# Coffeepedia Design Document

## Concept

- Educational page for all things coffee
- The go to page to learn what beans produce what flavor profiles and what shops to seek out the flavors that you are looking for
- Lots of information in a digestible way

## Audience

- Millennials
- Coffee enthusiasts and coffee novices who wish to learn more about how their favorite drink is made
- Hope our website will encourage people to purchase their beans from shops directly connected to the coffee process
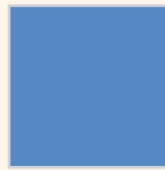
## Color Palette

| #FFFFFF | #FFF4E9 | #7E4E1F | #5E3817 | #5887C6 |
|---------|---------|---------|---------|---------|
| Backgrounds | | Text & Titles | | Accents & Links |

## Fonts

**TITLE FONT**
Body text will look like this

**Title Font: SM Serif Display**
- Elegant and brings the sophistication that we are looking for
- Academic / Informational vibe with the serifs

**Body font: Raleway Regular**
- Readable
- Light enough to make heavy blocks of text not look too dense

## Image Style

High quality copyright free images from Unsplash.com