

MEMO

To: Landry's Marketing Team

From: Monique Sharp-Gore, HGTC Communications Team

Subject: Website Review – Morton's The Steakhouse

Date: 11/09/2025

Introduction

This memo presents a design and accessibility review of the Morton's The Steakhouse website (mortons.com). The purpose is to evaluate how effectively the site applies core design principles—contrast, repetition, alignment, and proximity.

Contrast

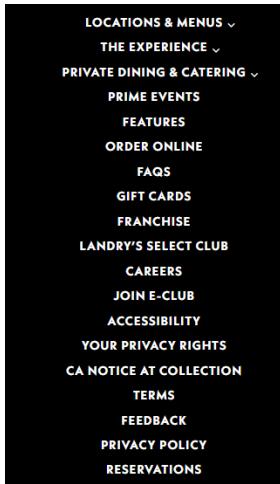
- High Contrast Hero Banner

The homepage features a dark background image with bright white text that highlights the brand name and slogan.



Menu and Navigation Bar

The top navigation bar uses light text on a black background, providing excellent legibility. However, hover dropdown text turns gray on black, slightly reducing contrast.



Footer Links

The footer maintains a dark background, but the light gray text for smaller links offers low contrast and could be difficult to read for users with low vision.



Repetition

- Typography and Color Scheme

Morton's maintains consistent black, white, and gold tones across all pages, reflecting sophistication and cohesion.

- Call-to-Action Buttons

Repeated 'Reserve Now' buttons in the same color and style reinforce the booking goal and brand uniformity.



Alignment

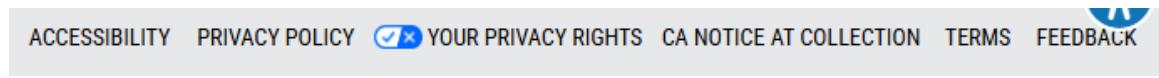
- Centered Headings and Layouts

Centered headings promote balance and elegance consistent with Morton's luxury image.


20251110-0157-18.8
611198.mp4 Screenshot recording

Text alignment in menu pages is clean and grid-based, aiding readability.

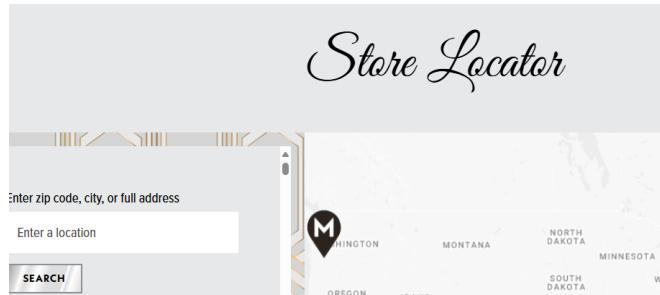
Navigation and Footer



Consistent alignment of header and footer elements supports visual order and structure.

Proximity

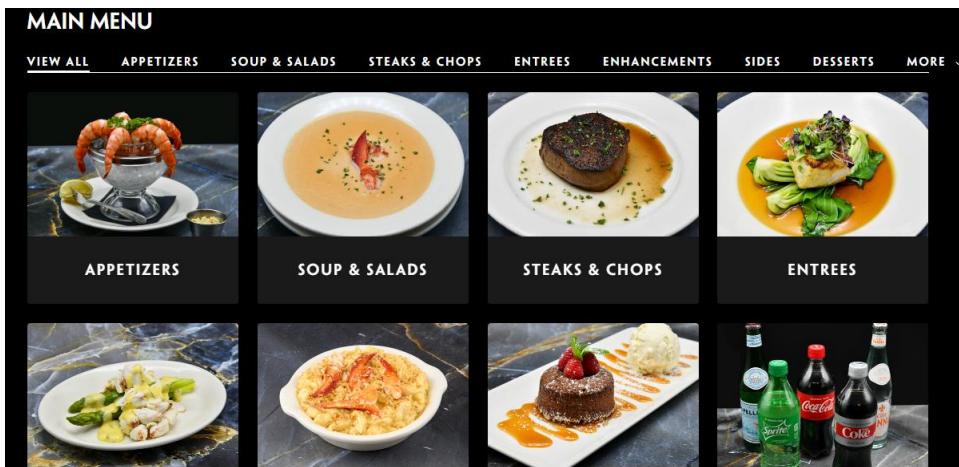
- Restaurant Locations Page



Each location listing group's name, address, and contact information together with sufficient spacing.

- Menu Section

Menu items are grouped under clear headers such as Appetizers and Entrees, improving scalability.



Contact and Social Media Links

Social media icons and contact details are placed together, making it easy for users to find connection points quickly.



Accessibility Analysis

Accessibility ensures all users, including those with disabilities, can effectively interact with the website.

Conclusion

The Morton's The Steakhouse website effectively applies design principles and maintains brand sophistication. Minor improvements to contrast and accessibility labeling would enhance usability and inclusivity, ensuring a consistent experience for all users.