

Website: Morton's The Steakhouse

Contrast:

- Homepage very upscale looking.
- The presentation of the video of the food is very vibrant and good-looking.
- The “Morton's The Steakhouse” is visible on the black background.
- The demonstration of some of the food that they serve on the black background is very catchy.
- The video on the front page that shows some of the food and that you going to have some entertainment among each other will show what kind of customers the restaurant has.
- The website is primarily with a dark background but elegant. They made sure they used white writing so it sticks out.

Repetition:

- Black background under each tab
- White writing throughout the website
- Same silver/gray background for the Reservation, purchase tickets and order online tab

Alignment:

- Upscale background
- Videos
- Formal lettering from left to right

Proximity:

- Location search under “locations & menu”
- You can join a E-Club
- Gift cards purchase options

Accessibility:

Digital and physical