

<https://fonts.google.com/?query=rob&selection.family=Roboto>

1 Family Selected

Your Selection [Clear All](#) [Share](#) [Download](#)

Roboto

EMBED [CUSTOMIZE](#)

Load Time: Fast

Embed Font

To embed your selected fonts into a webpage, copy this code into the <head> of your HTML document.

[STANDARD](#) [@IMPORT](#)

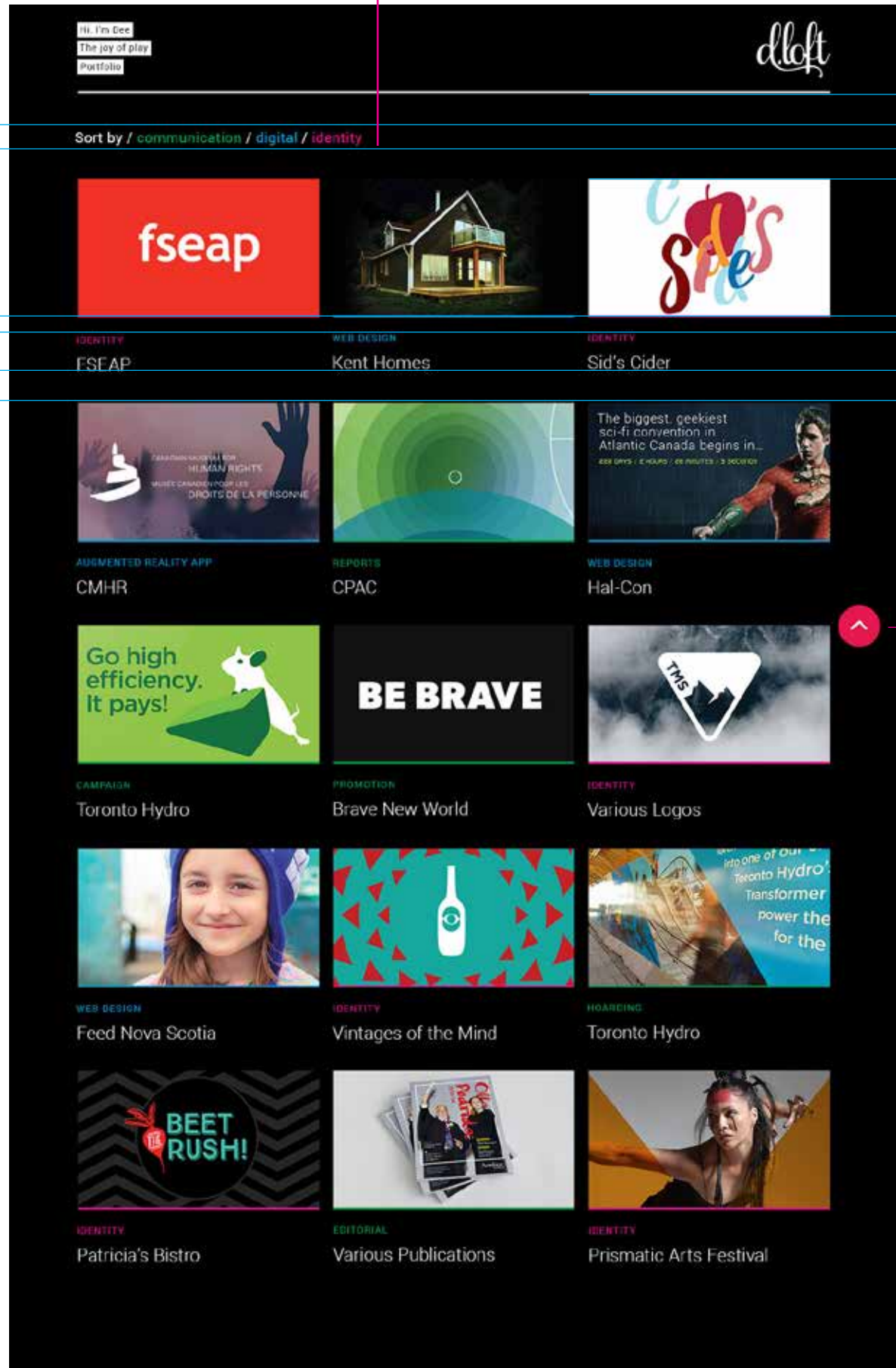
```
<link href="https://fonts.googleapis.com/css?family=Roboto" rel="stylesheet">
```

Specify in CSS

Use the following CSS rules to specify these families:

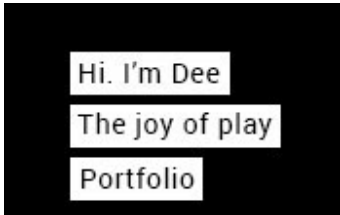
```
font-family: 'Roboto', sans-serif;
```

For examples of how fonts can be added to webpages, see the [getting started guide](#).



is it a big deal to add a sorting filter?

Spacing is really simple. 50 px and 25 px throughout the whole site.



Roboto Regular
14 pt
40 tracking
Hover state: make white box #cccc33



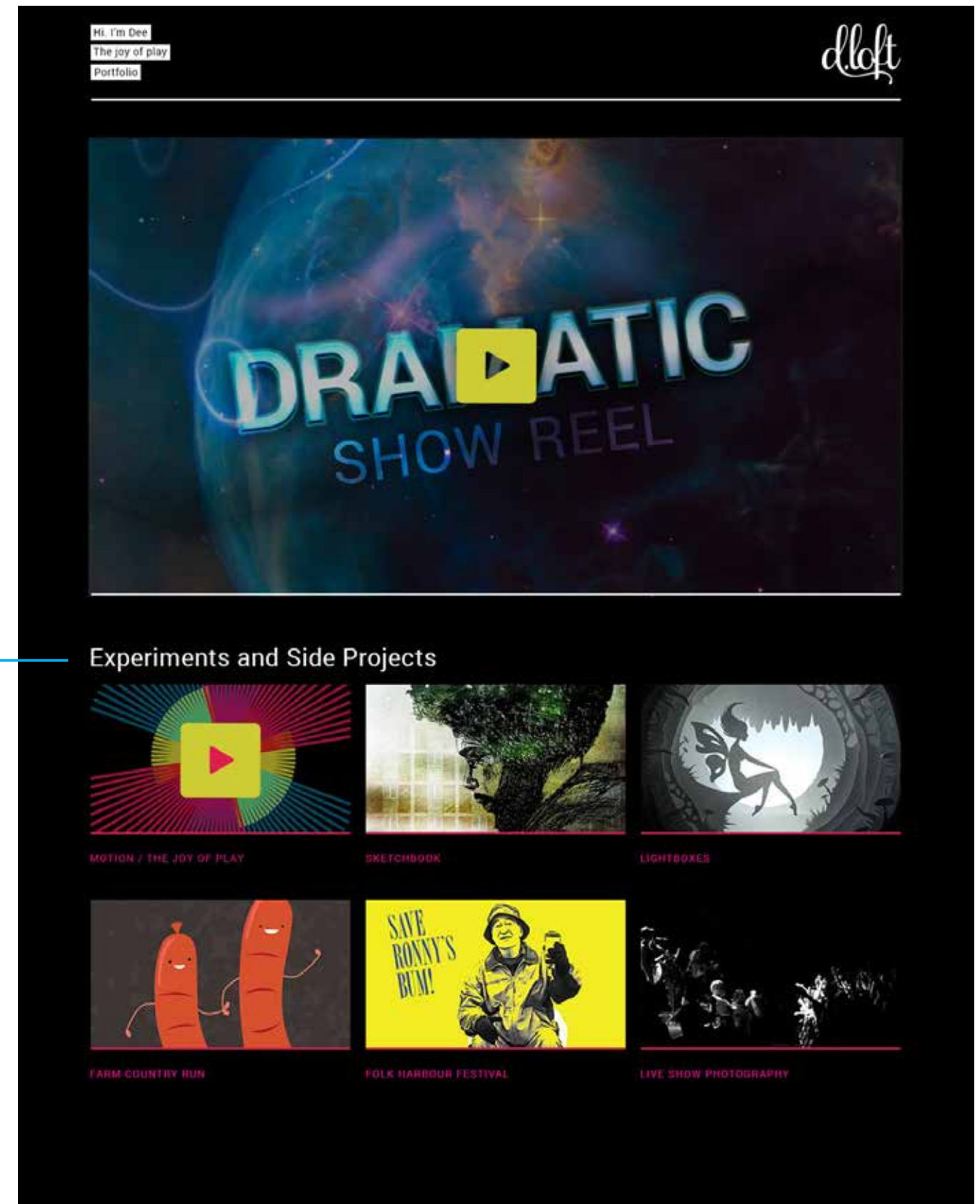
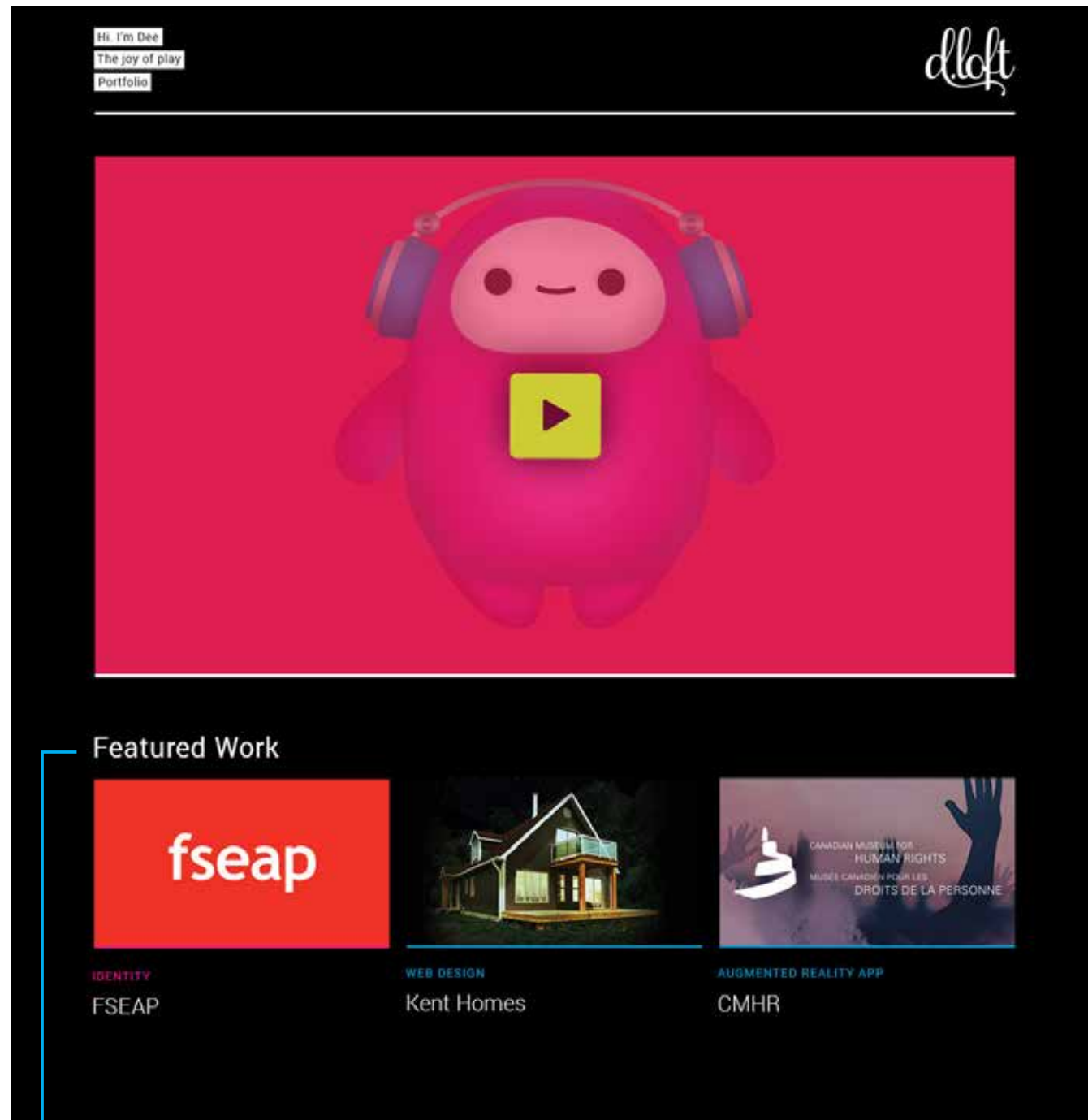
Roboto Regular
21 pt
20 tracking



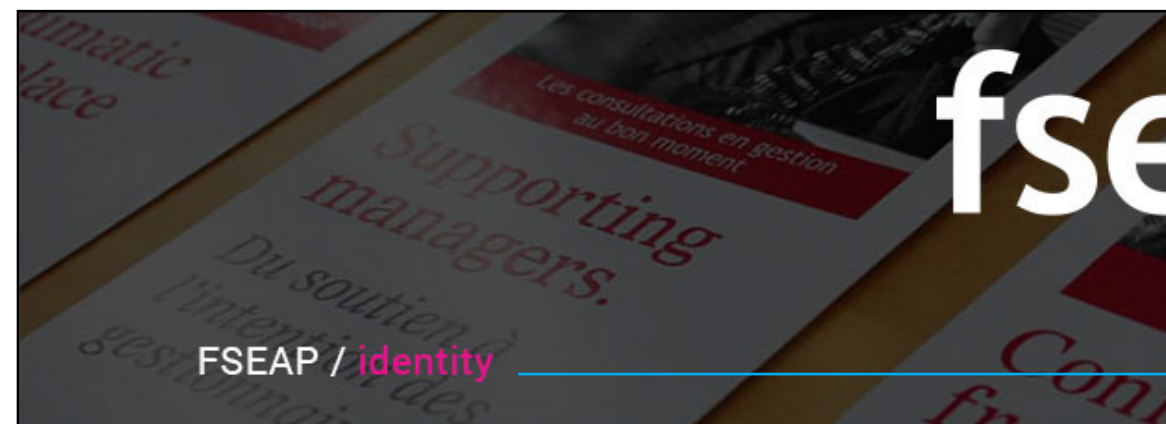
Roboto Regular CAPS
14 pt
90 tracking
14 pt space after

Roboto Light
26 pt
20 tracking

Back to top arrow when you scroll down the page.



Roboto Regular
33 pt
20 tracking



FSEAP / identity

It's not "eye catching" or "on trend", but this rebranding project is one of my favourite portfolio pieces. The research I conducted revealed powerful insights which shaped every aspect of the final design.

CONTEXT

FSEAP is a national provider of employee and family assistance programs, wellness solutions and organizational consulting. They have a profound commitment to providing services that have a meaningful impact on the lives of Canadian employees and families. All proceeds go to support local community programs.

CHALLENGE

To navigate design direction with an organizational committee which represented over 40 branches across Canada. Each branch had a unique cultural perspective and different idea of how to communicate with clients.

PROCESS

To better understand the organization and their internal challenges I designed a brand audit. I conducted informal telephone interviews with employees from all regions, and wrote a survey that was emailed to current and former clients.

The insights gained proved to be invaluable. It became clear that language was an obstacle, by removing industry jargon from their communications we helped FSEAP craft targeted messages that were comprehensible to wider audiences.

I also discovered that the organizations name, "Family Services Employee Assistance Programs" was a barrier for prospective clients. Most people I interviewed said they were hesitant to sign up for the service because they thought it sounded like a

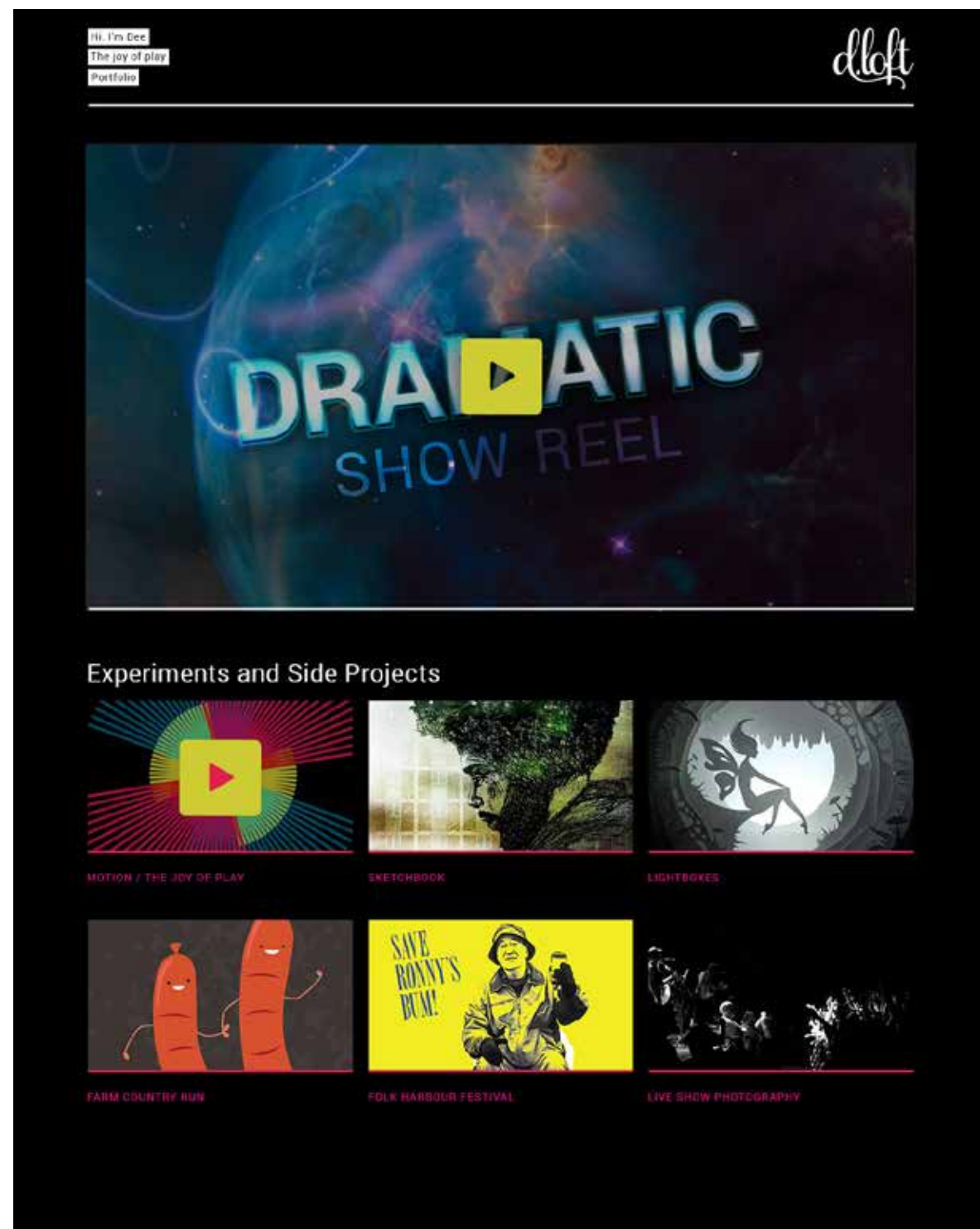


Roboto Regular
21 pt
90 tracking

Roboto Regular
18 pt / 22 pt
20 tracking
14 pt Space after

Roboto Bold CAPS
14 pt / 18 pt
60 tracking
7 pt Space after
7 pt Space before

Roboto Regular
14 pt / 18 pt
20 tracking
7 pt Space after

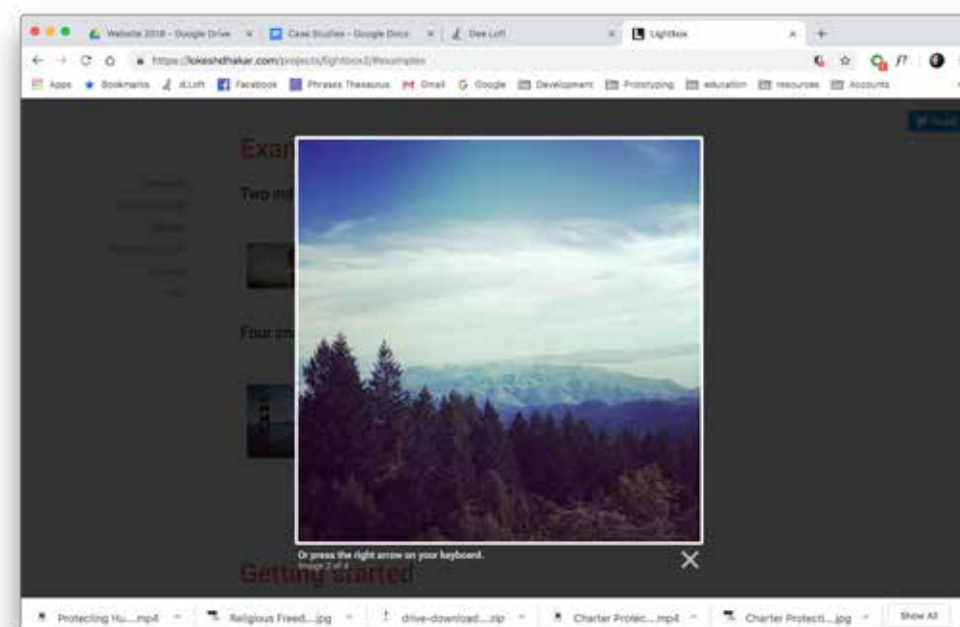


I'd like the Joy of Play section to just be a light box.
super simple like the example in the link.

Four image set

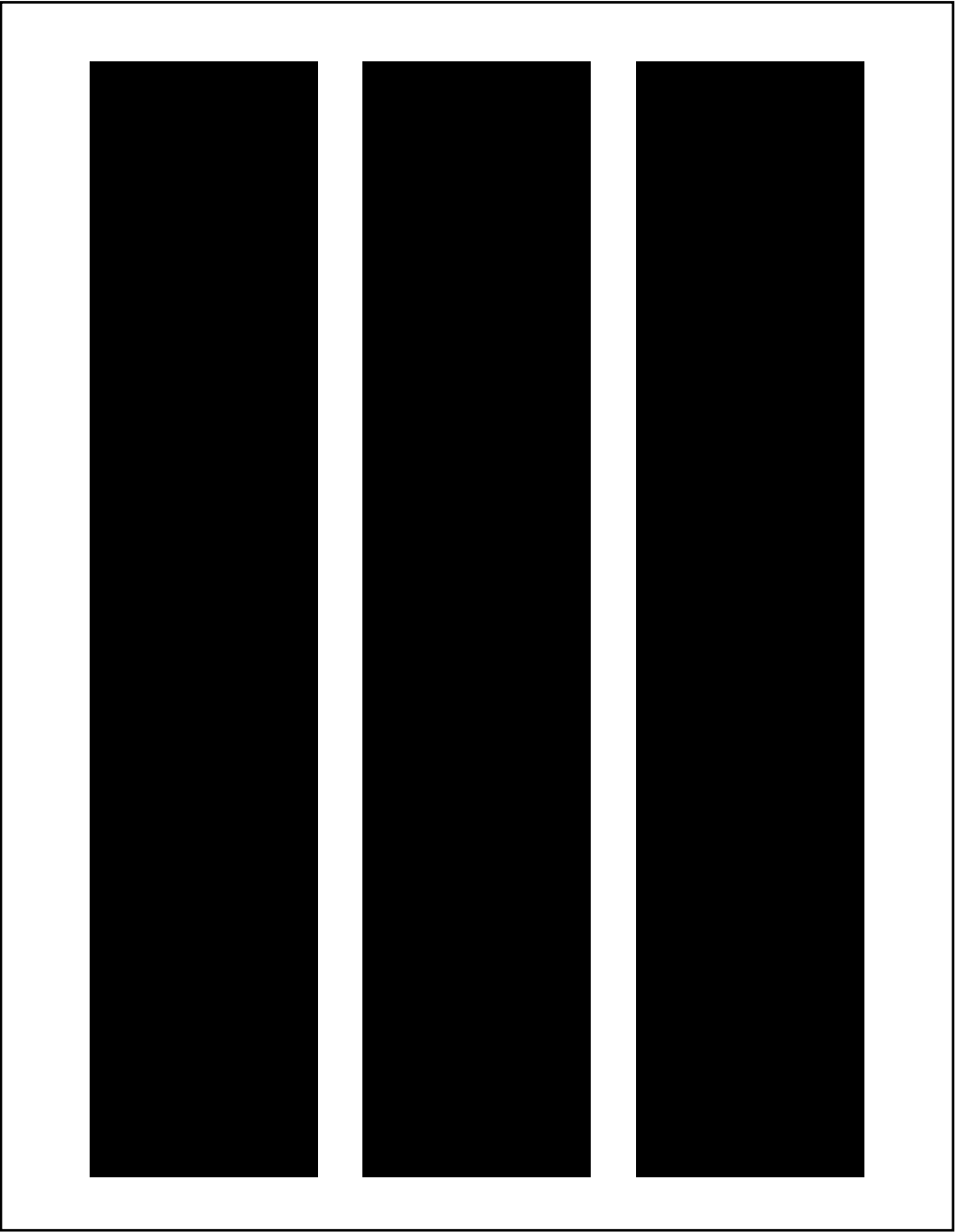


<https://lokeshdhakar.com/projects/lightbox2/#examples>

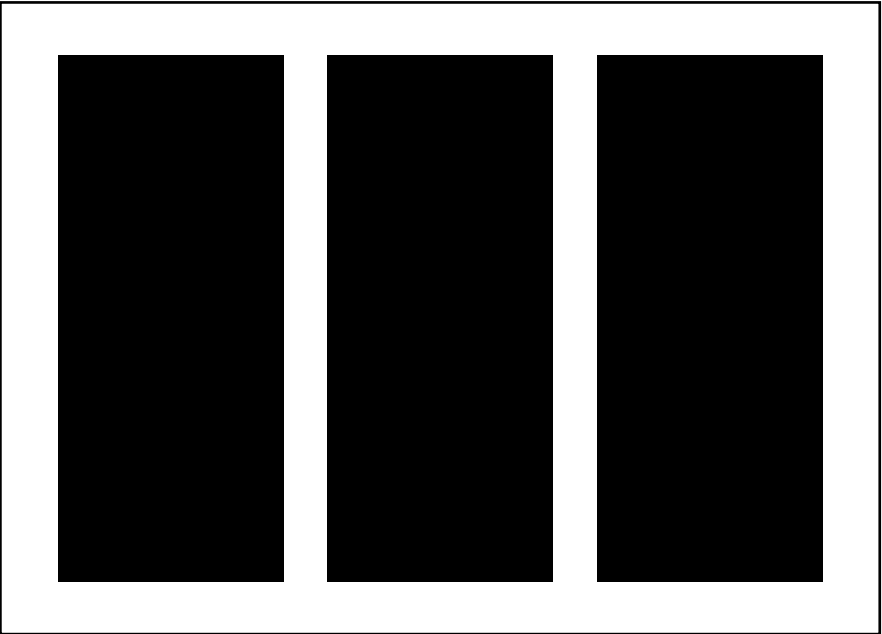


Responsive breakdowns

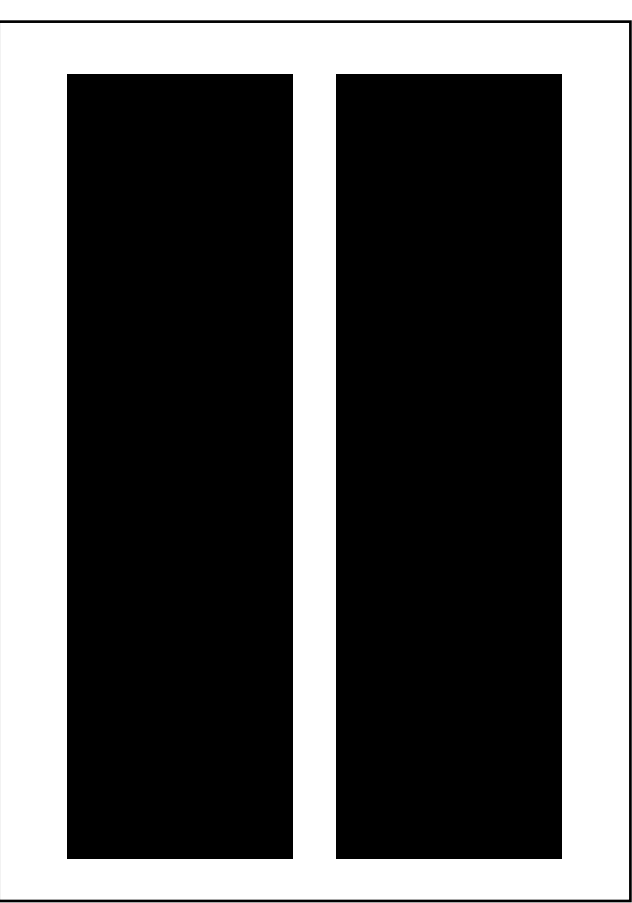
Desktop: 3 columns



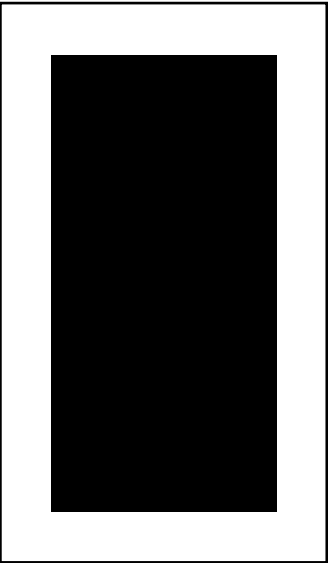
Tablet Horizontal: 3 columns



Tablet Verticle: 2 columns



Phone: 1 column



Mobile

