

## Ispirazione: 20 siti di pasticcerie e cioccolaterie per un dolce web design

Dato che su Your Inspiration Web vige la teoria per cui, se una cosa è utile a noi autori molto probabilmente può esserlo anche per i nostri lettori, vorrei condividere con voi delle “dolci” considerazioni e regalarvi un po’ di ispirazione.

Tra poco dovrò iniziare a lavorare sul **layout di una pasticceria** e, dato che è un settore su cui ancora non ho avuto modo di cimentarmi, mi è sembrato giusto cercare un po’ di informazioni in rete. Risorse grafiche, trend, immagini, idee.

Ho raccolto più di venti siti (alcuni decisamente accattivanti, altri un po’ meno) rappresentativi del bel mondo della **gastronomia dolce** e analizzato i **tratti distintivi** e i **punti di forza del loro design**. Vediamoli insieme.

### Colori

Ovviamente anche in questi siti lo schema dei colori dipende dall’utenza da raggiungere e dall’immagine che vogliamo dare dal punto di vista estetico. Del resto un prodotto versatile come il cioccolato può evocare *volti di bambini impiasticciati e felici, donne sensuali in preda al peccato di gola* o rappresentare il piccolo *goloso lusso che solo un’elite può concedersi*, e tutto questo a seconda di come viene presentato il prodotto.

Comunque sia il colore predominante dei siti che hanno a che vedere con la cioccolata e’, manco a dirlo, il **marrone**. Il contrasto poi si ha con colori molto vivaci o con tonalità neutre come il beige e il panna.

In alcuni casi, quando il cioccolato non e’ più rappresentato come un alimento ma come un bene fine a se stesso, la scelta cade sul **nero**, con dettagli color **oro e argento**: un vero inno all’eleganza.

Ho trovato anche siti più giocosi, frivoli, quasi infantili. **Tonalità pastello, illustrazioni, icone**: tutto per dare al layout un’aria spensierata, perché in fondo un gelato o una fetta di torta sono anche e soprattutto questo: svago e piacere.

In questo caso il cliente e’ ovviamente un altro tipo di utenza, non piu esigente e raffinato ma giovane e attratto da colori vivaci.



The image shows a screenshot of the Camilarios Bolos website. The header is dark red with the logo 'CAMILARIOS bolos' in white. Below the header is a navigation menu with links: 'BOLOS DE CHOCOLATE', 'BOLOS BRANCOS', 'RECEITAS', and 'ENCOMENDAS'. The main content area features a decorative border of various fruits and pastries. The central focus is a product card for 'Bolo Floresta Negra Trufado'. The card includes a photo of the cake, a description, and the price. Navigation arrows labeled 'voltar' and 'avancar' are on the sides. At the bottom, there are keyboard navigation instructions.

**CAMILARIOS**  
bolos

BOLOS DE CHOCOLATE BOLOS BRANCOS RECEITAS ENCOMENDAS

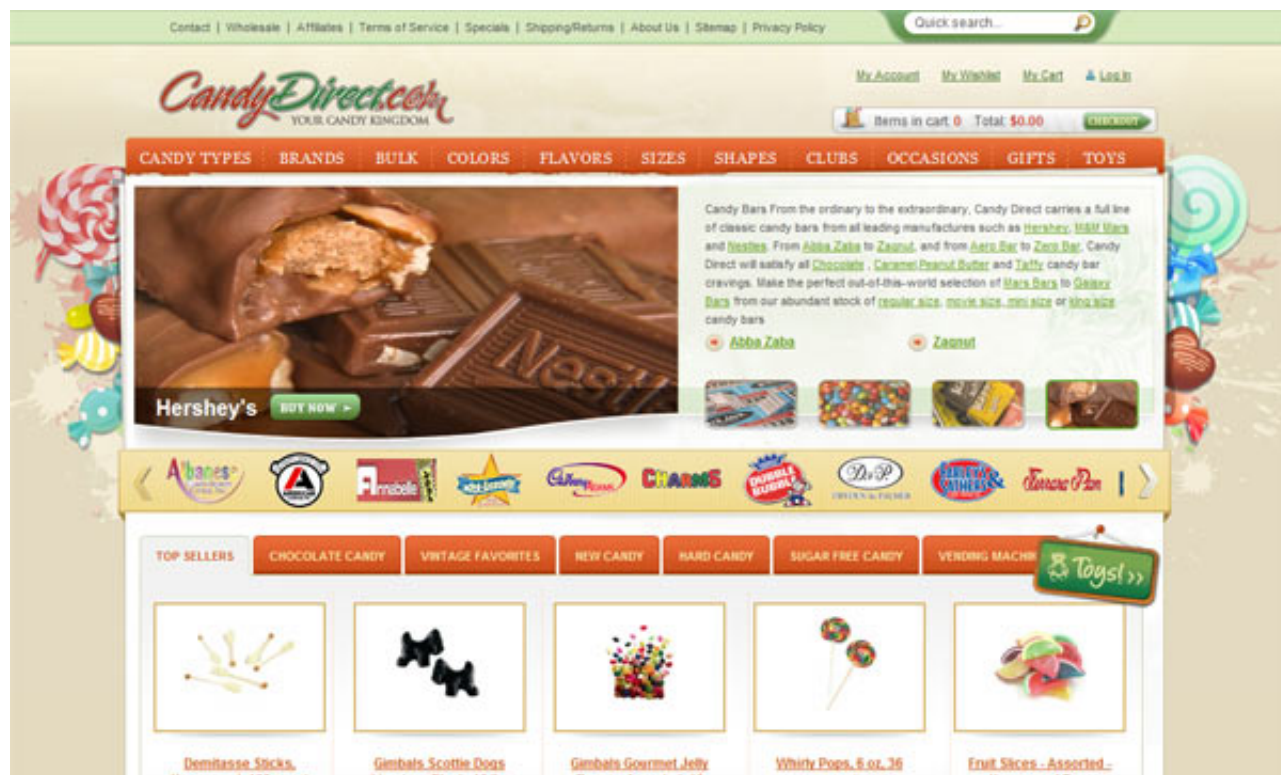
### Bolo Floresta Negra Trufado

Bolo de chocolate recheado e coberto com creme de trufa, chantilly, cerejas e raspas de chocolate.

**R\$ 36,00** (por quilo)

Ingredientes principais:

Você também pode navegar usando as setas do seu teclado. → ⬅ ➡



## Immagini

Tra quelli raccolti, i siti più invoglianti e che riescono veramente ad accattivare l'utente sono quelli che mettono il **focus sui loro prodotti** culinari. Biscotti, muffin e praline al cioccolato in primo piano ed evidenziati in modo grafico per invogliare e catturare in modo immediato l'attenzione.

**chocri**  
meine Schokolade

Schokolade Kreieren | chocri Shop | chocri Gutscheine | chocri für Firmen | Weitere Infos

Spendenprojekt: 27868,62€ | 0 Artikel: 0,00€

### Individuelle Schokolade ganz nach Deinem Geschmack

- mit mehr als 10 Milliarden Möglichkeiten
- als außergewöhnliches Geschenk
- mit Schokolade und Zutaten aus fairem Handel und biologischen Anbau

**Jetzt Schokolade kreieren**

#### Unsere 6+1 Regel

je 6 Tafeln **1GRATIS!**

[chocri kreieren](#)

#### chocri Neuigkeiten

**Das Parfum zum selber kreieren geht an...**  
Steffi | 22.02.2010

Hallo chocri Fans, Unser Gewinnspiel ist beendet und wir bedanken uns erst einmal bei allen für ihre Meinung! Der Moment der Wahrheit ist gekommen und ...

[Mehr Neuigkeiten](#)

#### chocri hilft

**Schlafplätze für DIV Kinder**

[Ich will auch helfen](#)

#### chocri Partner

**PayPal**

**PayPal**  
Sicher, schnell und einfach online bezahlen.

#### Über chocri

- > Die Idee
- > Das Team
- > Jobs

#### chocri kaufen

- > Schokolade kreieren
- > Belebte Kreationen
- > Firmenschokolade

#### chocri in den Medien

WDR | n-tv.de | RTL | MDR

#### Service

- > FAQ
- > Kontakt
- > Bezahlung

#### chocri News

- > Blog
- > RSS Feed
- > Newsletter abonnieren

The screenshot shows the Godiva Chocolatier website homepage. At the top, the Godiva logo is centered, with navigation links for 'Chocolate Guide', 'Catalog & Email Signup', 'Rewards Club', 'My Account', '0 Items', and 'Checkout'. A search bar is located to the right of the logo. Below the navigation, a main banner features the text 'Warm Up With Godiva' and a 'Shop Now' button, accompanied by an image of a cup of coffee and chocolate brownies. Below the banner, there are three promotional sections: 'Golden Moments' featuring a gold-wrapped chocolate box, 'And the Oscar Goes to...' featuring individually wrapped chocolates, and 'FREE Treats with Select Purchases' featuring three different chocolate treats with promotional codes (SPRING1, SPRING2, SPRING3). At the bottom, there is a footer with various links including 'Boutiques Locations & Events', 'Customer Service', 'Shipping', 'Privacy & Security', 'Beyond Chocolate', 'Chocolate Guide', 'Godiva Mobile', 'Recipes', 'E-cards', 'Careers', 'Site Map', 'About Godiva', and 'Holiday Chocolate'.

**The Famous 4th Street Cookie**

HOME COOKIES ASSORTMENTS ABOUT CONTACT

Press & Reviews | Shipping

Login or Create an Account

Subtotal: \$9.00

# Heavenly.

Shop now ->

**Say something special**

"Congratulations", "Wass You", "Get well" or "I'm sorry", it all sounds sweeter when you say it with our freshly baked cookies.

SEND A GIFT BOX ->

**Custom assortments**

Choose any 2, 3 or 4 of our dozen delicious flavors to make the perfect assortment for any occasion.

CREATE YOUR OWN ->

**Come & visit us**

Visit us at the historic Reading Terminal Market. You can even try our special chocolate-dipped Chocolate Chip cookies!

READING TERMINAL MARKET

WHERE TO FIND US ->

**Popular Cookies:**

- Chocolate Chip Cookies
- Peanut Butter Cookies
- Chocolate Macadamia Nut Cookies

**Staff Favorites:**

- Peanut Butter Chocolate Chip Cookies
- White Chocolate Macadamia Nut Cookies
- Snickerdoodle Cookies

**Popular Assortments:**

- Chip Champs Assortment
- Chocolate Lovers Assortment
- Butch of Nuts Assortment

**Order by Phone**  
**888.625.9870**

## Stile

Non c'è una regola fissa: di questi layout molti hanno un design moderno, altri hanno un retrogusto grunge, e così via. Eppure ne ho trovati molti che, chissà per quale motivo, ostentano una certa **aria retrò /vintage**. Pattern a righe, pennelli ornamentali, pattern forse un tantino *kitsch*. Il risultato è un po' più femminile e scanzonato ma forse meno invogliante.



**CUPCAKE CAROUSEL**

Any Occasion    Special Occasions    Celebrations    Ordering    Contact Us

## Cupcake Carousel

Home made cupcakes in Tunbridge Wells, Kent. Beautiful, scrumptious and freshly made. Go on... treat yourself.

If you are looking for something unique and special, you've come to the right place. Birthdays, parties, company events, seasonal celebrations or just a great gift. We have cupcakes for every occasion.

Freshly baked to order, all our cupcakes are hand decorated. This means, our cupcakes are fresh, look beautiful and taste delicious.

We use the finest ingredients with no preservatives, our cupcakes are best eaten the same day and stay fresh for 3 days.

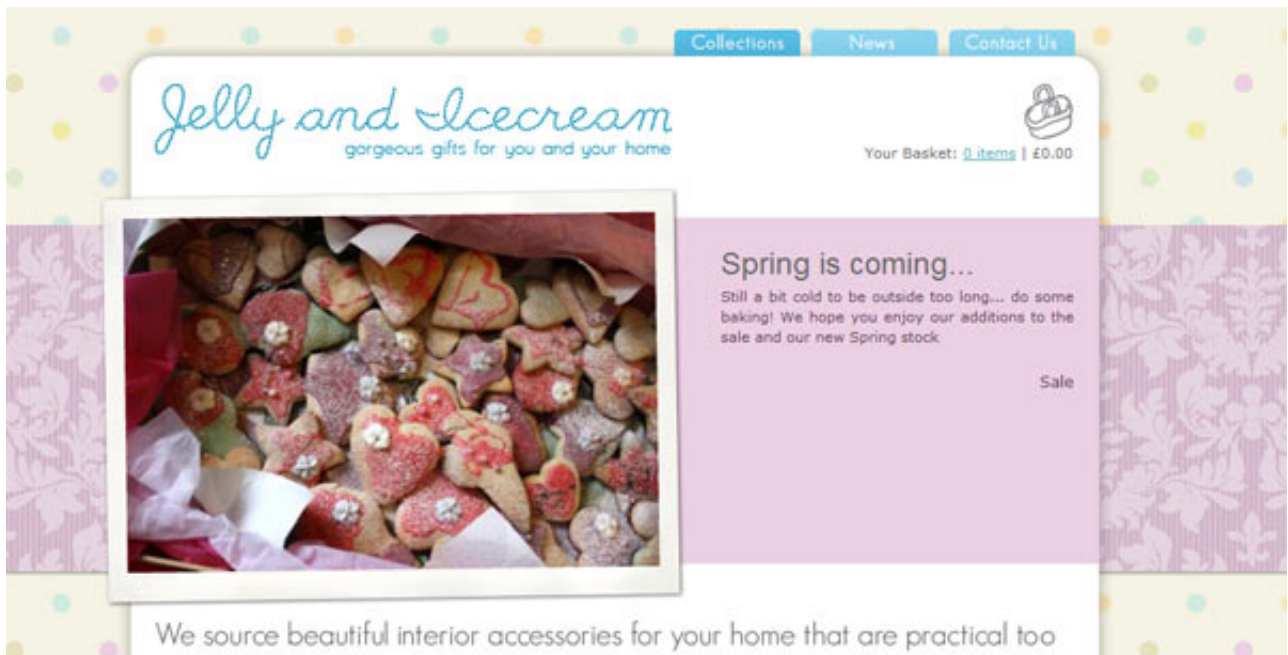
Email us and place your order or give us a call to discuss your individual requirements.

**CHECK OUT THIS MONTHS SPECIALS**



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Altri siti



# Your Inspiration Web

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**XOCOLATL**  
by Temper Temper

home about products products gallery courses press contact FAQ Links

“Chocolate is a divine, celestial drink, the sweat of the stars, the vital seed, divine nectar, the drink of the gods, panacea and universal medicine.”  
-Geotomio Pipetini, Spanish Army 1796

our collection hot chocolates gifts + boxes

*Divine Chocolate for all Occasions*

Welcome to Xocolatl's online chocolate boutique.

We make our gorgeous artisanal chocolates using the best chocolate available such as Callebaut, Valrhona, Amedei and Pralus.

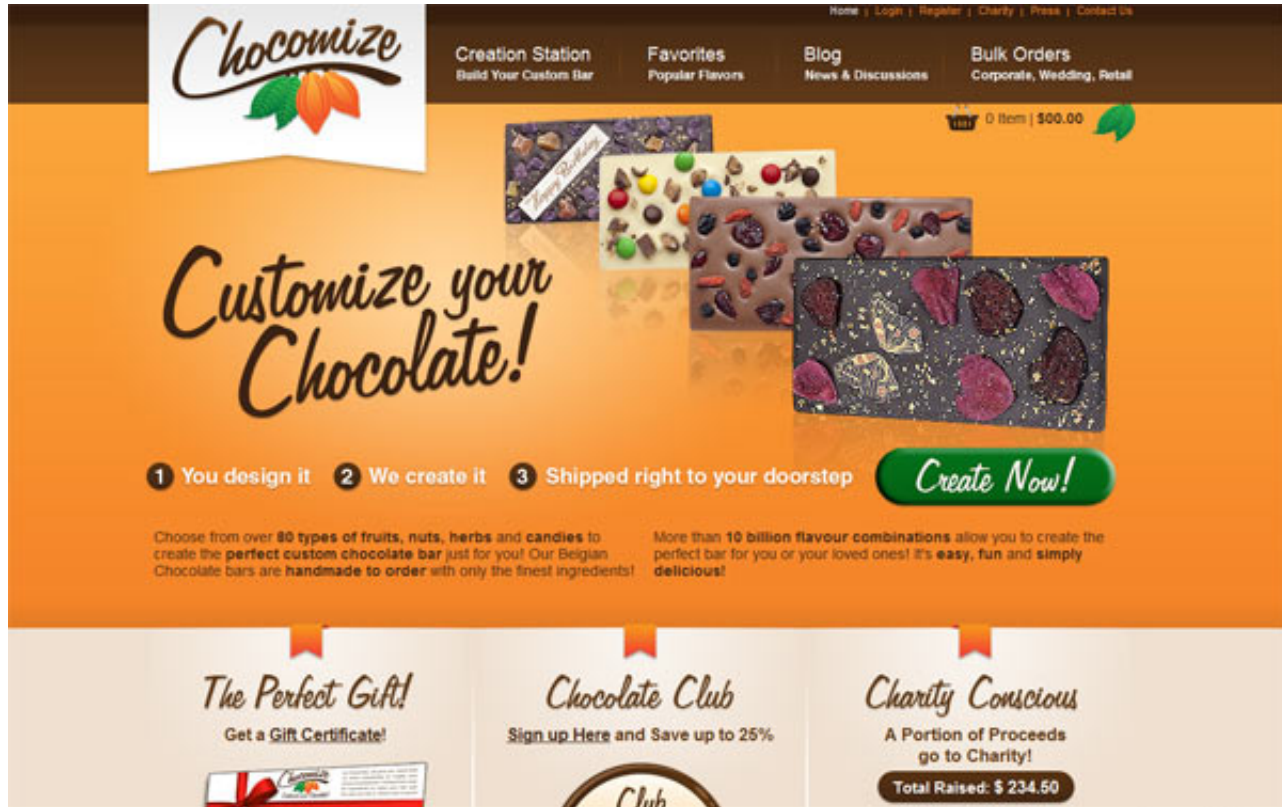
Come in and try our fabulous mousse cakes, handmade ice cream, iced chocolates or one of the seventeen varieties of hot chocolate that we have on offer at 203 Fendalton Rd, Fendalton, Christchurch, New Zealand. If you can't make it in person, then enjoy shopping in our online boutique.

Enter Search...

Send to a friend

Featured: *Tequila Lime*

\$2.00



The banner for Chocomize features a dark brown top navigation bar with the logo on the left and menu items: 'Creation Station Build Your Custom Bar', 'Favorites Popular Flavors', 'Blog News & Discussions', and 'Bulk Orders Corporate, Wedding, Retail'. A shopping cart icon shows '0 items | \$00.00'. The main content area has an orange background with the text 'Customize your Chocolate!' and a 'Create Now!' button. Below this is a three-step process: '1 You design it', '2 We create it', and '3 Shipped right to your doorstep'. Two columns of text describe the product: 'Choose from over 80 types of fruits, nuts, herbs and candies to create the perfect custom chocolate bar just for you!' and 'More than 10 billion flavour combinations allow you to create the perfect bar for you or your loved ones!'. Three promotional boxes at the bottom offer 'The Perfect Gift!', 'Chocolate Club' (25% off), and 'Charity Conscious' (\$234.50 raised).



The Rococo Chocolates website features a pink and white color scheme. The top navigation bar includes 'Home', 'About Us', 'Store Locations', 'Chocolate School', 'Contact Us', and 'Sign In / Register'. The main header displays the brand name 'ROCOCO CHOCOLATES' with decorative swan icons. A secondary navigation bar lists categories: 'OCCASIONS', 'PRODUCTS', 'PERSONS', 'ACCESSORIES', 'FAVOURITES', 'SPEND', 'CHOCOLATE SCHOOL', and 'CHOCOLATE BLOG'. A search bar is located on the right. The main content area is divided into three sections: a featured 'Easter Chocolates' section with an image of chocolate eggs and a 'View more...' button; a 'My Account' section with links for 'Login', 'Sign up', and 'My Wishlist'; and a 'Love Chocolate?' section promoting a 'chocolate school' with a 'See details' button.

chocolate potpourri

shopping bag  
0 Items | \$0.00

HOME PRODUCTS SERVICES ACCOUNT COMPANY CONTACT

# Passion for Chocolate

**Delectable Truffles**  
Our velvety ganache is skillfully balanced with classic and exotic ingredients. Choose from our chocolate truffle collections or make your own.  
Shop Truffles >

**Tempting Toffee**  
Send them buttery toffee layered with milk or dark chocolate and smothered with pecans and walnuts.  
Shop Toffee >

**Business Gifts**  
Say "thanks" to employees, vendors and clients with our delicious selection of business gifts.  
Shop Business Gifts>

Shop Truffles >

home | products | services | account | company | contact | site map | privacy policy  
© 2008 chocolate potpourri ltd

"Gung Hay Fat Choy!"

**Charles Chocolates**  
Visit our Flagship Store

**Join the club**  
Club members get great deals.

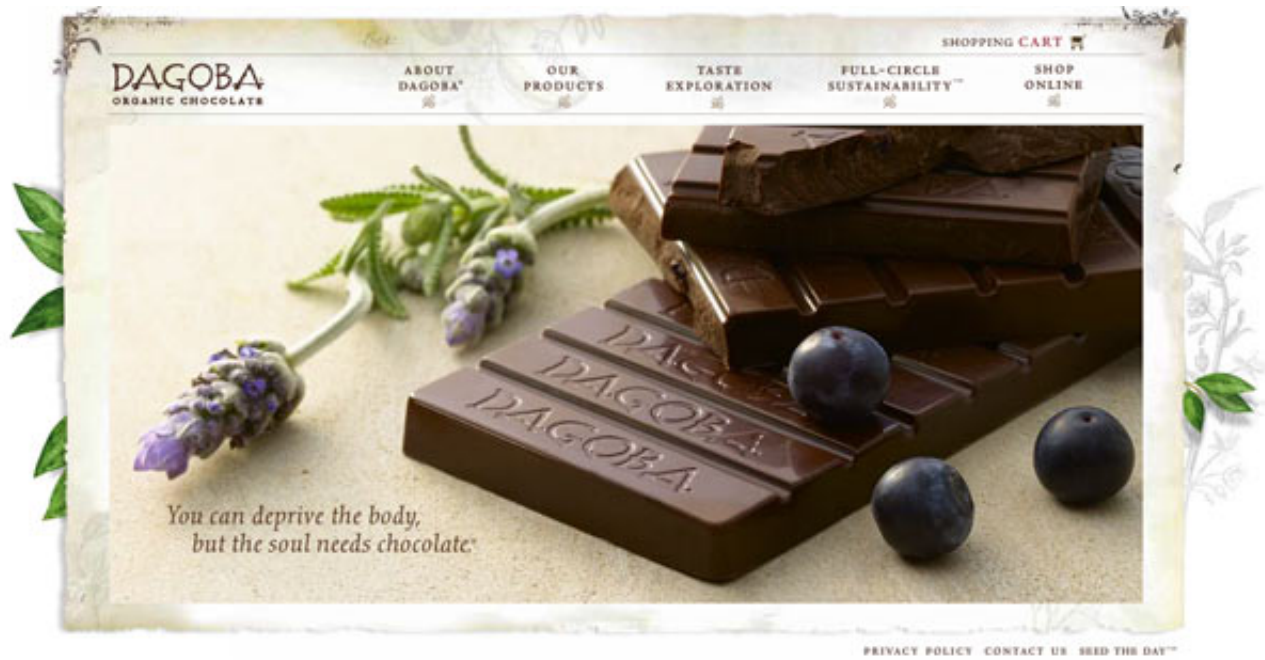
**Shop online**  
Indulge yourself or send a special gift.

**Charles** <sup>SP</sup>  
Chocolates

Online Store Occasions & Gifts Tours & Events Join the Club Our Story Recipes & Musings

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Conosci altri siti di dolciumi? Segnalameli, li aggiungerò nell'articolo. E, se vuoi, dimmi qual'e' il tuo preferito tra i siti postati e perché. **Voglio sentire la tua!**