Hello DesignCrowd,

We’re Ed and Elie and we own a lovely flower shop in Marlow. We’re looking to launch a website that gives our customers all information they need to know about getting in contact with us. In time we hope the website will grow and we will want to add new pages as we go along including ecommerce functionality, so the design will need to allow for this.

**The brief:**

We are looking for 1 homepage design. We have already had our logo designed, which we’ve attached for you to use. At the moment we’re keen to have a homepage design that showcases six of our most popular bouquets, see attached pictures and our contact details. We are looking for a contemporary design that’s inline with our logo. Please do not use dark background colours, we want a clean, light and simple design that looks fresh, modern and professional. Please remember that the majority of web monitors now use a screen resolution of 1366x768. Therefore please do not design a 800 x 600 homepage.

1. Our logo and icon (See attachments)

2. Six example arrangements (see attached, price and bouquet name on image name)

3. Our contact details including:

**Name:**

Ed and Elie’s (note 1 ‘L’ in Elie’s name, use the logo)

**Navigation**

**Top bar: <**Classic Flowers**><**Luxury Bouquets**><**Platinum Collection**><**Autumn Flowers**><**Luxury Roses**>**

**Side bar:**

**<**Latest Designs**>**

**<**Our Favourites**>**

**<**Delivery Information**>**

**<**Customer Service**>**

**<**FAQ**>**

**<**About Us**>**

**Homepage needs to include the following copy**

‘Free delivery with all orders”

‘Fresh – 7 days of flower freshness guaranteed’

‘Hand delivered and hand prepared by a professional florist’

**Very clear call to action to** ‘Order today: 0203 119 8915 or email us *(visually a clickable link)* today

**Payment visuals:** show that we accept VISA/Mastercard/American Express/Paypal, with logos

**Telephone numbers:**

0203 119 8915 (Central London)

0208 634 8976 (Greater London)

01628 898686 (Marlow)

07812 334040 (Mobile)

**E-mail address**

[orders@edandelies.co.uk](mailto:orders@edandelies.co.uk) (Orders)

[CS@edandelies.co.uk](mailto:CS@edandelies.co.uk) (Customer Service)

**Facebook page link** (use FB logo)

http://www.facebook.com/edandelies

**The British Flower Association logo**

Attached should be displayed on the bottom of the homepage somewhere, prefer bottom right.

**Other sites we like:**

<http://www.bunches.co.uk/?aff=gouk&gclid=CNHirqPa_bICFUfKtAodOVQARg> - a bit too cluttered by like the little details.

<http://www.eflorist.co.uk/?gclid=CIDI6Yjc_bICFeTKtAodFiMAjA> - like how clean it is.

Our logo should be a good guide for how we’d like the overall page to look, please use this as a starter for your designs. Fee; free to submit your designs and I’ll feedback on changes.

We look forward to seeing your designs!

Ed & Elie