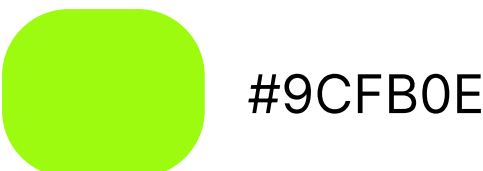
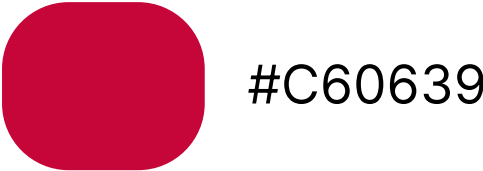


Calgary Gardeners Club Style Guide

Color Guide



Typography

Heading 1 - Merriweather Bold Italic 76px

Heading 1

Heading 2 - Merriweather Bold Italic 55px

Heading 2

Heading 3 - Roboto Semi Bold 30px

Heading 3

Body Text - Roboto Regular 20px

Body Text

Logo & CTA Button



Brand Tone & Messaging

The tone & messaging for this brand embraces nature and a strong sense of community. Green is used to represent nature, balance and harmony. It also symbolizes the growth of both plants and the members of this gardening community.

Pink is used as an accent color to highlight the message by providing contrast. It represents the flowers on plants and the vibrancy of the gardening community.

The style of the website is clean and simple. It relies on the images, colors and fonts to help convey the message.