

Initial Build Meeting

Creative Director: Caraline

Designer: Sean

I like the sense of space that is throughout the website – the margins, leading, etc. One thing I would like changed is the “learn the history” button on the first page. I love the idea of the button, but it would be great if you could vertically center the text in it and change the hover color to a bit more neutral. In the nutrition page, you included a section with a purple background that breaks up the page a bit with information. I like this a lot and you could add this to the other sections in this page as well. In the serving eggs page, I would like to see more images. Overall, this is a great initial build and I appreciate the calm and neutral aesthetic that you put throughout it.