CD: Naomi

Designer: Chelsea

Mockups look great! I think mockup A is more towards the theme.

Some notes:

- A lot of the design decisions lend themselves to a CPG website (ex: button-looking text). I think navigating away from that and focusing on the informational quality & copywriting, especially of the landing/hero page, is of the highest importance.
- The smaller stuff, like typeface & color choice, can be figured out later.
- I also think it's worth emphasizing the playful quality of the parade. (I might be biased though, because I love cows.)
- Maybe you could include a map on the last section? To visualize where in the world these festivities are happening. But no rush to have done.