

Surface Plane

As it is a mental health clinic I want to make sure that the fonts and colours used are those that evoke feelings of calm, trust and serenity. The font used must also be readable and give appropriate contrast with background so the font colour is also important to ensure it is still legible.

The images used will be personal to the business.

The content will be ordered in a hierarchy of importance to what we believe the user wants when they visit the website 1. Find a therapist, 2. Get more information re therapy on offer.

Typeface and font

I will use Serif typeface family for the main headings as this is more traditional so invokes feelings of stability, practicality and maturity. The font that I will use is Lora.

For the body text, I will use Open Sans which belongs to the Sans Serif typeface which is very readable and user friendly.


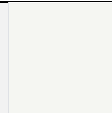
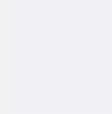
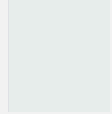


Example below:


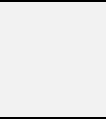

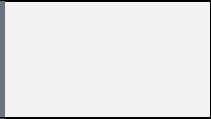

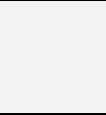
The spectacle before us was indeed sublime.

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath...

Colours

I will be using blue/green and variations of this for background and text to ensure readability and evoke feelings of calmness, thoughtfulness, confidence and gentleness. All feelings associated with a caregiver providing help and in this instance a mental health practitioner.

#fcfcfc (buttons, modals, links etc)		#F5F6F2 (cards)	
#F1F0F5 (newsletter)		#e7edeb (navigation text)	
#9acbd0 (main footer background)		#8fc5cb (footer bottom bar, links etc)	

#a7bdbf (main header background)			#6c757d (button border)		
#525273 (font)			#3f3f63 (font)	