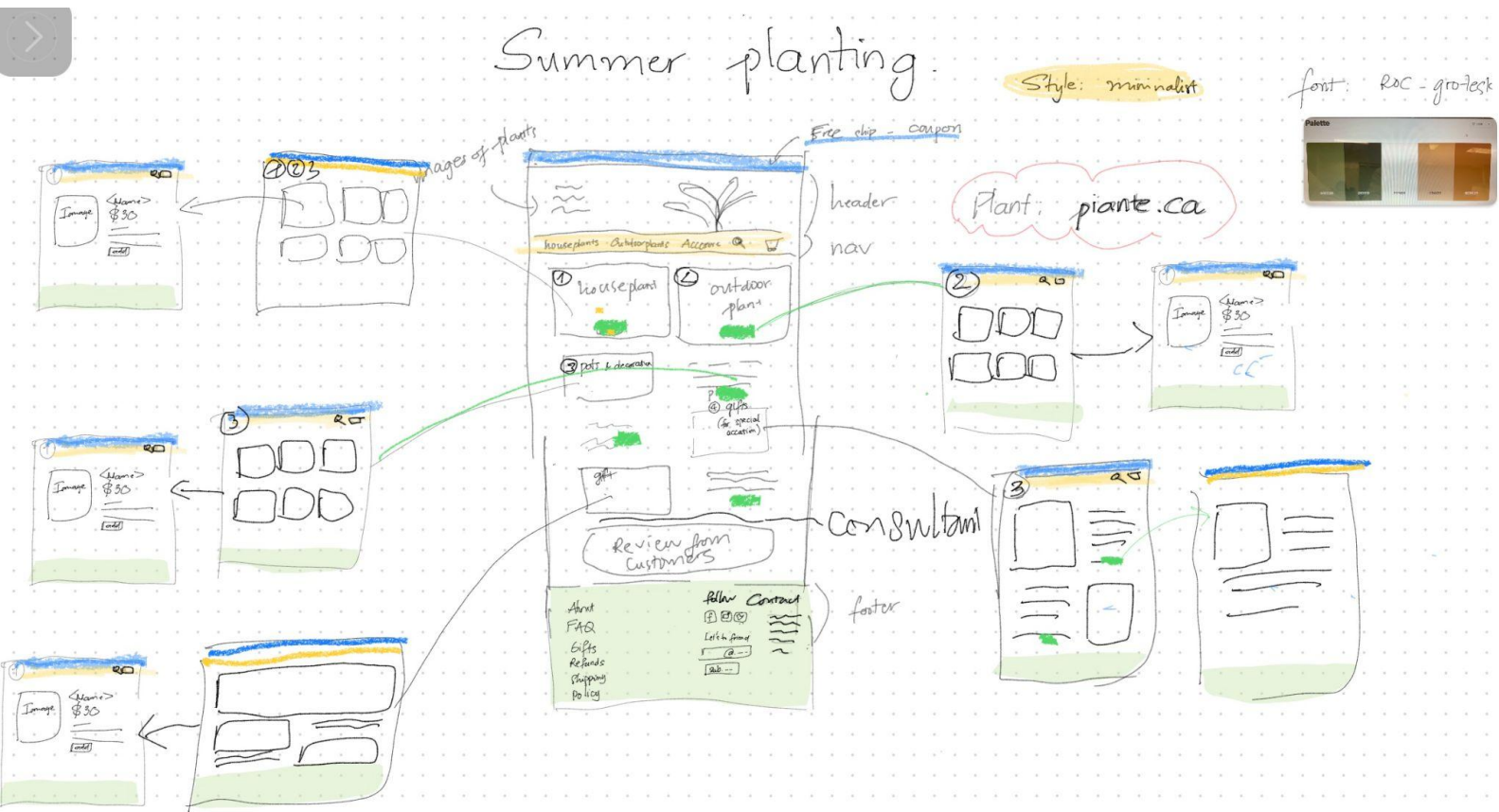


# Style guide

## Client description

- Name: **SummerPlanting**
- type of business: ecommerce-website for selling products include:
  - **plants** ( indoor and outdoor)
  - **pots** and **decorations** for all sorts of plants
  - plants as **gifts** for special occasion
- Client's wish:
  - 3 sub-page for **plants, pots and gifts,**
  - Product gallery and price for each sub-pages,
  - 1 page for **plant care**
  - 1 page for **login**
  - **social info links**, FAQs and Delivery , Privacy Policy
  - **Sign up** with clients' emails address to receive news and updates.

## Sketching layout for pitching



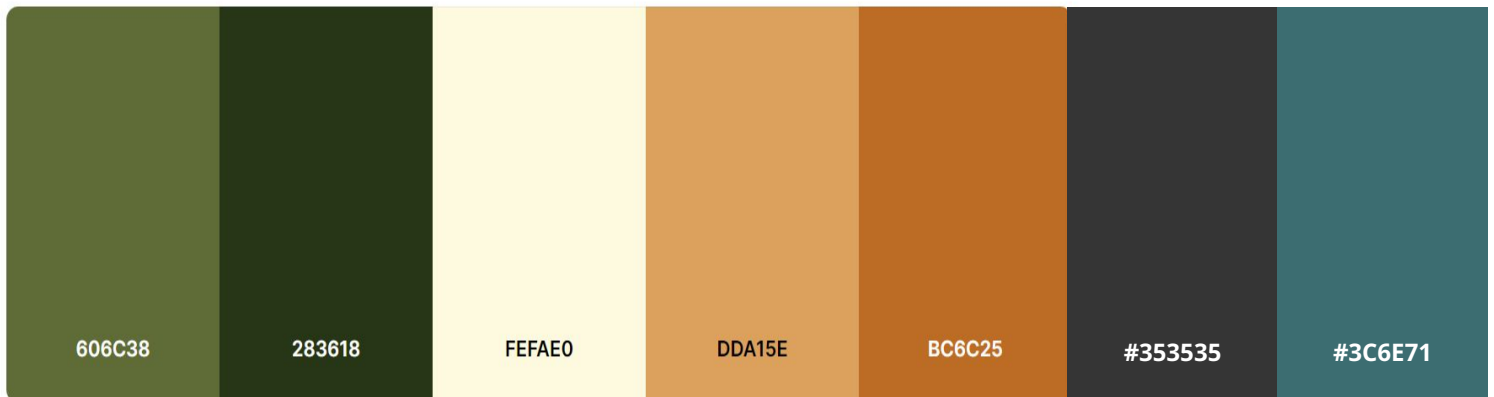
# Style guide

## Style

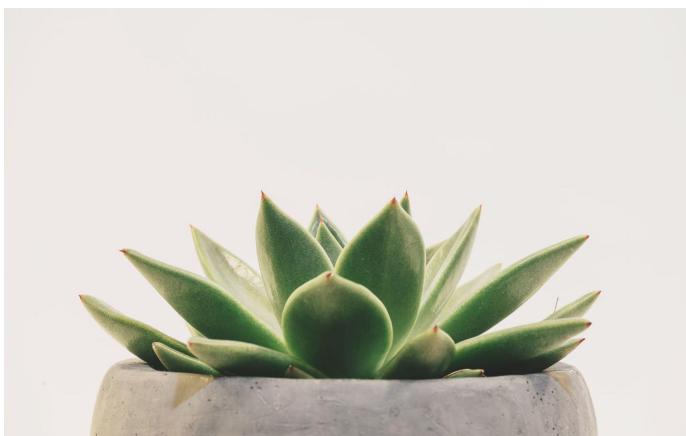
- **Planty and greenery vibe, minimalist and elegant**
- This website has a design that is visually appealing, easy to navigate, and informative. The website's color scheme, font choice, and layout are cohesive and reflective of the brand's identity. It also has detailed descriptions and care instructions, as well as offered a wide variety of plants, including both indoor and outdoor options.
- **Color palette** (<https://colors.co/palette/606c38-283618-fefae0-dda15e-bc6c25> )

## Palette

♡ 52.1K ▼





Greeny & minimalist background for header





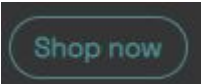



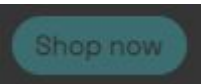

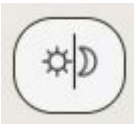










# Style guide

Style

## SummerPlanting



Logo	
Light mode	Dark mode
<ul style="list-style-type: none"><li>- is follow the theme color of color palette</li><li>- BC6C25 is used for 'summer' and 'ing' to <b>contrast</b> and pop up the Plant</li></ul>	
 606C38 is used for the word 'Plant'	-  606C38 is used for the word 'Plant'

## SummerPlanting

Buttons	
Light mode	Dark mode
  606C38 is used for border	  3C6E71is used for border
  606C38 is used for border	  3C6E71is used for hover
  Light mode buttons	  Dark mode buttons
  283618 for navbar	  #4C8E91 for navbar
  BC6C25 for hover for both dark and light mode	

# Style guide

## Style

Text	
Light mode	Dark mode
 283618 for text in light mode	 #4C8E91 for text in dark mode

## Font family

- Space Grotesk light 300
- <https://fonts.googleapis.com/css2?family=Space+Grotesk:wght@300&display=swap>

Space Grotesk is a  
hip looking typeface

Space Grotesk is a proportional sans-serif typeface variant based on Colophon Foundry’s fixed-width Space Mono family.

Light   Regular   Medium   Semi Bold   Bold

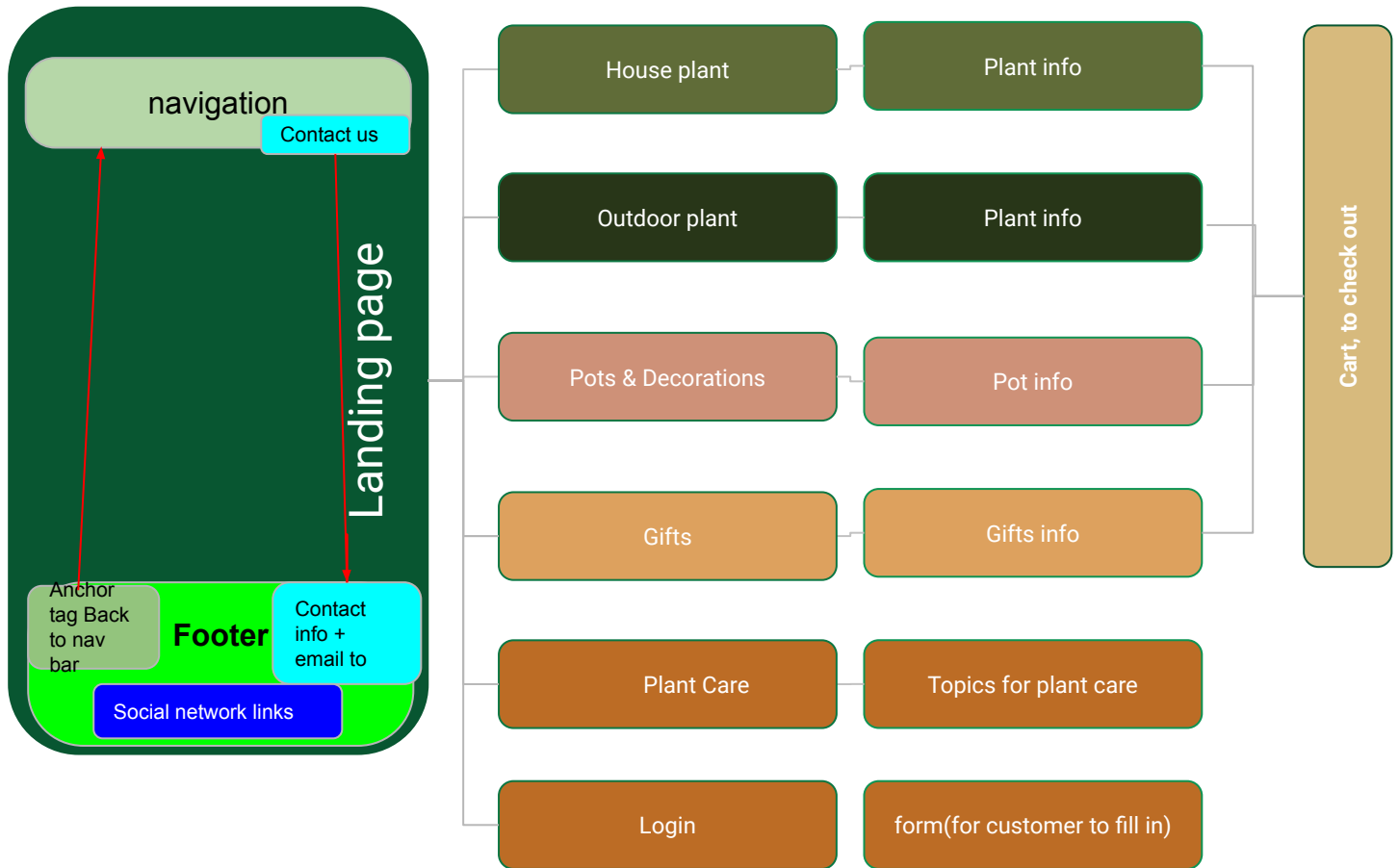
Aa   Aa   Aa   Aa   Aa

Type designed by Florian Karsten

fontpair

# Style guide

## Website map



## Platform

- The website will target **traditional monitor resolutions of 1024X768** and greater.
- **Ipad and tablet** `@media(max-width: 767px)`
- **Mobile** `@media(max-width: 480px)`



# Style guide

## Platform

Menu traditional monitor

## SummerPlanting

Home Houseplants Outdoorplant Pots & Decorations Plant Care Gifts Contact Us Login Search Cart dark mode

Layout plants for traditional monitor



### Pots & decorations

The Best Indoor Plants for Every Room In Your House

Shop now



### Gifts

Fantastic gifts for plant lovers

Shop now

### Plantsinfo



### Pitcher Plant

\$28.99

The Pitcher Plant is one of the most fascinating carnivorous plants that can attract anyone's attention in an instant. A great conversation piece, it flaunts fleshy funnels or pitcher-like tubes that trap insects and small animals. The elongated, pitcher-like traps, in fact, are the plant's specialized leaves. It's the perfect plant if you're looking to add an exotic plant display in your home, office, or garden.

Add to cart

Description	Plant Care Guide
Common Name: Tropical pitcher plant, monkey cups Scientific Name: Nepenthes spp.	Water: Constantly moist
	Light: Partial sun or bright, indirect light

## HousePlants



Zebra haworthia

\$ 23.99

Add to cart



Bunny ear cactus

\$ 24.99

Add to cart



Mostera minima

\$ 23.99



Add to cart

# Style guide

## Platform

Menu for ipad and tablets

### SummerPlanting

-  Houseplants Outdoorplant Pots & Decorations
- Plant Care Gifts Contact Us Login  
- 

Layout plants for ipad

### HousePlants



Zebra haworthia

\$ 23.99

Add to cart



Bunny ear cactus

\$ 24.99

Add to cart

# Style guide

## Platform

Menu for mobile devices



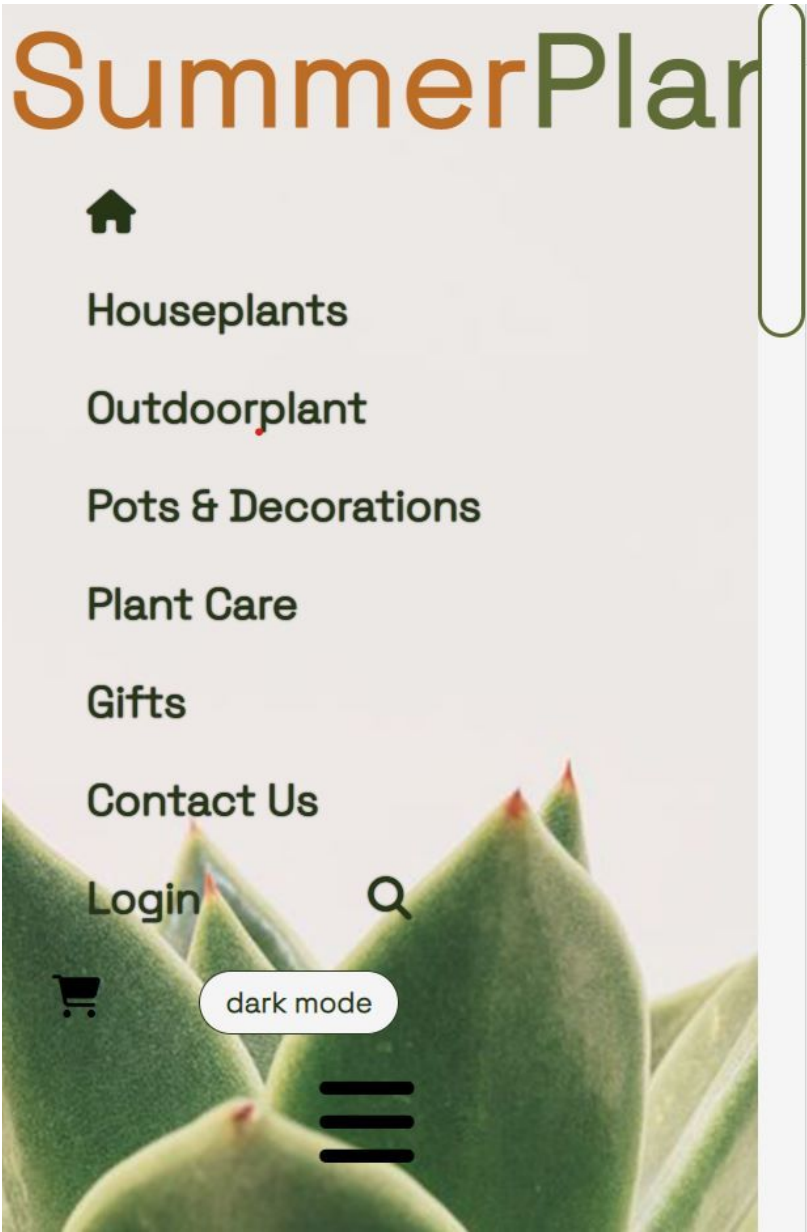
HousePlants



Zebra haworthia

\$ 23.99

Add to cart

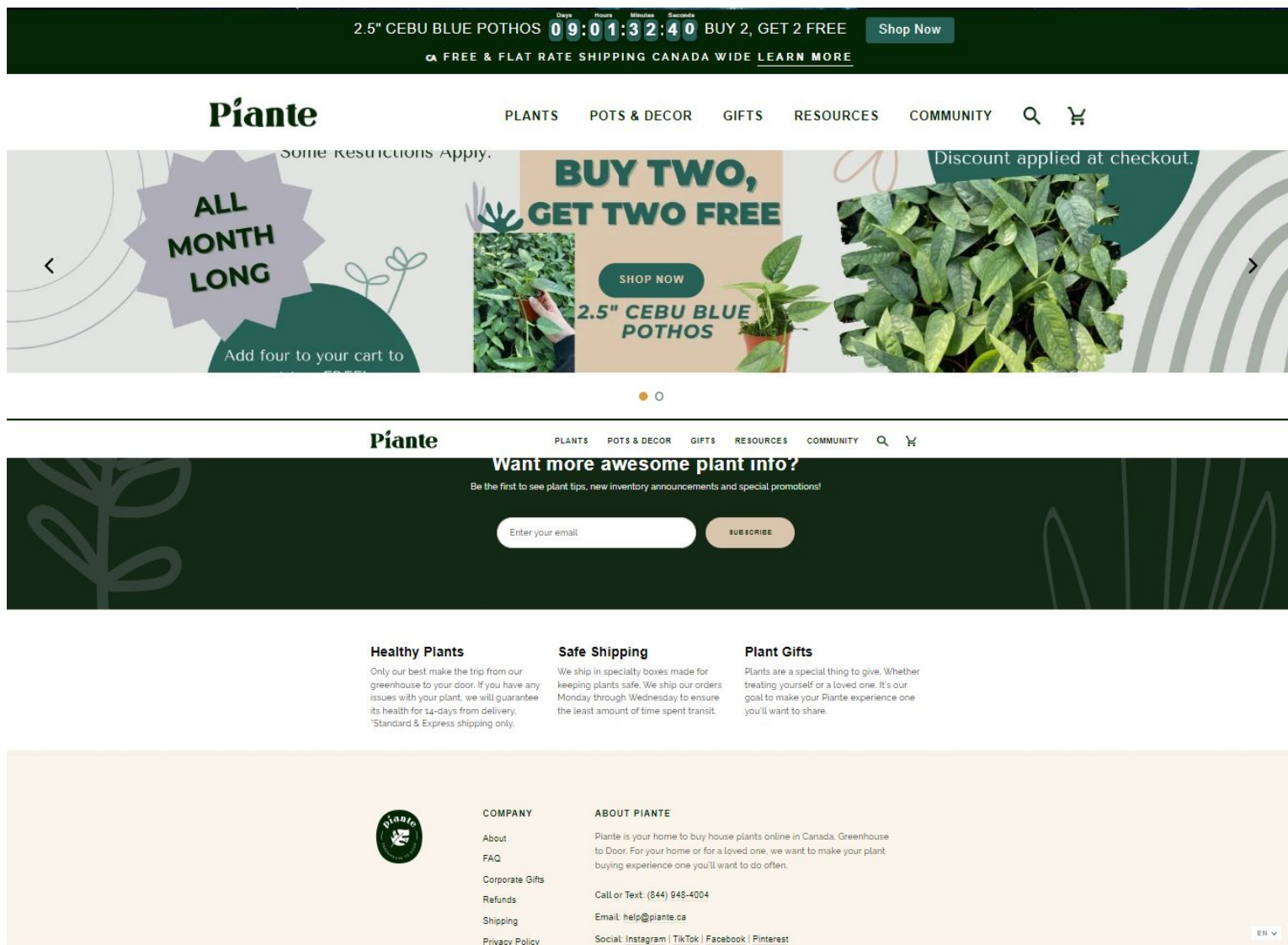




## Example for greeny theme

- Example planty theme website

<https://piante.ca/collections/plant-pots-decorative-accessories>



## Example for minimalist website

website <https://www.kerry-lyn.com/>

KERRY-LYN.COM



Schedule your free 15 min chat

## Still curious?

Whether you choose to enter therapy with me or not, here are a few inspirational people you may wish to listen to.

All Videos



How changing your story can change your life | Lori Gottlieb

Visit <http://TED.com> to get our entire library of TED Talks, transcripts, translations, personalized...



Relationship Tip Clip

Relationship Tips-- When the process is more important than the content...Based on Imago...



Why you feel what you feel | Alan Watkins | TEDxOxford

Understanding why you feel what you feel is one of the most important aspects of human...