

GABE'S GUITARS

Who We Are

Gabe's Guitars is a guitar shop that aims to provide the best online shopping experience for gear enthusiasts.

While we do offer brand new gear, our focus is on providing the best platform for buying used. We offer guitars, pedals, and sound equipment to get musicians to sound the best they possibly can.

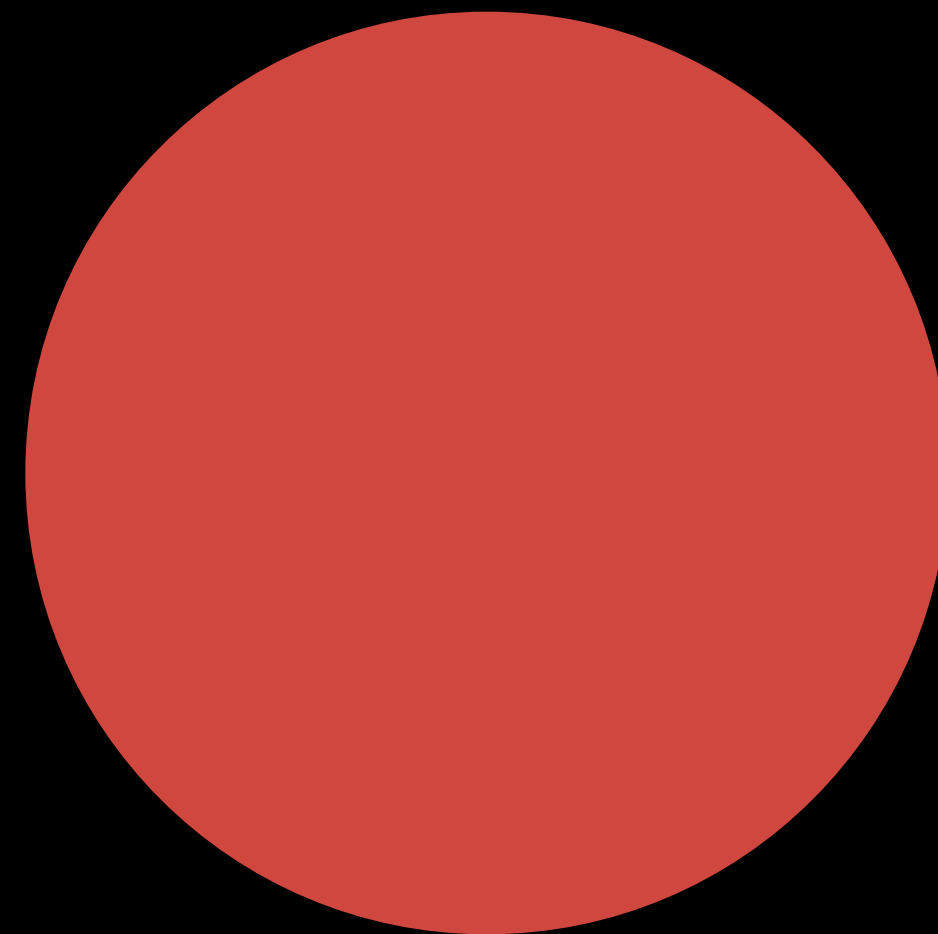


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For logotype, bold titles and important elements, helping them stand out within the website. It's elegant yet playful, pairing well with the more standard Helvetica Neue.

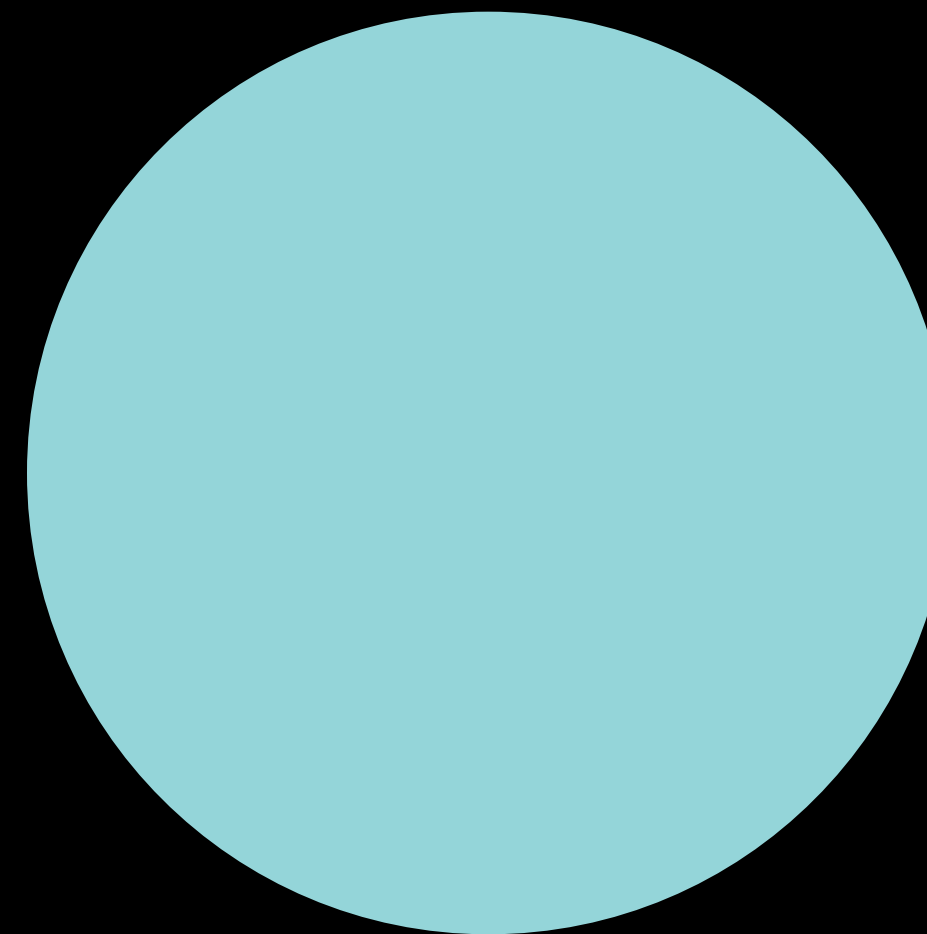
Helvetica Neue

Used for text blocks and descriptions. Helps relay big chunks of information with ease while maintaining a sophisticated feel.



Fiesta Red

R: 207 G: 71 B: 62



Daphne Blue

R: 152 G: 198 B: 195



Customer Persona

Name: Nick

Age: 28

Profession: Software Engineer

Interests: Music, sports, travel, games.

Future goals: To expand his guitar collection, allowing him to learn and play different genres and improve his overall guitar skills.

Challenges: Finds that most music stores don't have listings for used gear, and struggles to find deals online.