

Design Inspiration

This design was inspired by the target demographic of suburban soccer moms and their children.



Logo Color Scheme



Logo Design









Typography

Tiers of Happiness

Lancelot 30 pt Tracking -7

Heading

Tiers of Happiness

Aguafina script 20 pt Tracking 30

SubHeading

Tiers of Happiness

Lancelot 17 pt Tracking -30

Body

Tiers of Happiness

Candal 15 pt

Link

Tiers of Happiness

Candal 15 pt

Link - Hover

Button

Normal



Opacity: 50%

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