Pruni & Co Website Rebrand Brief

Everything that is ‘Italian Espresso Coffee’ to be renamed Pruni & Co

* Logo (on website and shopify)

Keep all of the page functions the same

* Shopify
* Loyalty Program

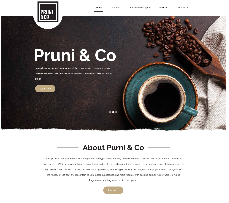
Revamp the pages to a fresh look – All pages except for home page to be white background where possible with a rounded font

Change Italian Espresso Coffee web address (URL) from

[www.Italianespressocoffee.com.au](http://www.Italianespressocoffee.com.au) to [www.pruniandco.com.au](http://www.pruniandco.com.au)

Home Page

* About Pruni & Co blurb \*



\* About Pruni & Co

Pruni & Co are an Import Export company that is focused on providing access to quality products from around the world for you to enjoy.



*I like the dark background on home page but would like to replace the coffee cup and coffee beans with the world globe in hand (picture above)*

Our Products

* Caffe Del Doge Coffee
* Nero 1kg Beans

$30.00

* Rosso 1kg Beans

$30.00

* Rialto Classic 1kg Beans

$30.00

* Rialto Grand Gourmet 1kg Beans
* $30.00
* Blu Decaf 500g Beans

$18.00

* Nero Pods 10 Pods

$9.00

* Rosso Pods 10 Pods

$9.00

A close up of a sign

Description generated with high confidenceA picture containing indoor, bottle

Description generated with high confidenceA picture containing table, cup, sitting

Description generated with high confidenceA close up of a bottle

Description generated with high confidence

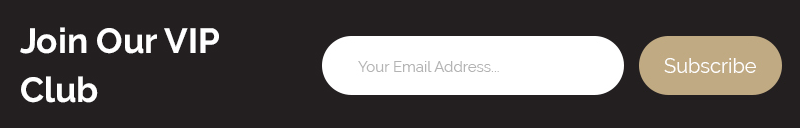
* An exciting new product is coming soon
* A new product is on it’s way…

‘Bring a touch of the Caribbean to your day’

*(we need to be able to add this product range one it arrives and be able to add pages for new product ranges)*

* **Remove the Breville Product Coffee Machines from the website**
* Charities We Support (To remain the same, just freshen up and change name from Italian Espresso Coffee to Pruni & Co in Charities we support blub
* VIP Club (all functions to remain the same, just freshen up and change name from Italian Espresso Coffee heading to Pruni & Co

*(at the bottom of your website example, rather than add an email address to subscribe, we would like to have the ‘Join our VIP Club’ as a botton to click on to take them to the VIP Club Page)*



* Contact Us
* Email

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