SATCHEL'S PIZZA

1. Goal & Theme

Satchel's Pizza is a staple of the life of Gainesville, Flordia. The design goal of the site is to honor the eccentricites and overall culture of Satchel's while still clearly displaying important information. The design theme is a mix of mosaics and paper collages.

2. Typefaces

CCBiffBamBoom

AA

Regular

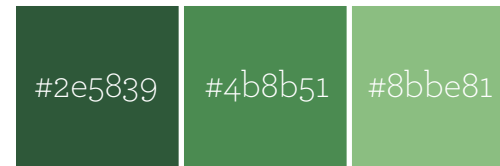Koohinor Devanagari

AA AA AA AA
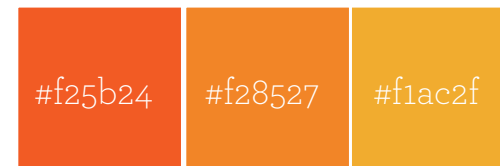Bold   Medium Regular Light
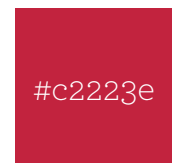
HEADER 1 (47PX)

Header 2 (36px)

Header 3 (24px)

paragraph (16)

3. Colors

#2e5839	#4b8b51	#8bbe81

These greens should be the primary website color. They should be featured the most

#f25b24	#f28527	#f1ac2f

Orange is the site's secondary color. Care should be taken not to place orange text on a green backgounds and vice versa.

#56bcb6
#c2223e

These two colors are used for accents.

4. Imagery

Imagery for Satchel's Pizza should follow the color scheme for the rest of the site. It should also prominently feature the restaurant (exterior and interior) and also its food. Including shots of happy customers is also required to create the overall mood we are looking for.

Additional images can be used to help create the illusion of a paper collage. All of these images must use a drop shadow and should enhance the content rather than ditract from it.

4. Drop Shadows

Image Shadows:
x=3.5px   **y**= 3.5px   **spread** = 5px
rgba(0,0,0, .75)

Text Shadows:
x=2.8px   **y**= 2.8px   **spread** = 5px
rgba(0,0,0, .75)