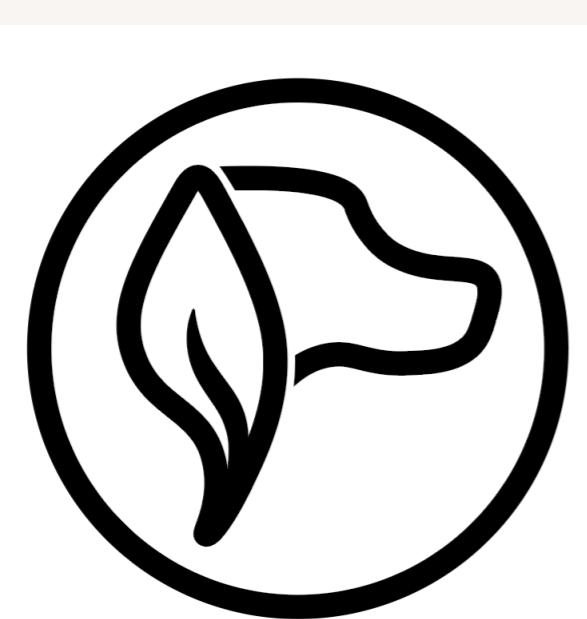


Lance & Leaf

Style Guide



⊕ Lance & Leaf - Typography & Fonts ⊕



Typography & Font Strategy

The Lance & Leaf website uses an easily readable and modern typeface to match the simplicity and style that the brand aims to achieve. Open Sans is the primary typeface across the site, an accessible and widely used sans serif typeface which lends itself to this modern and clean feel. Top level headers use Alegreya Sans SC, which is slightly more stylized than Open Sans, without having too many frills.

Most leaders in the online house plant business use serif and more stylized fonts, which gives these sites an elegant feel. While these typeface selections are aesthetically pleasing, Lance & Leaf hopes to brand itself as more approachable - helping customers realize that being a house plant owner can be for anyone, without making them feel as if they must fit a certain lifestyle to be a 'plant person'.

Typography

HEADER 1 - ALEGREYA SANS SC REGULAR (36PX)

HEADER 2 - ALEGREYA SANS SC LIGHT(30PX)

Header 3 - Open Sans Regular (22px)

Header 3 - Open Sans Light Italic (20 px)

Header 4 - Open Sans Light (16 px)

⊕ Lance & Leaf - Color ⊕



Color Strategy

Lance & Leaf uses a diverse palette to build a customer base of modern plant lovers with a sense of style. The primary colors are bold and earthy, aiming to draw the eye of potential customers and set Lance & Leaf apart from competition, which mostly uses primarily softer, green hues on their websites. The orange color, which stands apart from the rest, is a similar shade to Lance's coat, which will make any use of images of him fit aesthetically with the site design. The secondary colors provide more muted and neutral shades to balance the primary selections, which will be used to keep the site colorful without becoming too visually overwhelming and saturated.

Primary Color Palette

#666600
102, 102, 0

#193E25
25, 62, 37

#000000
0, 0, 0

#B76613
183, 101, 19

#F9F5F2
249, 245, 242

Secondary Color Palette

#CCCC99
204, 204, 153

#B1BDBD
177, 189, 189

#DEEAEA
222, 234, 234

#CEB3AA
206, 179, 170

#D9CFC6
217, 207, 198

⊕ Lance & Leaf - Logo ⊖



Logo

The logo for Lance & Leaf uses an image of Lance's profile with his ear styled to look like a leaf (even though Leaf is also a dog, using an actual leaf is a better visual cue to the viewer that the company is for plants). The logo can be used in four different formats - with the words inside of the circle, underneath the circle, or to the right hand side of the circle, or without the 'Lance & Leaf' text if the company name is used elsewhere on the media.

An additional note on the Lance & Leaf logo - while the main typeface used is the same Alegreya Sans SC used elsewhere on the site, the ampersand symbol uses the typeface P22 Underground, as is it less stylized than the Alegreya '&'.



⊖ Lance & Leaf - Image Strategy ⊖



Image Strategy

The imagery used throughout the Lance & Leaf website should match hues from the brand's color palette as much as possible. Images primarily consist of plants, with product images shown on the category pages using composed images with the plant as the central focus and limited external elements. The armchair shown in the middle picture below is an example of this. Images of the pups Lance & Leaf can be used contextually, such as for sales promotions.

