CUTTING EDGE

STYLE GUIDE

color palette

The site's colors are based on the natural colors of grass and sky, but with a slight adjustment in RGB values to make the palette seem overall a little more playful. This will be more attention-grabbing and modern than using the eyedropper tool to capture the exact colors of grass and sky. It will also help in making it more unique in a competitive field of work.

typography

All fonts are pulled from Google Fonts into the HTML file. Cinzel Decorative is utilized for any major headings, while Josefin Sans regular is used for <h2> - <h6> tags. The light and extra light versions of this font serve as the body copy.

CINZEL DECORATIVE
Regular 400

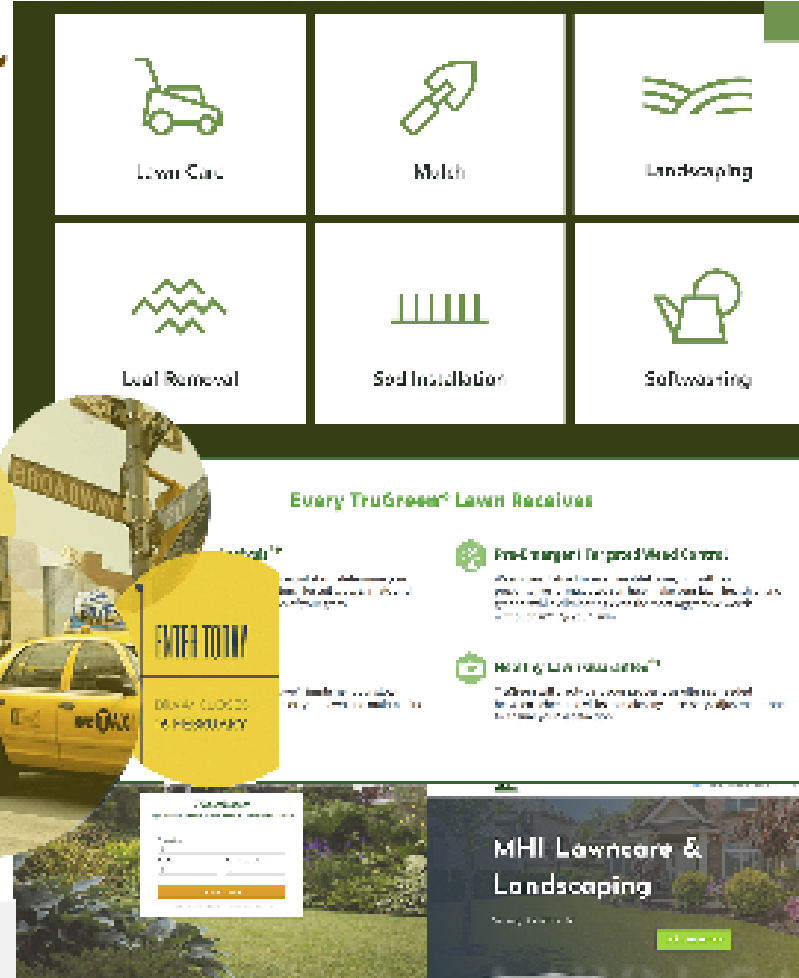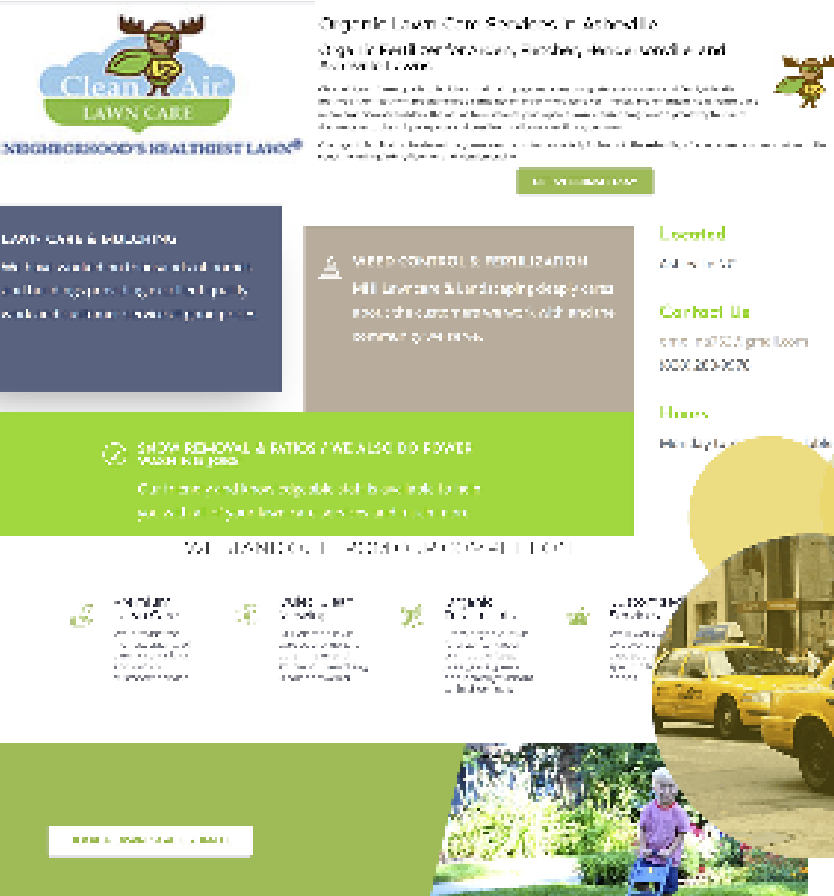# HEADERS AND DECORATIVE

JOSEFIN SANS
Extra-light 200

Use our lawn care service for all of your

Light 300

Use our lawn care service for all of your

Regular 400

Use our lawn care service for all of your

mood board

This board is ideation for the wireframe template, color palette, and imagery. The template aspects the site employs are primarily the color blocks, geometry and composition. It's important that the site uses white space similarly to these examples while also giving enough diversity to the images and shapes we wanted to highlight. The example in the center with the yellow-overlaid images is representative of the color blocking/black and white photo combo style we use to make all of the imagery look more cohesive. Icons and illustrations are used only when necessary.

Brand Logo

Link Link Link Link Link

- 100% Satisfaction Guarantee

<H1> Tagline for business

Button

Logo

Link Link Link Link Link

123.456.7890

<H2> Lawncare Heading

<p> Place holder text. Place holder text. Place holder text. Place holder text. Place holder text. Place holder text.

<p> Place holder text. Place holder text. Place holder text. Place holder text. Place holder text. Place holder text. Place holder text. Place holder text. Place holder text.

<H3> Services Heading

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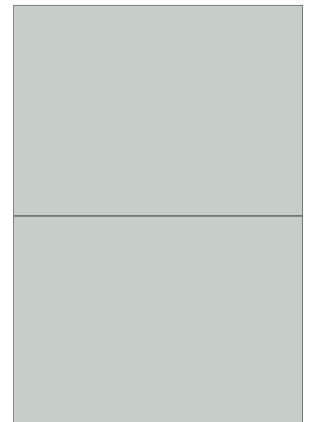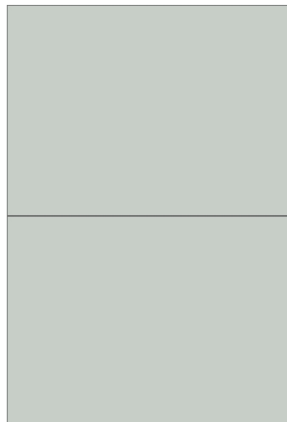
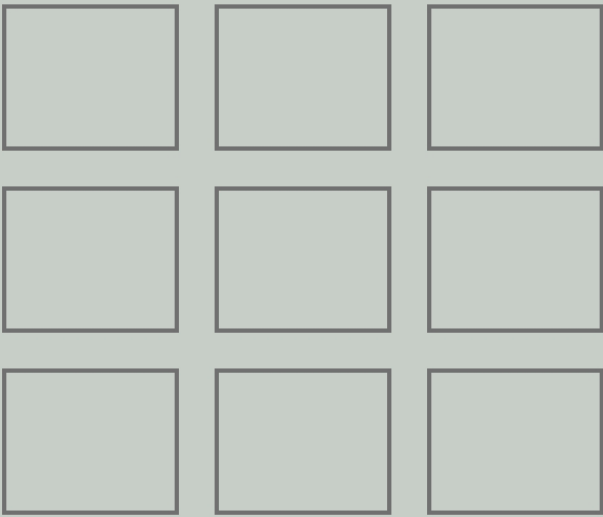 Place holder text. Place holder text.

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Learn More!

<H2>

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<p> Place holder text. Place holder text. Place holder text. Place holder text. Place holder text. Place holder text. Place holder text. Place holder text. Place holder text.

<H2> Packages Heading

<p> Place holder text. Place holder text. Place holder text. Place holder text. Place holder text. Place holder text.

<H4> Pkg Heading

<p> Place holder text. Place holder text. Place holder text.

<p> Prices starting at

$29

<p> per month plus tax

<H4> Included Heading

<p> Place holder text. Place text. Place holder text. Place holder text.

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<H4> Pkg Heading

<p> Place holder text. Place holder text. Place holder text.

<p> Prices starting at

$49

<p> per month plus tax

<H4> Included Heading

<p> Place holder text. Place holder text. Place holder text. Place holder text.

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<H4> Pkg Heading

ce holder text. Place holder text. lder text.

<p> Prices starting at

$79

<p> per month plus tax

4> Included Heading

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Brand Logo

Link   Link   Link   Link   Link