


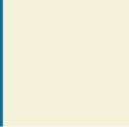


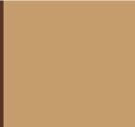
Little Sparrow Music Studio



Mobile Website Style Guide

Color Scheme

The website will use the color scheme of Little Sparrow Music Studio, which reflects the natural coloring of a sparrow, as well as harmony, creativity, and vibrancy. A rich shade of brown is complemented by cream, a lighter tone of brown, and a vibrant tan. The scheme pops with a low-saturation mid-tone blue. The combination is calming and pleasing to the eye.

				
#0E6D95	#F5F2DA	#42210B	#59341F	#C59C6C
RGB: 1 4, 109, 149	RGB: 245, 242, 218	RGB: 66, 33, 11	RGB: 89, 52, 31	RGB: 197, 156, 108

Typefaces

As a header font, the website will use the studio's signature header font, *Great Vibes*. This font will be used for the purpose of brand recognition. While the font may not load across browsers, the font may be inserted instead as a properly placed image file. As a secondary header font, the website will use **Helvetica Bold**. This font is universally web-safe, and is heavy enough to stand out while maintaining the clean aesthetic of the body font. The website will use Helvetica Light as a body font. As a sans serif, this font is easy to read, and represents the clean, modern elegance of the brand. It is universally web-safe.

Imagery

The website should be simple, clean, and calming. To achieve this, "flat UI" will be applied as much as possible. Graphics will be minimal, and kept to a range of simple shadow illustrations similar to the logo. A few photographs may also be included as necessary, such as to depict the instructor. No gradients will be used on the website.



Interactions

User interaction with the website should be calming, and site feedback should be minimal but effective in keeping with the paper-like "flat UI". One horizontal scroll will be featured on the site for studio reviews. Other site scroll will be horizontal. Buttons will transition to a darker color when clicked.

Button

Clicked Button