# Omni Flowers

Sending best wishes one arrangement at a time.

# About:

Omni Flowers is a flower shop/site for people to be able to get flowers and gifts for a special someone. As a customer you can purchase a custom arrangement or choose from an selection of arrangments we make daily.

# Application Goal:

On the desktop or mobile app you can choose to cutomise an arrangement or choose from a selection of arrangments we make daily. We have more then flowers as gifts to choose from our shop. This application will allow loved ones to be able to buy gifts for other loved ones and have them delivered.

# Target Audience:

These target audience for this bussines is basically everyone. Men, Women, young, and old. This service is for anyone wanting to send a family member or friend a gift for an occation or just to be kind.
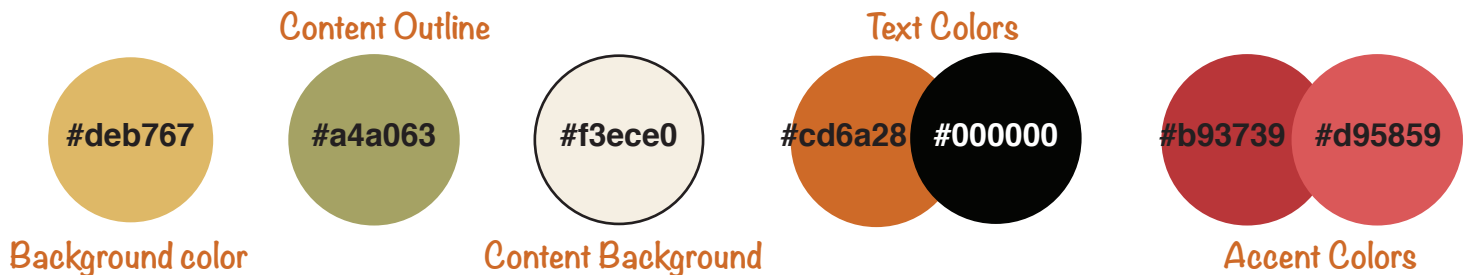
# Logo Design:

App Button

Omni Flowers

Desktop & in App Logo

# Color Scheme:

Content Outline

#deb767

#a4a063

#f3ece0

Text Colors

#cd6a28 #000000

#b93739 #d95859

Background color

Content Background

Accent Colors

# Type Treatment & Buttons:

Call to Action Header – Noteworthy, Bold, 21pt

Header – Noteworthy, Bold, 18pts

Paragraph - Helvetica, Regular, 14pt

Here are links - Inactive Link - Helvetica, Regular, 12pt
Here are links - Hover Link - Helvetica, Regular, 12pt

**Button**

**Button**

Inactive Button:
Background - #B93739
Font - Helvetica, Bold, #000000

Hover Button:
Background - #D95859
Font - Helvetica, Bold, #000000