

## Style Guide

### Who We Are

Modern Garden is a cloud storage application specifically designed for the health and environmentally conscious. This platform is meant to be a tool for people to create and share do-it-yourself recipes made with all-natural ingredients. Whether it’s cleansers or masks for hair or skin, or cleaning products for the home, Modern Garden is where users can keep all of their recipes in one place. The brand is modern, yet flowy, and bright, yet earthy.

### The Logo

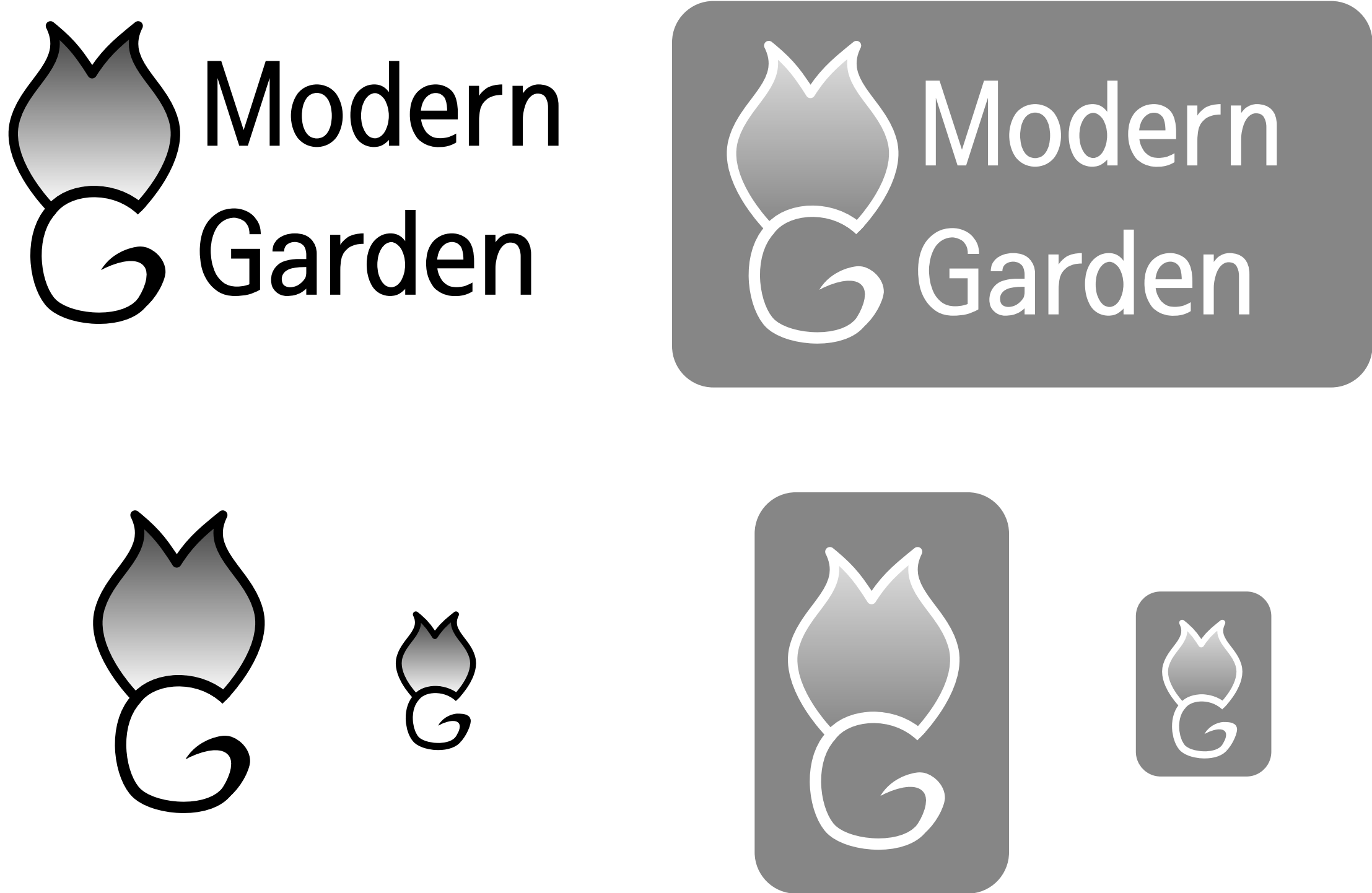
The logo is both a ‘M’ and a ‘G’ as well as part of a flower. The ‘M’ represents a couple of petals and the ‘G’ represents the stem. The duality of the logo also manifests in the words themselves, Modern Garden. As a garden is where nature is grown (created) and stored, a “Modern Garden” is where natural recipes are created (grown) and stored. Also, some ingredients in these recipes can be found in gardens.

When on a light background, use the primary color #FF1455 for the flower and #00820A for the stem.

SeoulNamsan CB  
Unless on a dark or black background, text will always be black.

For the fill of the flower, use a linear gradient set to 75%

### Alternatives: Black and White



### Color Palette

The color palette for Modern Garden is simple and elegant, an even mix of color and neutrals. The greens are inspired by nature and the bright rose is inspired by the way bright flowers pop against a green background.

Primary Colors

#00820A

#FF1455

#000000

#FFFFFF

Secondary Colors

#D1F8D4

#FFC6D6

### Form Elements

Button

Button

Hyperlink

Hover

Hover

Hover

### Typography

H1- SeoulNamsan CB, 48px

H2 - SeoulNamsan CB, 36px

Large Text - Source Sans Pro, 24px

Menu 1 - Source Sans Pro, 22px

Menu 2 - Source Sans Pro, 20px

Default Text - Source Sans Pro, 18px

### Imagery



Imagery for Modern Garden is used to represent the color palette in a more organic way. Photos should be mostly green or neutral with splashes of yellow or pink for contrast.