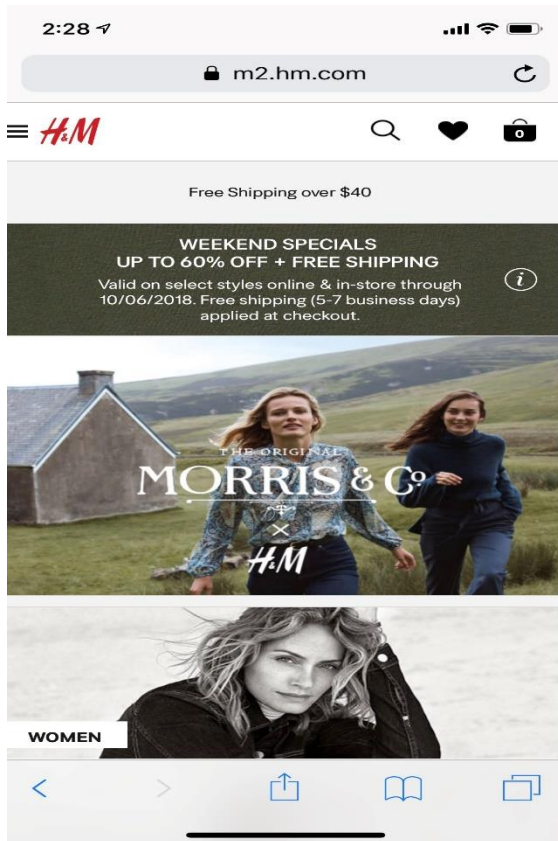*Design Principles*

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   The reasons of why/how the design principle is exemplified on this page are the website is in the order which means well-organized, the website color seems match with Fall and the text color is very clear to see, they connected in visually, they contrast the font to tell customers about their sales and free shipping for the weekend specials