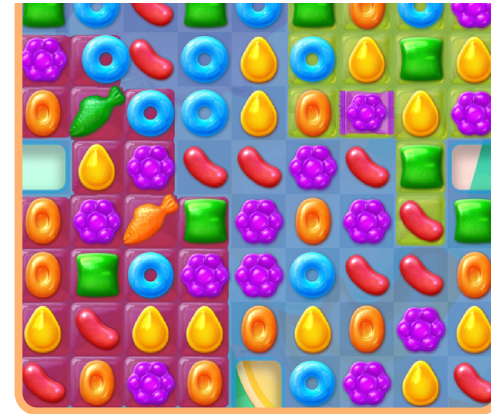
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum vehicula ante nec purus aliquet ultricies. Etiam suscipit purus nibh, in cursus nulla convallis sit amet. Vivamus mattis erat sed turpis ultricies scelerisque. Nunc et dolor dui. Morbi pulvinar eu tortor vulputate auctor. Praesent nec feugiat turpis. Phasellus interdum cursus sem, at rutrum nibh malesuada nec. Duis quis viverra mauris. Vestibulum tellus lacus, pellentesque nec lectus non, vulputate condimentum augue. Curabitur eu sapien id lorem imperdiet sodales. Curabitur feugiat sapien risus, id ultricies massa tempor ut.

Words

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum vehicula ante nec purus aliquet ultricies. Etiam suscipit purus nibh, in cursus nulla convallis sit amet. Vi-

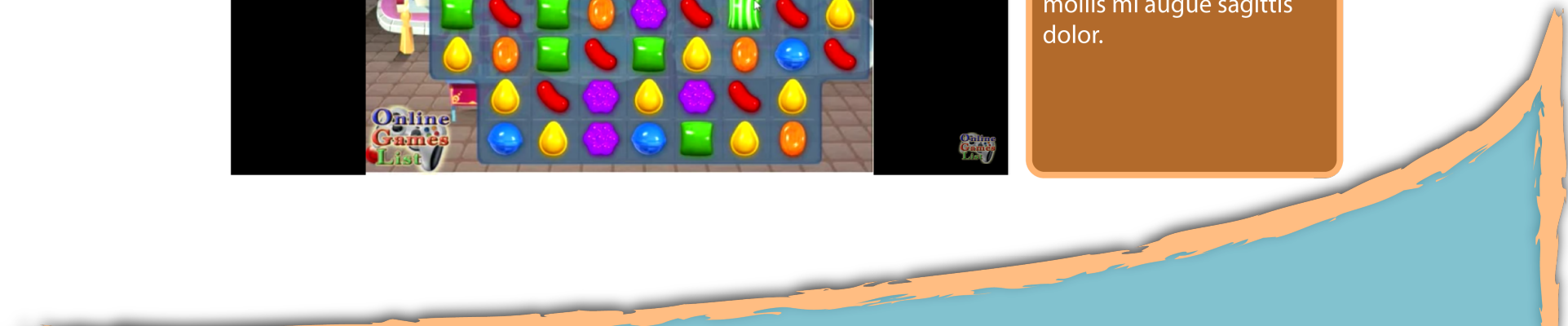


suscipit purus nibh, in cursus nulla convalis sit amet. Vivamus mattis erat sed turpis ultricies scelerisque. Nunc et dolor dui. Morbi pulvinar eu tortor vulputate auctor. Praesent nec feugiat turpis. Phasellus interdum cursus sem, at rutrum nibh malesuada nec. Duis quis viverra mauris. Vestibulum tellus lacus, pellentesque nec lectus non, vulputate condimentum augue. Curabitur eu sapien id lorem imperdiet sodales. Curabitur feugiat sapien risus, id ultricies massa tempor ut. Cras at neque ut erat ornare eleifend.



Words

Morbi molestie, risus id rhoncus vehicula, velit purus gravida lorem, vel mollis mi augue sagittis dolor.

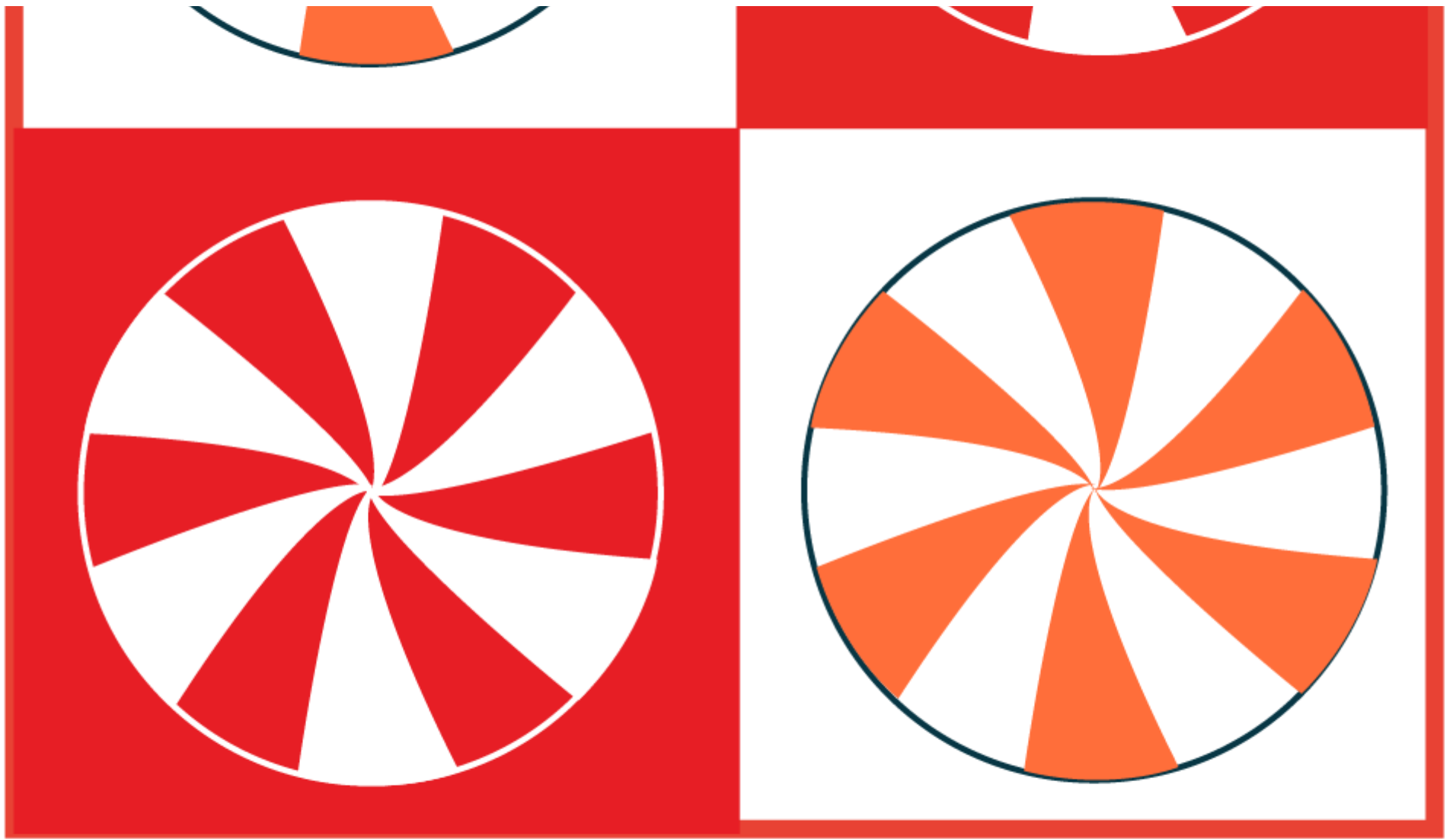




Why I choose these colours

- playful
- young
- chill





SUGAR SMASH



Link

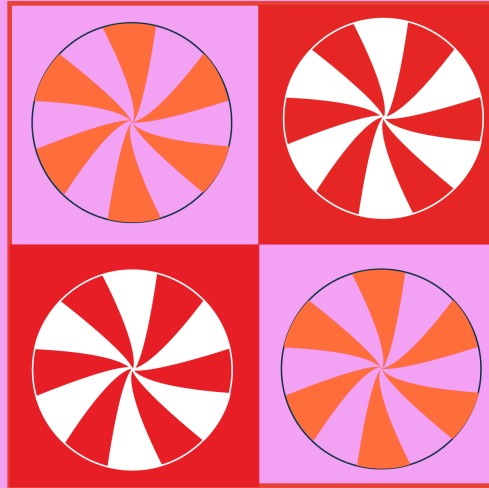
Link

Link

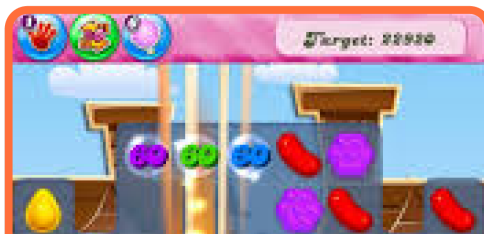
Link

Link

Link



SUGAR SMASH



Words

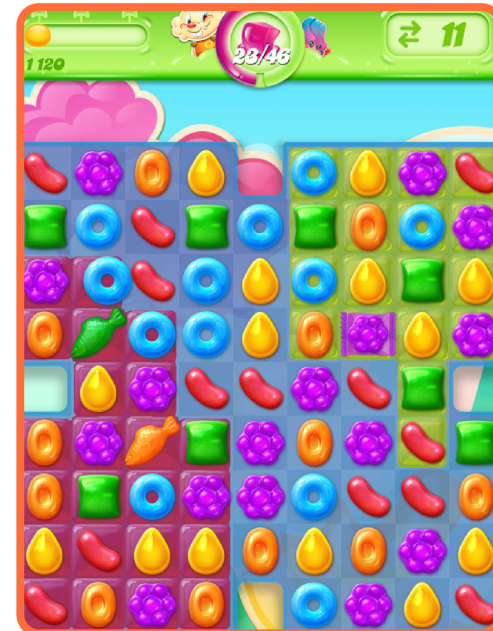
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum vehicula ante nec purus aliquet ultricies. Etiam suscipit purus nibh. in cursus nulla convallis sit amet. Vi-



suscipit purus nibh, in cursus nulla convallis sit amet. Vivamus mattis erat sed turpis ultricies scelerisque. Nunc et dolor dui. Morbi pulvinar eu tortor vulputate auctor. Praesent nec feugiat turpis. Phasellus interdum cursus sem, at rutrum nibh malesuada nec. Duis quis viverra mauris. Vestibulum tellus lacus, pellentesque nec lectus non, vulputate condimentum augue. Curabitur eu sapien id lorem imperdiet sodales. Curabitur feugiat sapien risus, id ultricies massa tempor ut.

Words

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum vehicula ante nec purus aliquet ultricies. Etiam suscipit purus nibh, in cursus nulla convallis sit amet. Vivamus mattis erat sed turpis ultricies scelerisque. Nunc et dolor dui. Morbi pulvinar eu tortor vulputate auctor. Praesent nec feugiat turpis. Phasellus interdum cursus sem, at rutrum nibh malesuada nec. Duis quis viverra mauris. Vestibulum tellus lacus, pellentesque nec lectus non, vulputate condimentum augue. Curabitur eu sapien id lorem imperdiet sodales. Curabitur feugiat sapien risus, id ultricies massa tempor ut. Cras at neque ut erat ornare eleifend.





Words

Morbi molestie, risus id rhoncus vehicula, velit purus gravida lorem, vel mollis mi augue sagittis dolor.



Why I choose these colours

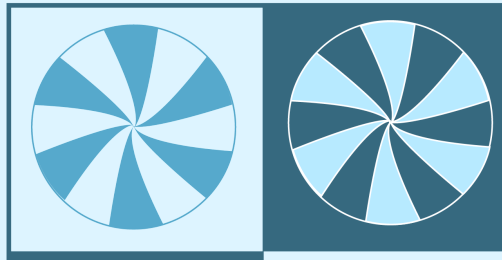
- playful
- fun
- childish
- happy

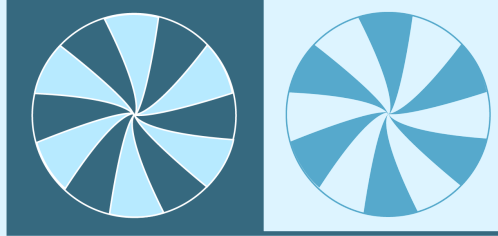




SUGAR SMASH

[Link](#) | [Link](#) | [Link](#) | [Link](#) | [Link](#) | [Link](#)





SUGAR SMASH

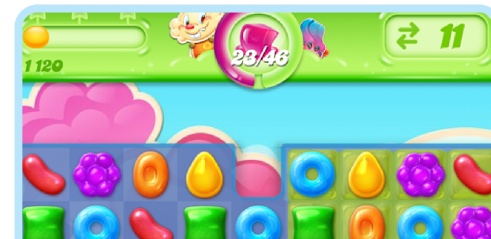


Words

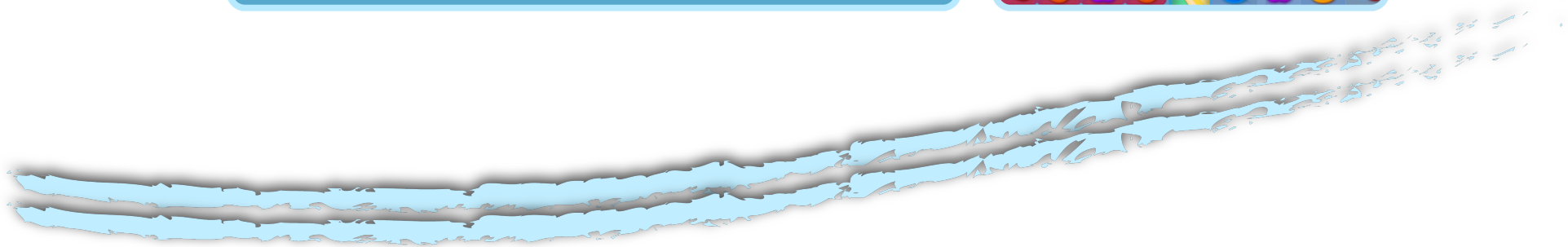
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum vehicula ante nec purus aliquet ultricies. Etiam suscipit purus nibh, in cursus nulla convallis sit amet. Vivamus mattis erat sed turpis ultricies scelerisque. Nunc et dolor dui. Morbi pulvinar eu tortor vulputate auctor. Praesent nec feugiat turpis. Phasellus interdum cursus sem, at rutrum nibh malesuada nec. Duis quis viverra mauris. Vestibulum tellus lacus, pellentesque nec lectus non, vulputate condimentum augue. Curabitur eu sapien id lorem imperdiet sodales. Curabitur feugiat sapien risus, id ultricies massa tempor ut.

Words

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum vehicula ante nec purus aliquet ultricies. Etiam suscipit purus nibh, in cursus nulla convallis sit amet. Vi-

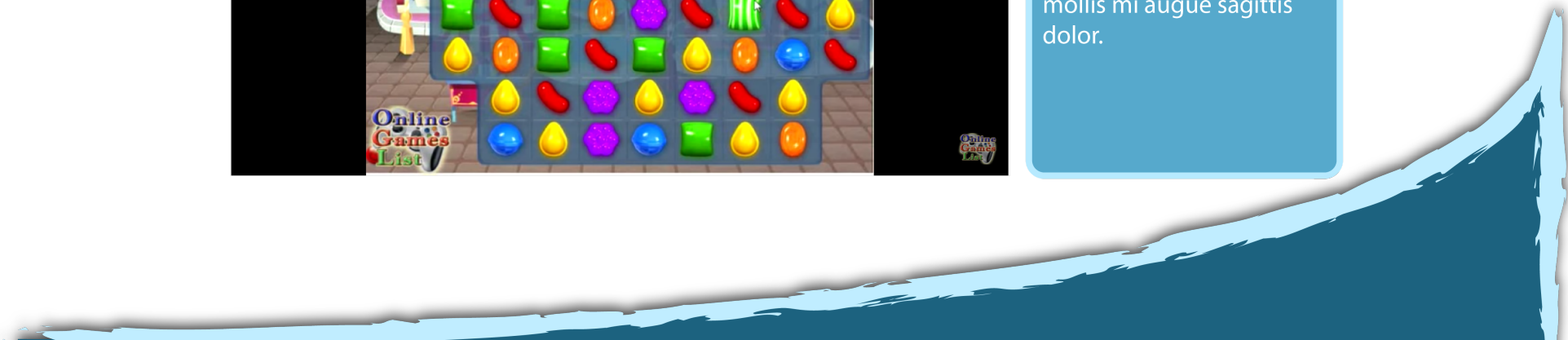


vamus mattis erat sed turpis ultricies scelerisque. Nunc et dolor dui. Morbi pulvinar eu tortor vulputate auctor. Praesent nec feugiat turpis. Phasellus interdum cursus sem, at rutrum nibh malesuada nec. Duis quis viverra mauris. Vestibulum tellus lacus, pellentesque nec lectus non, vulputate condimentum augue. Curabitur eu sapien id lorem imperdiet sodales. Curabitur feugiat sapien risus, id ultricies massa tempor ut. Cras at neque ut erat ornare eleifend.



Words

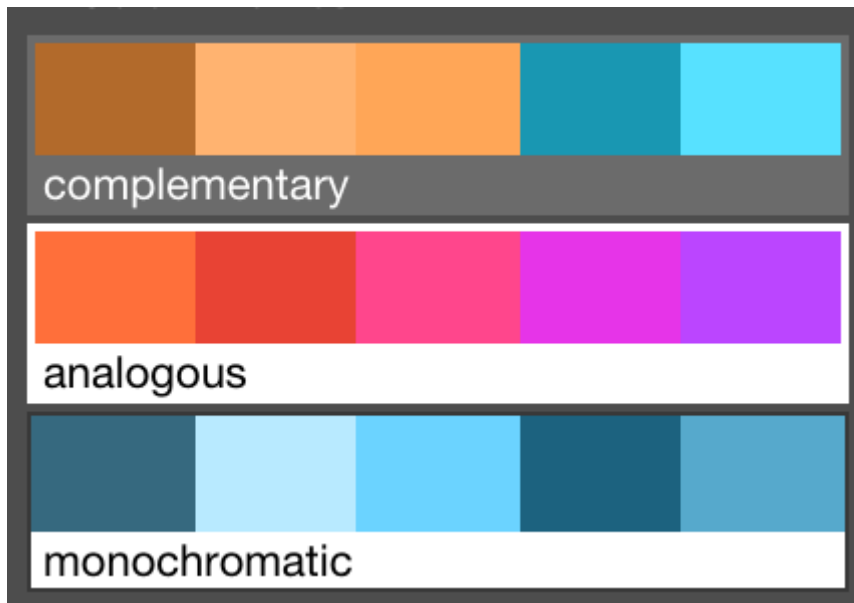
Morbi molestie, risus id rhoncus vehicula, velit purus gravida lorem, vel mollis mi augue sagittis dolor.





Why I choose these colours

- trust
- calming



I forgot to take the screen grabs from the website, so here they are!

Fancy Air

Let us take you on a trip

Book Your Get Away



About Fancy Air

Fancy Air is a fancy airplane fly you around the world company that will take you places for cheap. We are talking dead cheap. Like change from between the couch cushions cheap. Don't believe us? Click on an airplane and see where that change can take you.

Let us take you on an adventure

Book Your Get Away



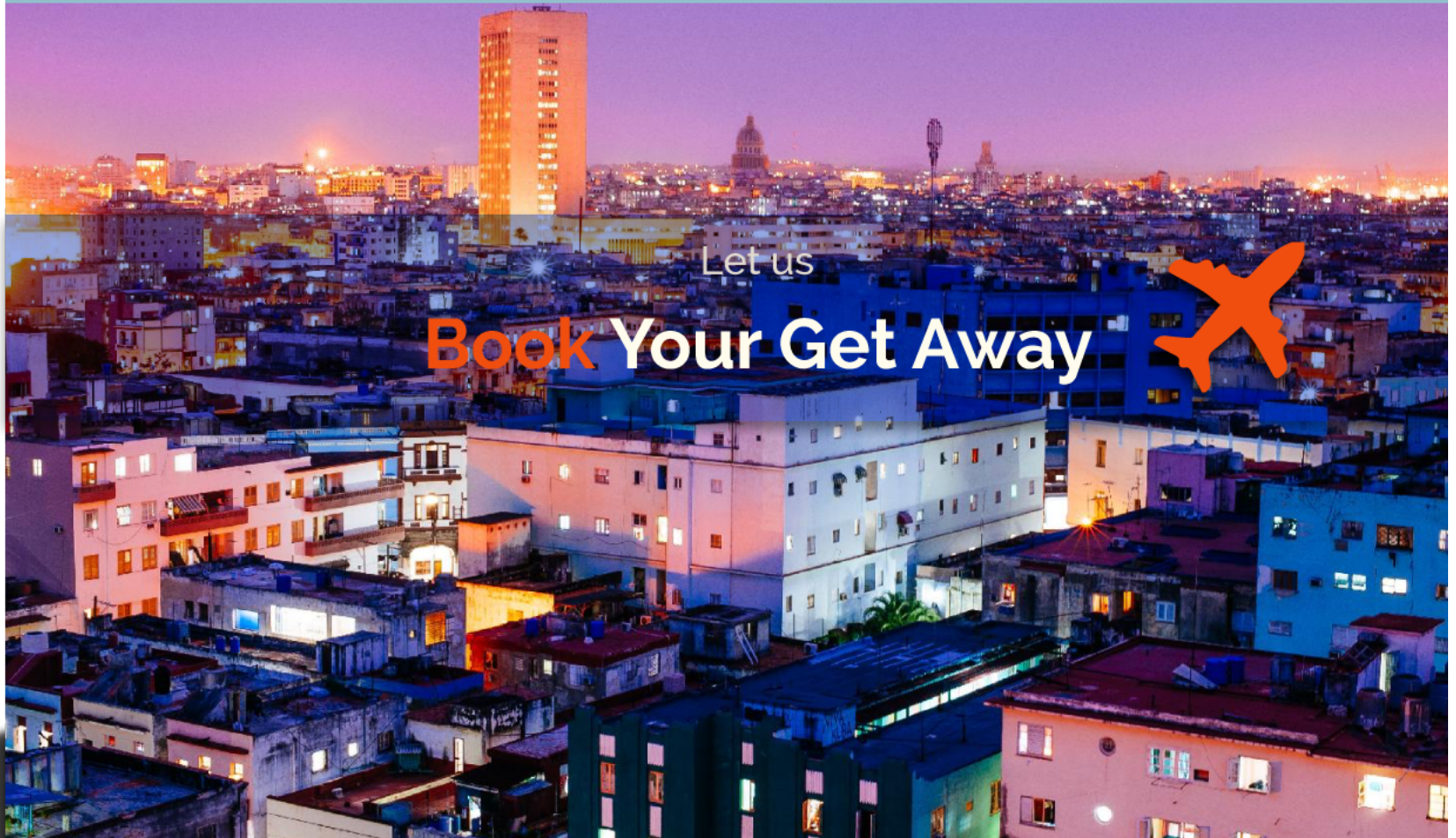
Explanation

Colour: The colours are based on the ocean, calming to get people into the vacation vibe.

Pictures: Large images draw attention to the "book" airplane buttons. The bar would be a link so people can't screw this up.

The Nav bar is located at the bottom of the page so people need to

words words words words words words words words words words words
words words words words words words words words words words words



Let us

Book Your Get Away



Lorem ipsum dolor sit

Words, words words words words words words words words words words
words words words words words words words words words words words

Feedback for presentation

- Appreciated the humor throughout
- Clear example that helped the students understand what was being asked from them
- Please move with purpose throughout your presentation. If you need to move have a reason for moving. Unnecessary movement makes you look unsure or nervous.

Chicken Site

- Have complimenting colors throughout your site, try to limit the feeling of random colour choice. Stick with your pinks as those seem to be working.
- Try to centre the content to provide your site with balance.
- Green and yellow font is hard to read on a backlit screen. Please try darker colours or using white font.
- Extend the background colour of your nav bar across the top of the website to clean up the look of your site.
- Try out a couple of different fonts. I suggest Raleway, I personally like the look of it.

English/Bok

Log In



Chicken Mingle

The Number 1 Chicken Dating Site

Profiles

Payment

Sign Up



BOK,

Bok cook a doodle de?



BOK COCK-a-doodle do?
Bok!

Welcome,
Are you ready to find love?
Great!

Sign Up!

Your score

78

out of 100

Out of 100



Tweet your score

[or try again](#)

KernType is part of [Method of Action](#), an online course to help programmers learn design.

[Email me HERE](#)

My Portfolio!

Art

Designs

Contact



About the Artist

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

What to Expect...

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat

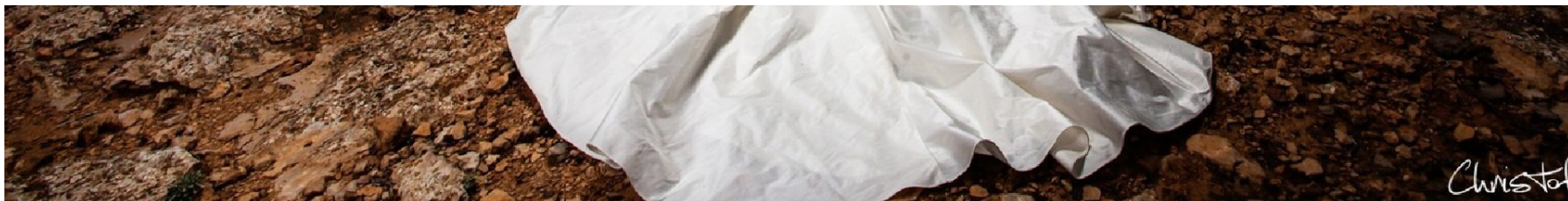


About the artist
Design
Art
Contact
Back to Home

Home *Dresses* *Contact*



Love & Luxury Weddings Co.



Lorem ipsum dolor sit amet,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum





Lorem ipsum sit

Lorem ipsum dolor sit
amet, consectetur
adipiscing elit, sed diam



Lorem ipsum sit

Lorem ipsum dolor sit
amet, consectetur
adipiscing elit, sed diam



Lorem ipsum sit

Lorem ipsum dolor sit
amet, consectetur
adipiscing elit, sed diam

Lorem ipsum dolor sit amet,

THE COMIC SANS PLEDGE

I, Megan Hutchison,

UNDERSTAND THAT MY CHOICE OF FONT HAS THE
POWER TO SUBCONSCIOUSLY & INCORRECTLY SET
THE TONE FOR A PIECE OF PRINTED MATERIAL, AND
AS A RESULT PROMISE TO SERIOUSLY CONSIDER
WHETHER COMIC SANS IS AN APPROPRIATE FONT
CHOICE BEFORE USING IT IN ANY PRINTED WORK IN
THE FUTURE.

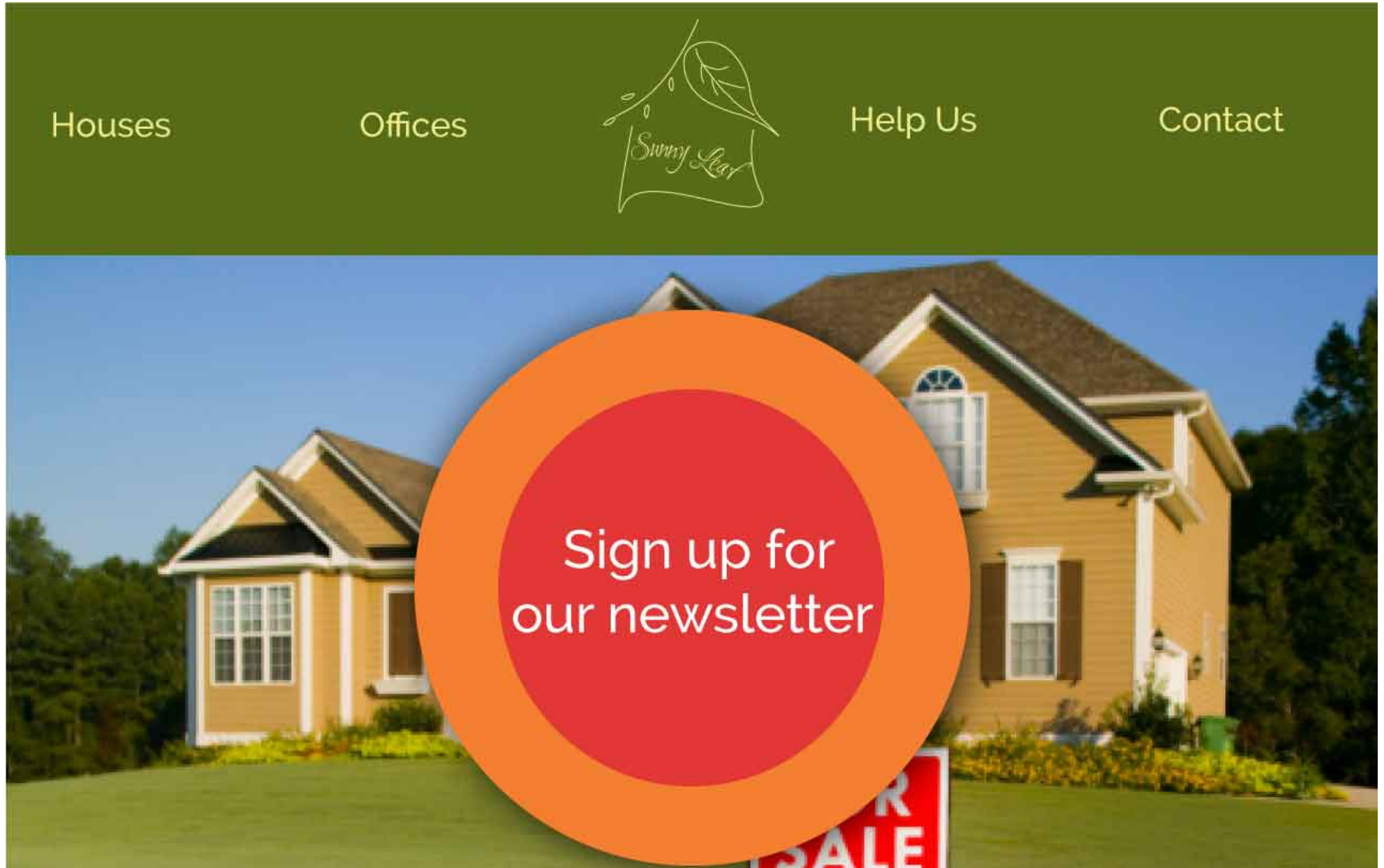
SIGNED

Megan Hutchison



The four principles

1. Encapsulation of the button
2. Arrows to the sign up page
3. bright colours on the button to provide contrast from the green page
4. A sense of Urgency with the remaining offer of free psych help





Sunny Homes, the best Realtors ever

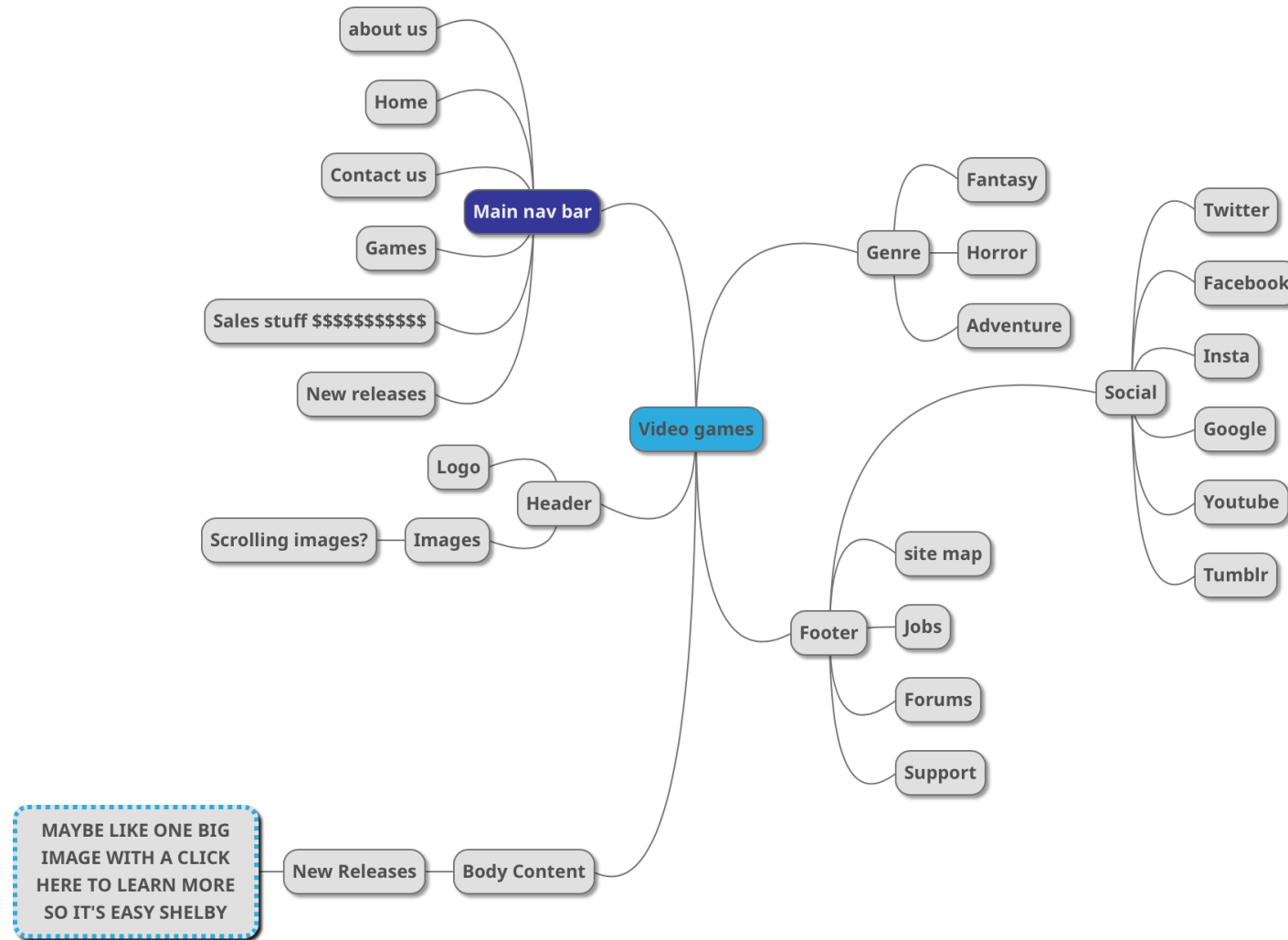
The housing market sucks. It takes all your money and leaves you with a crippling feeling of debt, but with Sunny Homes we can make the process slightly less painful at first. As there's nothing we can do about the impending stress and fighting you will endure with your family.

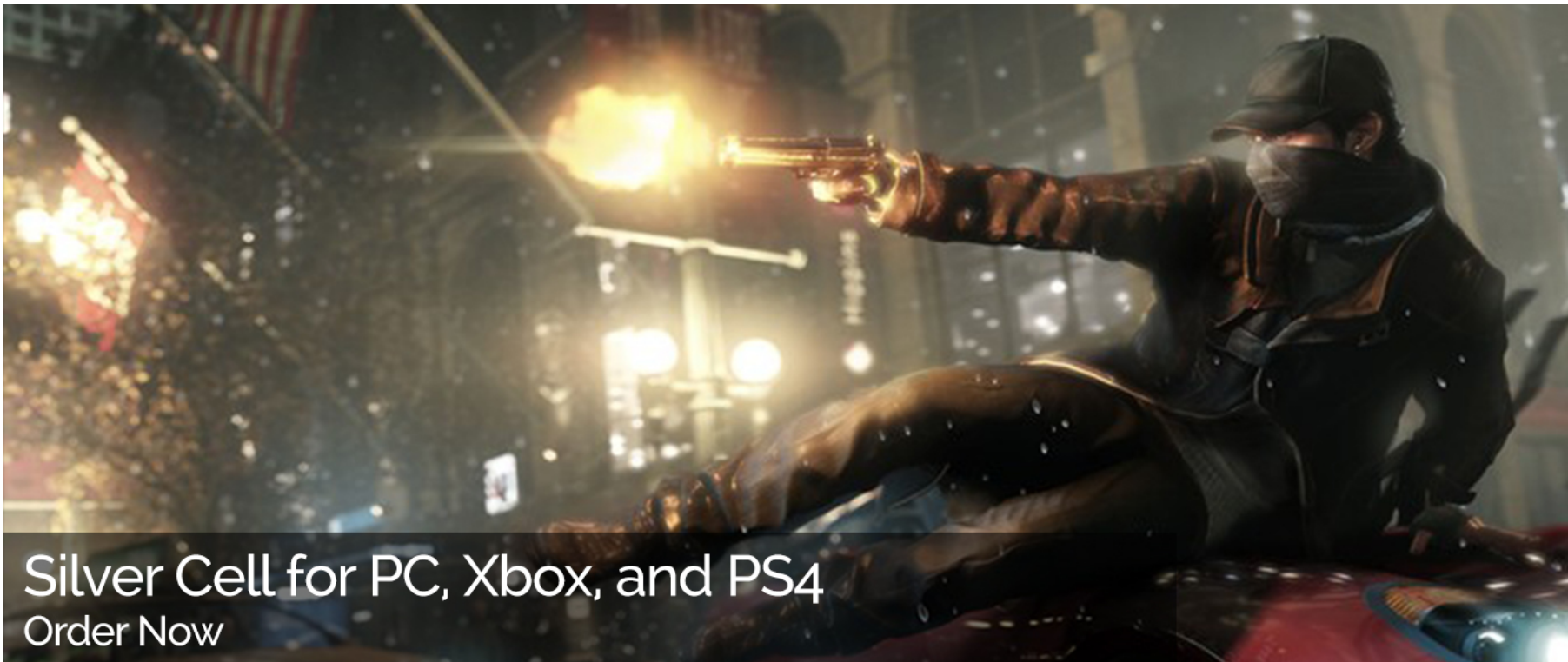


Register Now

10 free
psychologists left







Silver Cell for PC, Xbox, and PS4

Order Now



There will be Fairies

This game is going to be the best game ever, we are so happy with how it turned out. We haven't left the office since we started building it. So we miss our families and really need a shower.



This is how tired we are

Really, our boss locked us inside of the studio until we completed the video game. We are being held hostage until the game sells 4 million copies.



If you care about Video Games; Buy!

Really guys, our only form of communication with the outside world is through this website. We need your help to release us from the shackles of corporate gods.

Help us.



Jobs Forum Support