**General**

* Source Sans Pro (Google Fonts) for sans-serif
* Lighter-weight Serif for all headers
* Sticky nav bar
* "Freddie Mercury" on top of nav bar
* keep serif typeface in caps
* Make all images duotone like the home page
* Columns: image on the right, text on the left
* Bigger margins
* references on the bottom
* Nav bar red bg + white type; box on hover + invert colors

**Landing page**

Remove glow, filled red box + white type upon hover   
Set image to a big background image and make a white box for buttons