

# MEMO

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To: Landry's Marketing Team

From: Monique Sharp-Gore, HGTC Communications Team

Subject: Website Review – Morton's The Steakhouse

Date: 11/09/2025

## *Introduction*

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

## *Contrast*

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- High Contrast Hero Banner

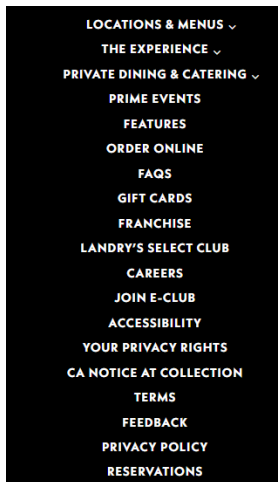
The homepage features a dark background image with bright white text that highlights the brand name and slogan.



## *Menu and Navigation Bar*

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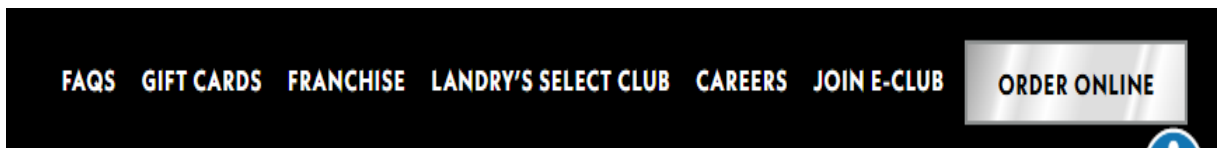
The top navigation bar uses light text on a black background, providing excellent legibility. However, hover dropdown text turns gray on black, slightly reducing contrast.



## *Footer Links*

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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*

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- 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*

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- 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*

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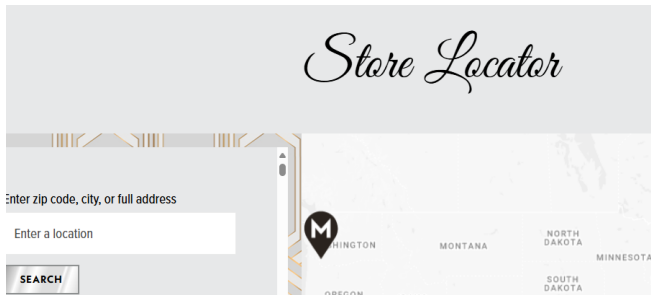
ACCESSIBILITY PRIVACY POLICY YOUR PRIVACY RIGHTS CA NOTICE AT COLLECTION TERMS FEEDBACK

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

## *Proximity*

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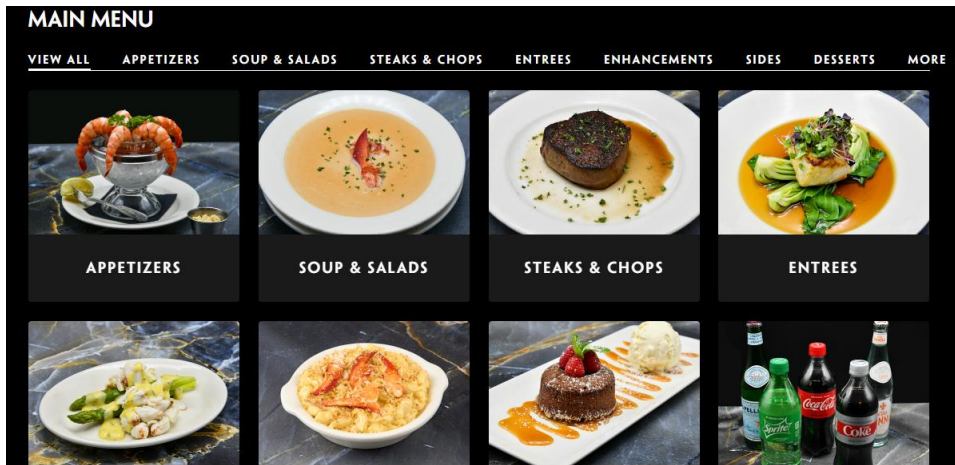
- Restaurant Locations Page



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

- Menu Section

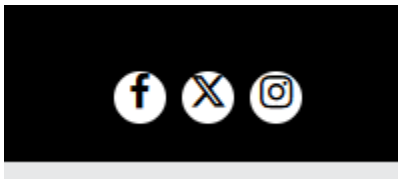
Menu items are grouped under clear headers such as Appetizers and Entrees, improving scalability.



## *Contact and Social Media Links*

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



## *Accessibility Analysis*

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

## *Conclusion*

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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.