Tuesday, Oct 14

All sounds good!

To answer your q's:

- Let's center the footer, and image sounds fine if you think that's best.

- I will be posting as I normally do, filling in content. But how will I be doing that if I can no longer use the Tumblr back end? Or will I still be using the back end, it will just function differently? We can chat about this at 2.

On Oct 13, 2014, at 7:31 PM, <[jessmelvi@yahoo.com](mailto:jessmelvi@yahoo.com)> wrote:

Hi!

Thanks for talking tonight! I think it was very productive and you answered a ton of my questions.

I’m including some notes on what we talked about as well as some questions that I have that we didn’t get to tonight.

Lily will think about and decide on:

A) How close vertically the Title and Tagline will be,

B) Tagline capitalization and punctuation,

C) The weight of and color (shade) of the title. The title and tagline will be an image rather than text so that we have more control over the exact look.

Questions we didn’t get to today:

Body

* I love that you added titles! I think that it makes the whole thing more finished-looking.
* I also love the change of the body text to non-italic Baskerville with the link in italics. I think it’s more read-able and still pretty.
* Will you be formatting the body text as you fill it in? I know we had agreed to having  you fill in most of the content of the pages (aside from the header/sidebar/footer/Title that I’m creating) in order to save some time/expense.  (This also sort of relates to the discussion we had about you needing to be able to maintain control over your content in the future.) This doesn’t have to be a “now” question during the design phase, just something to keep in mind.  Of course it definitely needs to be part of the design process either way so that it all stays cohesive.

Footer- so changing the title to all caps made it a shade longer and the tagline is thrown off. It was never exactly flush or centered because both just looked wrong, so now the tagline needs to be centered or near-centered so that it looks better again. We will have to decide if this element will also be an image instead of text. I am thinking image so we get that nice control.

That’s it! Those were my burning questions 😊 We’ll go over everything tomorrow at 2:00 unless I need to reschedule. We have a house full of women (my grandma, my mom, my sister, me, my daughter, and my niece!) and my poor dad starting tomorrow for a long visit, so things could get crazy, but I will be sure to carve out some time for K&C 😊

We got through most of the major stuff tonight, so we’re in a good place.

Upcoming scheduling things:

Coming up at the end of October/Early November I will have a lot of wonky days that I’ll need to be focused on personal stuff. Honestly, I’m hoping to be well into build by then, if not finishing up (that’s ambitious, but depending on how quickly we can get our design nailed down, as well as the amount of unforeseen issues I have converting design to development). However, I want to make you aware of these speedbumps. I know that on Tuesday, October 28 I will almost certainly be unavailable all day traveling(unless you have an emergency, then I will  get back to you after 4:00 EST), and that the weekend of November 7-9 I will be unavailable. There will probably be about 4-5 other days sprinkled in there where I will not be working, but if you have an emergency I should be able to get in touch. I will definitely let you know more concrete days as we get closer.

Also, Dec 5-12 I will be unavailable on vacation (as in no laptop vacation!), but that’s more of a future project issue, since this footer/header/title/sidebar design and development should be well under the bridge by then.

Just wanted to give you a head’s up!

Best 😊

Jess

Sent from Windows Mail

**From:** [Lily Diamond](mailto:lily.diamond@gmail.com)  
**Sent:** ‎Monday‎, ‎October‎ ‎13‎, ‎2014 ‎2‎:‎19‎ ‎PM  
**To:** [jessmelvi@yahoo.com](mailto:jessmelvi@yahoo.com)

Ok. Hi! Here we go! General thoughts, full list of changes, and attached PSD document with my changes.

Some overall **questions**:

I may want to reorder or change the nav elements (trying to decide whether to move ABOUT before RECIPES, whether or not to include INSTAGRAM there, etc.)—can all of that be decided later, or must be done now?

Ditto re the sub-cats for RECIPES BY CATEGORY—can I change those later, or must decide now?

Someone suggested incorporating the green from old site in order to maintain some brand familiarity. I like that idea. Let’s think about how (I know you added a nod in that direction in the border around the photoset). Wondered about making the Martha Stewart badge that color instead of red. Or…?

Full list of **changes** made:

**HEADER**

- KALE & CARAMEL is all caps, not first letter larger.

- This wasn’t intentional, but the color seems to have changed to the grey you used for the subtitle. I’m kind of into it? Let’s discuss.

- Font style is Strong (in drop-down where you can select Crisp/Sharp/etc.).

- Changed size.

- Tagline is aligned with left edge, in line with KALE & CARAMEL.

- Tagline has a period at the end.

- Nav bar items don’t have first letter larger. All caps, all same size.

- Moved Nav bar items closer to double lines and evenly spaced title, tag line, and nav bar.

**SIDEBAR**

- Moved picture of me left and put MEET LILY on right.

- MEET LILY has all caps all same size, NOT first letter larger.

- No K&C Twitter, so you can take that icon out.

- Please put Instagram icon first, then Facebook, then email contact. When we migrate, we’ll add a Tumblr icon in.

- SUBSCRIBE and all other sidebar titles (RECIPES BY SEASON, etc.) are all caps all same size, NOT first letter larger.

- Moved e-mail entry box down slightly, spaced evenly between SUBSCRIBE and American Made badge.

- I think I like the switch to ALL CAPS with hover over of sidebar items, but right now the ampersands don’t match (see ampersand on breakfast & brunch vs lunch & dinner). Are you using a variant of Baskerville, or was that something that got lost in translation? I love the ampersand in breakfast & brunch, if we can make sure that translates to the hover over version.

**BODY**

- Trying to bring greater consistency and decrease noise to the number of fonts going down on the page. In light of that…

- Changed the date/post link to be the same as the tagline in the header (Baskerville italic, not all caps).

- Each post will have a title in all caps Avenir Next Condensed.

- Body is regular Baskerville.

- Changed recipe link at bottom of each post to mirror the italic Baskerville date/tagline font.

- Thoughts?

**FOOTER**

- All caps, changed size.

- Added . to tagline.

- Think tagline may need to be aligned with left edge of KALE & CARAMEL? Or should they be centered in the footer.

- No K&C Twitter, so you can take that icon out.

- Please put Instagram icon first, then Facebook, then email contact. When we migrate, we’ll add a Tumblr icon in.

- OBSESSED WITH THE FOOTER. It’s so gorgeous. Brilliant design moment, J.