Style Guide Document

Client

Blissful Bites is a startup cookie business that specializes in creating high-quality, all-natural cookies infused with herbs and spices known for their therapeutic properties. The target audience is students and working professionals who are looking for a delicious and effective way to alleviate the common pains and stresses of daily life.

With the vision of reaching customers beyond its local market, the CEO of Blissful Bites has decided to expand business online and introduce a monthly subscription model.

Style

Blissful Bites is a cookie business that takes pride in creating products with therapeutic properties to help people deal with anxiety and pain. Therefore my goal is to focus on creating a vibrant, energetic, and calming atmosphere.

I want visitors to feel welcomed and relaxed as they browse the selection of delicious and all-natural cookies.

My design will feature warm orange colors with soft and natural tones to create a calming and inviting ambiance. And I will use a clean and modern typography that is easy to read and complements the overall design style. I will also use images that evoke a sense of calm yet playfulness, highlighting the therapeutic properties of our cookies.

Platform

The website will target traditional monitor resolutions of 1024X768 and greater.

Semantic Design Guide

Index Page

Header/Nav

Function	navigation
Class Names	nav-product
Font choices	Google font: Poppins, Lobster(logo)
Color choices	orange (#fd7e14) grey(#444)
Images and size	None
Layout location	Top of the every page

Main/section/div

since some of the elements have overlapping design styles, i will just put them together

Function	Including the major content of page: hero, features, testimonials.
Class names	hero-section/feature-section/testimonnial-section
Font choices	Google font: Poppins, Lobster(logo)
Color choices	orange palette(#fff4e6 #ffa94d #fd7e14 #f76707) grey(#444)
Images and size	Three feature images -width: 472px height:315px five customer images- width: 60px height:60px
Layout location	middle part of Index page

Footer

Function	Including the contact information of the company: phone

	number, email, social media, customer service etc..
Class names	footer-box/mission-col/contact-col/social-media
Font choices	Google font: Poppins, Lobster(logo)
Color choices	orange palette(#fff4e6 #ffa94d #fd7e14 #f76707) grey(#444)
Images and size	none
Layout location	bottom of every webpage

Product Page

Header/Nav

same as the index page

Main/section/div

since some of the elements have overlapping design styles, i will just put them together

Function	Including the major content of page: product section and product-detailed table
Class names	product-section/table-section
Font choices	Google font: Poppins, Lobster(logo)
Color choices	orange palette(#fff4e6 #ffa94d #fd7e14 #f76707) grey palette(#444 #666 #777)
Images and size	Six product images -width: 380px height:240px
Layout location	middle part of Index page

Footer

same as the index page

Pricing Page

Header/Nav

same as the index page

Main/section/div

since some of the elements have overlapping design styles, i will just put them together

Function	Including the major content of page: subscription plan and call to action form
Class names	pricing-section/ section-cta
Font choices	Google font: Poppins, Lobster(logo)
Color choices	orange palette(#fff4e6 #ffa94d #fd7e14 #f76707) grey palette(#444 #666 #777)
Images and size	one call-to-action image -width: 333px height:400px
Layout location	middle part of Index page

Footer

same as the index page

Gallery Page

Header/Nav

same as the index page

Main/section/div

since some of the elements have overlapping design styles, i will just put them together

Function	Including the major content of page: gallery image of products
Class names	gallery-section/ gallery-collection

Font choices	Google font: Poppins, Lobster(logo)
Color choices	orange palette(#fff4e6 #ffa94d #fd7e14 #f76707) grey palette(#444 #666 #777)
Images and size	ten images with different sizes: image 1 width:635px height:1129px image 2-5 width:303px height:587px image 6 width:303px height:951px image 7 width:635px height:951px image 8 width:303px height:951px image 9 width:303px height:609px image 10 width:968px height:609px
Layout location	middle part of Index page

Footer

same as the index page

Website Map

Since every webpage has a navigation, I have omitted the lines between product page, pricing page and gallery page for clarity purpose.