

Overview/ Philosophy

Bliss is a fictional soap company committed to providing natural and affordable bath and body products to their consumers. They are focused on bringing safe, non-toxic and highly effective products to the market because they believe in the power of nature to bring effective results. The company was founded in 2016 in a family kitchen, and began by selling products at local farmer's markets. They have been growing steadily since. They need a new website and more professional branding to bring their company to the forefront of the health and beauty market sector.

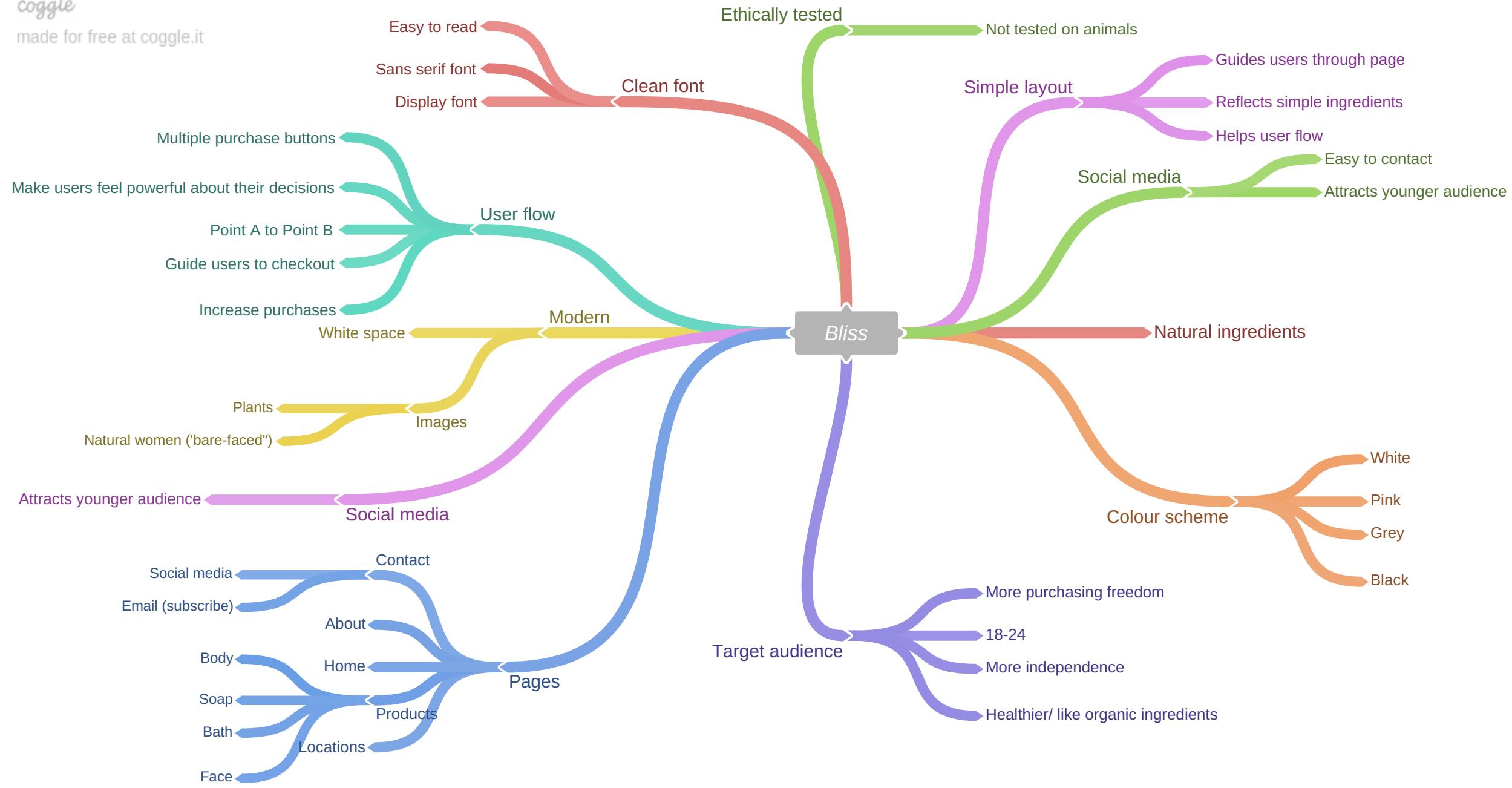
The target market for *Bliss* products is women aged 18-24. These young adults generally have a fair amount of purchasing power as they are beginning to move out of their parents' houses and get more long-term jobs. Consumers in this age group are seen to make purchases that are healthier and more organic than those of their parents, and are more likely to be vegan and therefore more concerned about how products are made and the ingredients in them. Beyond this, the target demographic is willing to spend more to satisfy these criteria (Agriculture and Agri-Food Canada, 2012). We therefore want to focus on the company's commitment to creating formulas which are ethically sourced, and are created and tested on real people. We also want to emphasize that their products are made from organic, high quality, and food-grade ingredients.

In creating a company website, it is important to understand what consumers will be looking for when they enter the platform. Due to the aforementioned criteria, it is essential that we advertise the natural ideals of *Bliss* products, and emphasize the way that they are made. Although these consumers are more likely to spend more for natural products, the company is focused on providing affordable products to prove that consumers should not have to spend more to use organic and effective products. Therefore, the price of the products should also be highlighted. In understanding what will attract our target market, we can create a layout design which will result in more interest and greater sales. It is also important to create a design which reflects the simple nature of the product ingredients. By using simple typefaces, light colours, and pictures of nature and bare-faced ('natural') women, we are recreating the ideals of the company in the website, and consumers will be more drawn to the products as well as to making purchases.

As previously mentioned, this age group are beginning to have more purchase power and are therefore making more of their own decisions. We want to play on this idea to create effective user flow. User flow is the path that visitors take when using a website, and having effective user flow means being able to direct users from point A to point B on the website in as few clicks as possible. For the purposes of this website, because it is for a business, we want users to be able to navigate to the checkout page as easily as possible and in minimal clicks. Because users are becoming more independent, we want them to feel powerful in their decision to make a purchase. Therefore, the buy now buttons will be easily located, and will focus on how users will feel amazing and ‘empowered’ by purchasing *Bliss* products.

Source used for above information:

Agriculture and Agri-Food Canada. (2012, August). Global Consumer Trends - Age Demographics. Retrieved April 2, 2017, from <http://www.agr.gc.ca/resources/prod/Internet-Internet/MISB-DGSIM/ATS-SEA/PDF/6217-eng.pdf>





Search Line
1 px stroke
152 px length

Main Nav Bar
Old Standard TT
14 px
#5b5b5b

Home

Best Sellers

Products

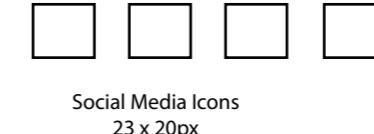
About

Blog

Sign In
Old Standard TT
16 px
Cart
Icon
31 x
31 px
Item #
Old Standard TT
14 px

Logo with name

196 x 110 px



Social Media Icons
23 x 20px

Free shipping bar
965 px length

2 px artistic painting stroke

#5b5b5b

"Free Shipping"; 14px; #f2ece8



Rotating Image Carousel
1000 x 496 px

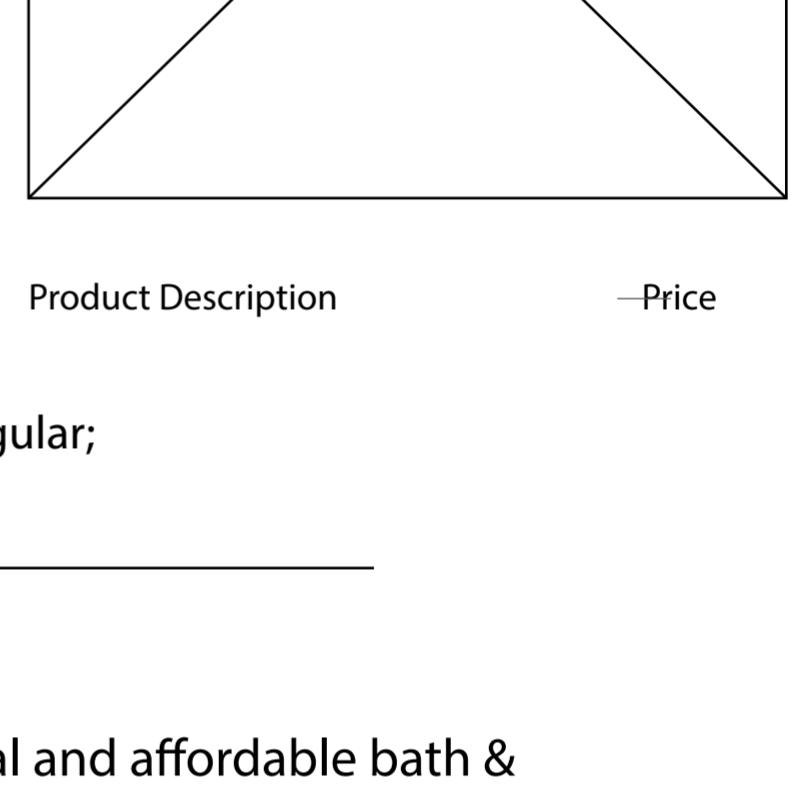
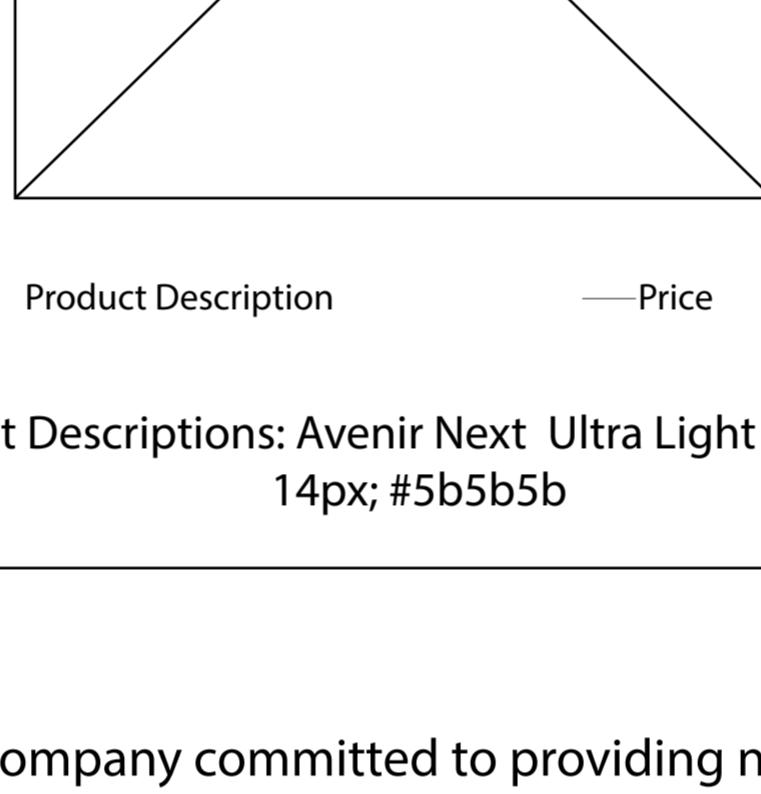
1 px lines

Headings
Old Standard TT
25px
#5b5b5b

Best Sellers

○ ○ ○
1 px stroke
12 x 12 px circles
#efc4c4

1 px stroke
640 px length line
#efc4c4



Product Description

— Price

Product Description

— Price

Product Description

— Price

Product Descriptions: Avenir Next Ultra Light & Regular;
14px; #5b5b5b

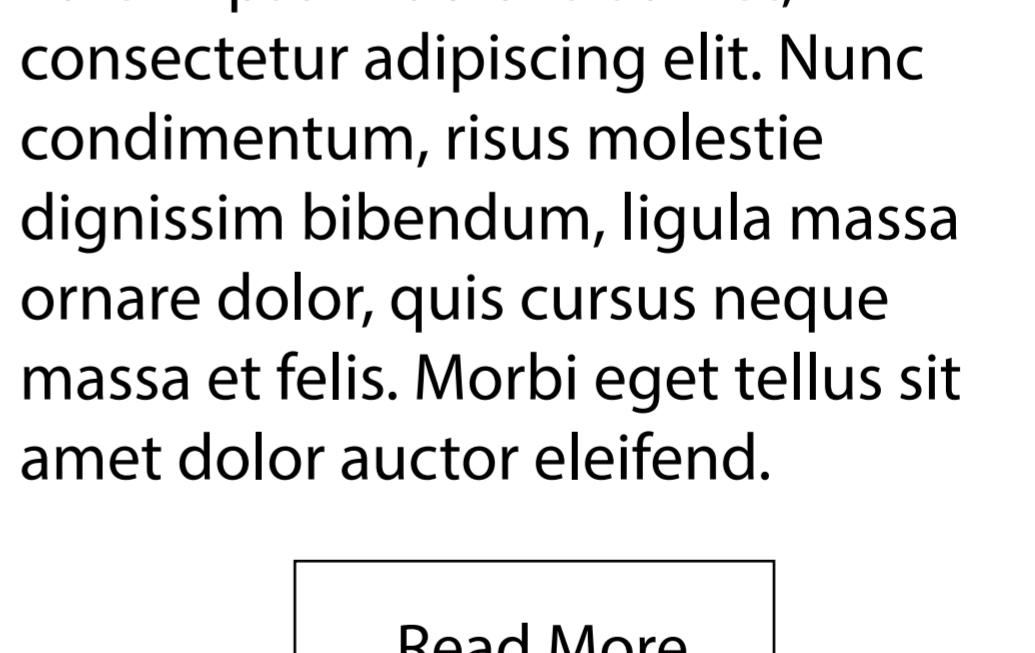
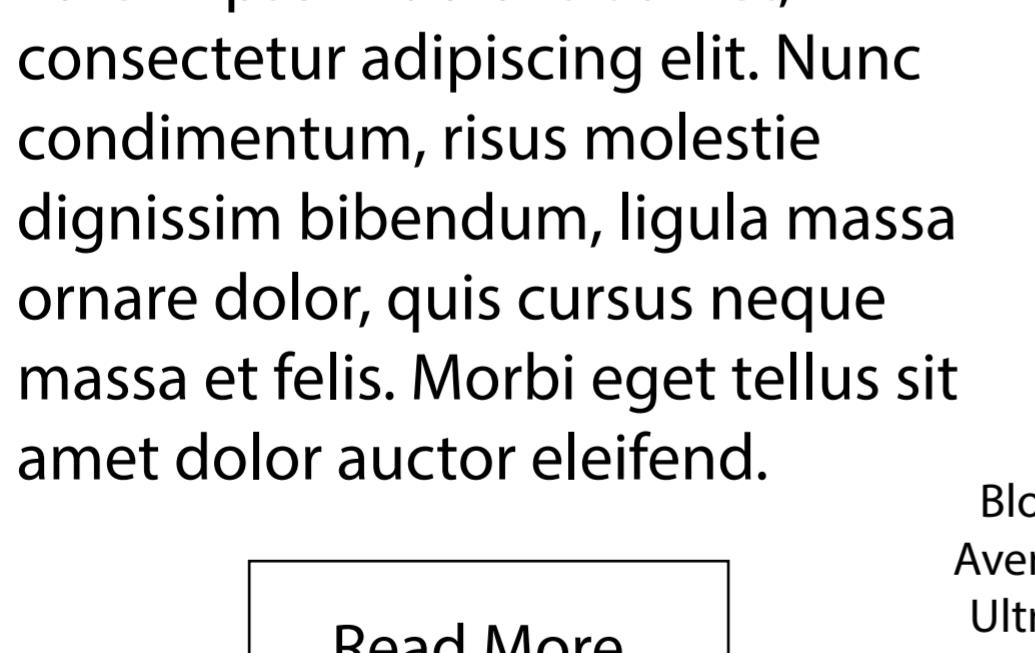
About

Avenir Next
Ultra Light
20px
#5b5b5b

We are Bliss, a soap company committed to providing natural and affordable bath & body products to our customers. We are focused on bringing safe, non-toxic and highly effective products to the market because we believe in the power of nature to bring effective results. Our company was founded in 2016 in a family kitchen, and began by selling products at local farmer's markets. We have been growing steadily since and are happy to welcome you to the family!

Blog

Avenir Next
Ultra Light
20px
#5b5b5b



Date; Old Standard TT; 14px

Date; Old Standard TT; 14px

**Lorem ipsum dolor sit amet,
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Blog post
Avenir Next
Ultra Light
25px
#5b5b5b

[Read More](#)

**Lore ipsum dolor sit amet,
consectetur adipiscing elit. Nunc
condimentum, risus molestie
dignissim bibendum, ligula massa
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amet dolor auctor eleifend.**

[Read More](#)

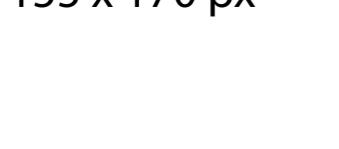
Keep Me Updated

Name

Email

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Footer links
Old Standard TT
14 px
#5b5b5b



Logo
155 x 170 px

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Smells Like Broody

Body

Ingredients

Phone

Face

Gift Ideas

Social Media

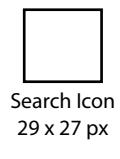
Footer
1000 x 333 px

#efc4c4 fill

Copyright 2017 Bliss Soap; 22 px; #5b5b5b



23 x 20px



Search Line
1 px stroke
152 px length

Main Nav Bar
Old Standard TT
14 px
#5b5b5b

Home

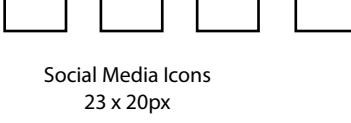
Best Sellers

Products

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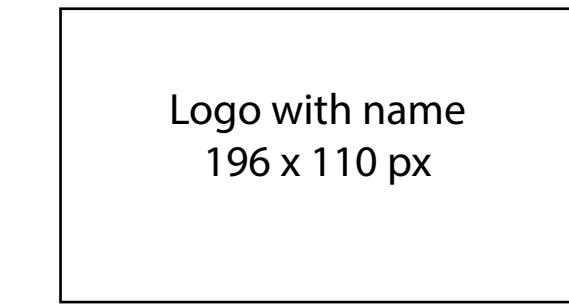
Contact



Sign In
Old Standard TT
16 px



Item #
Old Standard TT
14 px



Free shipping bar
965 px length
2 px artistic painting stroke
#5b5b5b

"Free Shipping"; 14px; #f2ece8

Products

1 px stroke
640 px length line
#efc4c4

Heading
Old Standard TT
25px
#5b5b5b

Bath

Hand

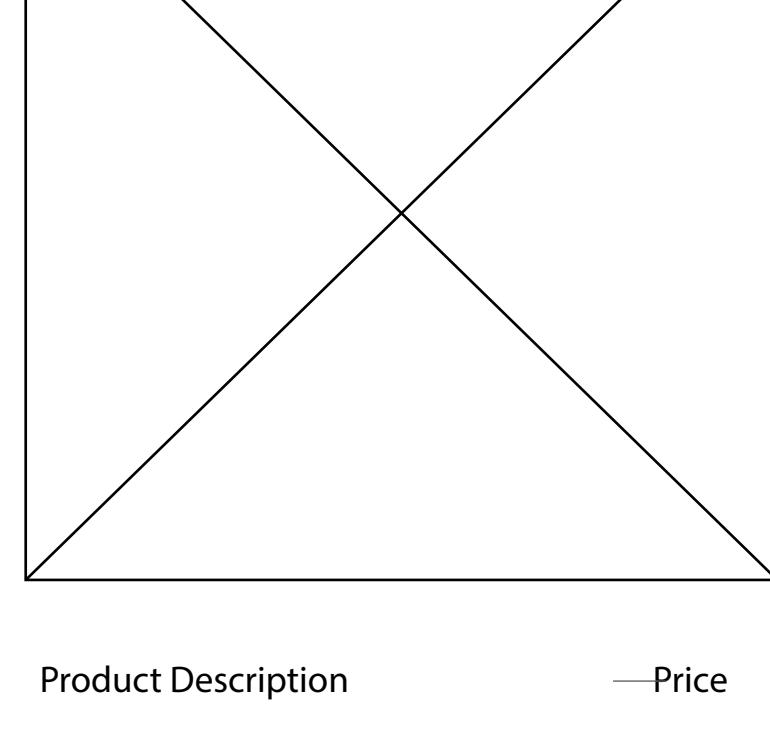
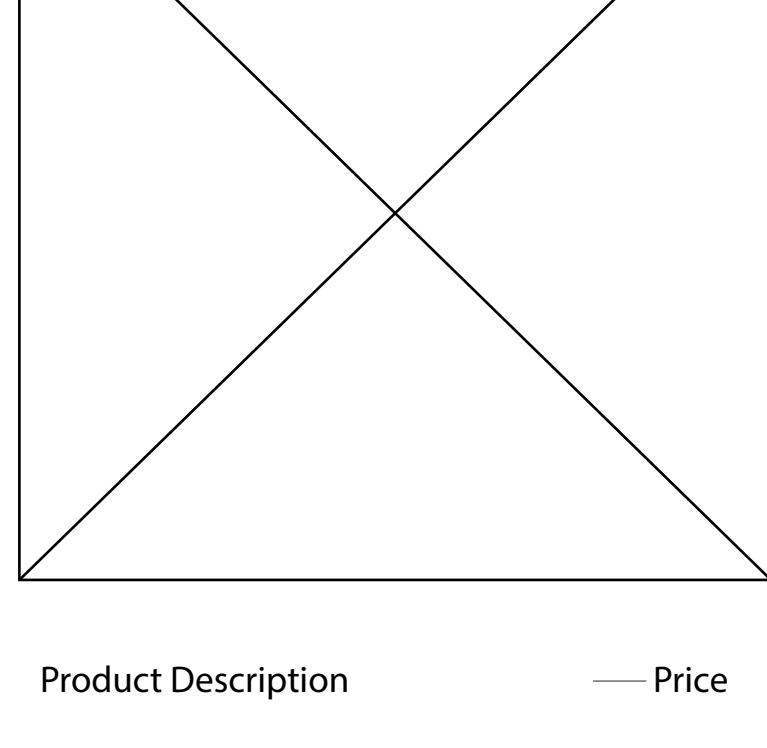
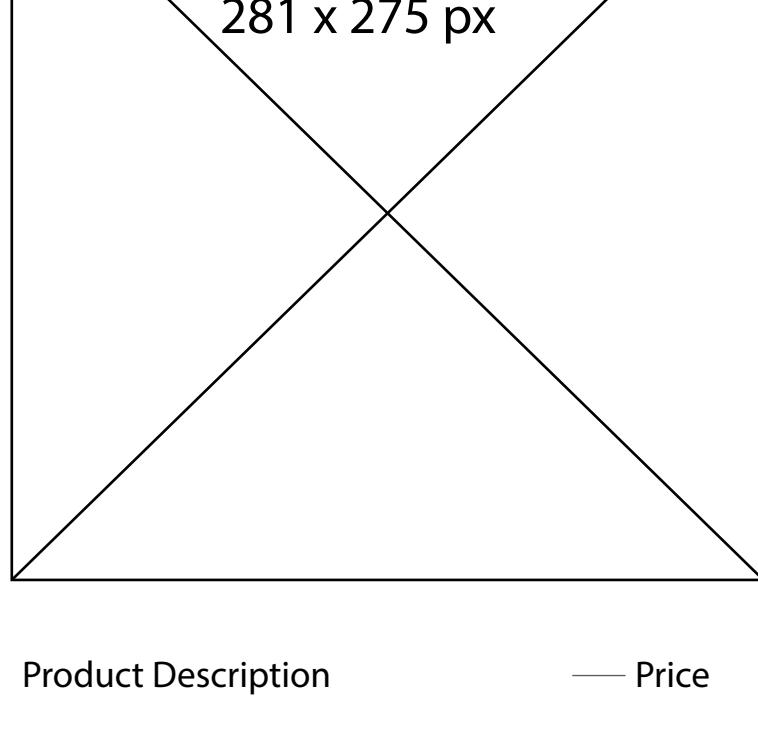
Body

Face

Gift Ideas

Best Sellers

Secondary Links
Old Standard TT
22px
#5b5b5b



Product Description

— Price

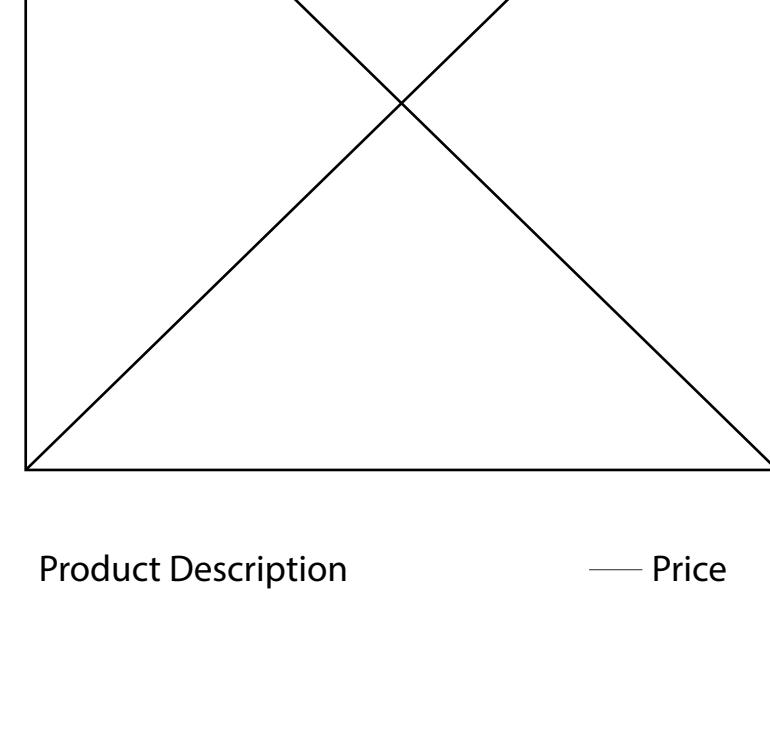
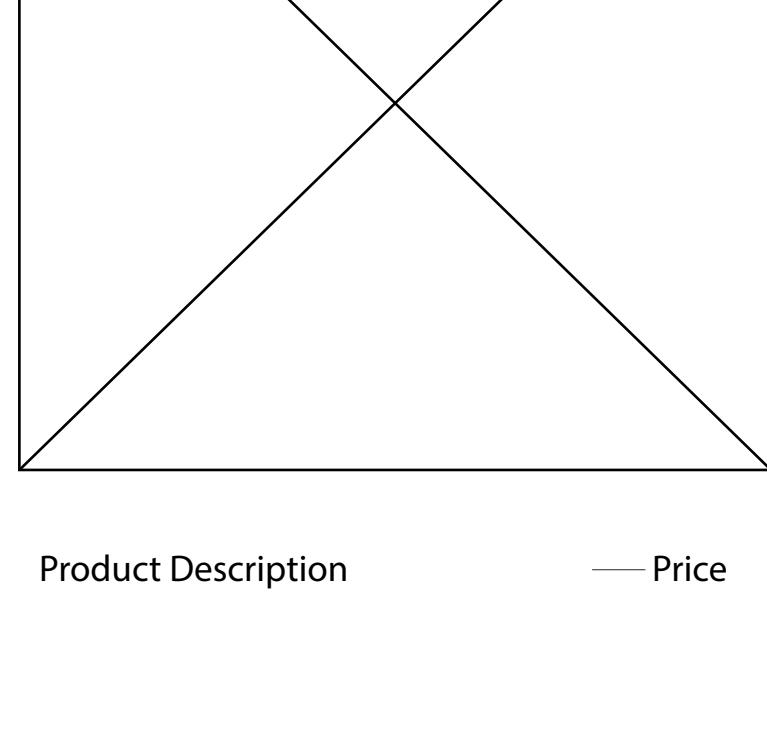
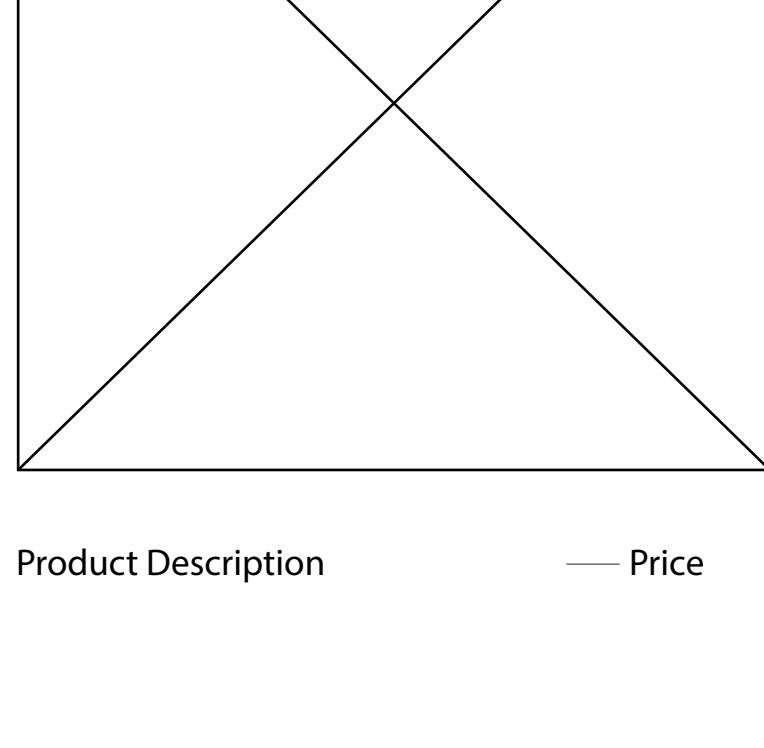
Product Description

— Price

Product Description

— Price

Product Descriptions: Avenir Next Ultra Light & Regular;
14px; #5b5b5b



Product Description

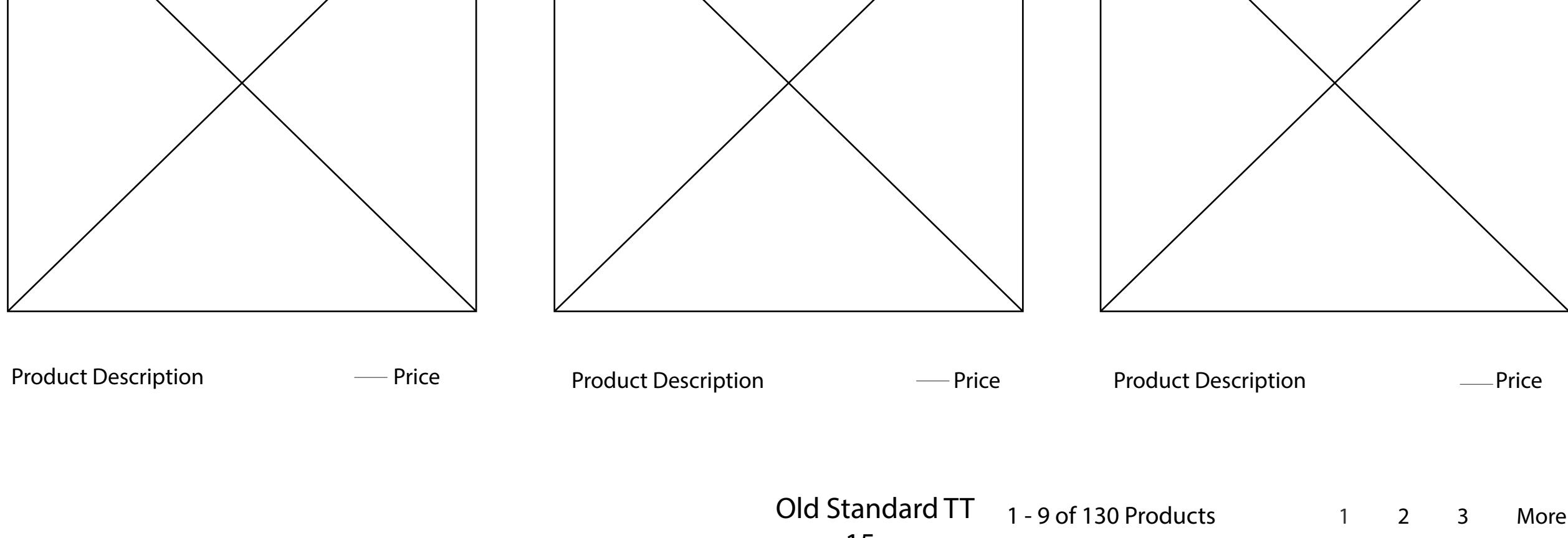
— Price

Product Description

— Price

Product Description

— Price



Product Description

— Price

Product Description

— Price

Product Description

— Price

Old Standard TT
15px
#5b5b5b

1 2 3 More

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Old Standard TT
14 px
#5b5b5b

Smells Like Calm

Bath

Founders

Feeding Your Soul

Location

Smells Like Dreamy

Hand

Ethical Agreement

Natural Friends

Email

Smells Like Broody

Body

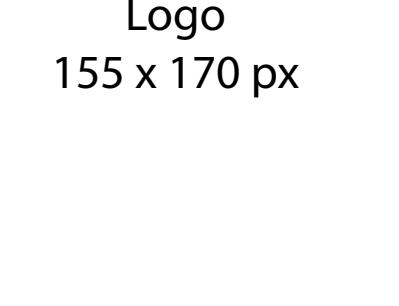
Ingredients

Phone

Face

Social Media

Gift Ideas

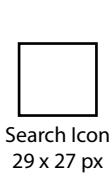


Footer
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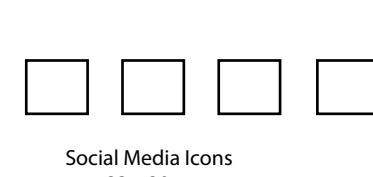
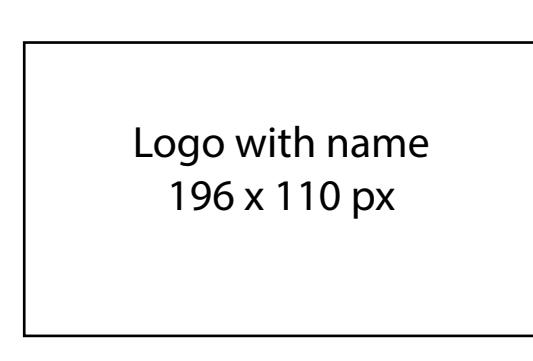
Copyright 2017 Bliss Soap; 22 px; #5b5b5b

Social Media Icons
23 x 20px





Search Line
1 px stroke
152 px length



Sign In
Old Standard TT
16 px

Cart Icon
31 x 31 px

Item #
Old Standard TT
14 px

Main Nav Bar
Old Standard TT
14 px
#5b5b5b

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Best Sellers

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"Free Shipping"; 14px; #f2ece8

Products

Bath Hand Body Face Gift Ideas Best Sellers

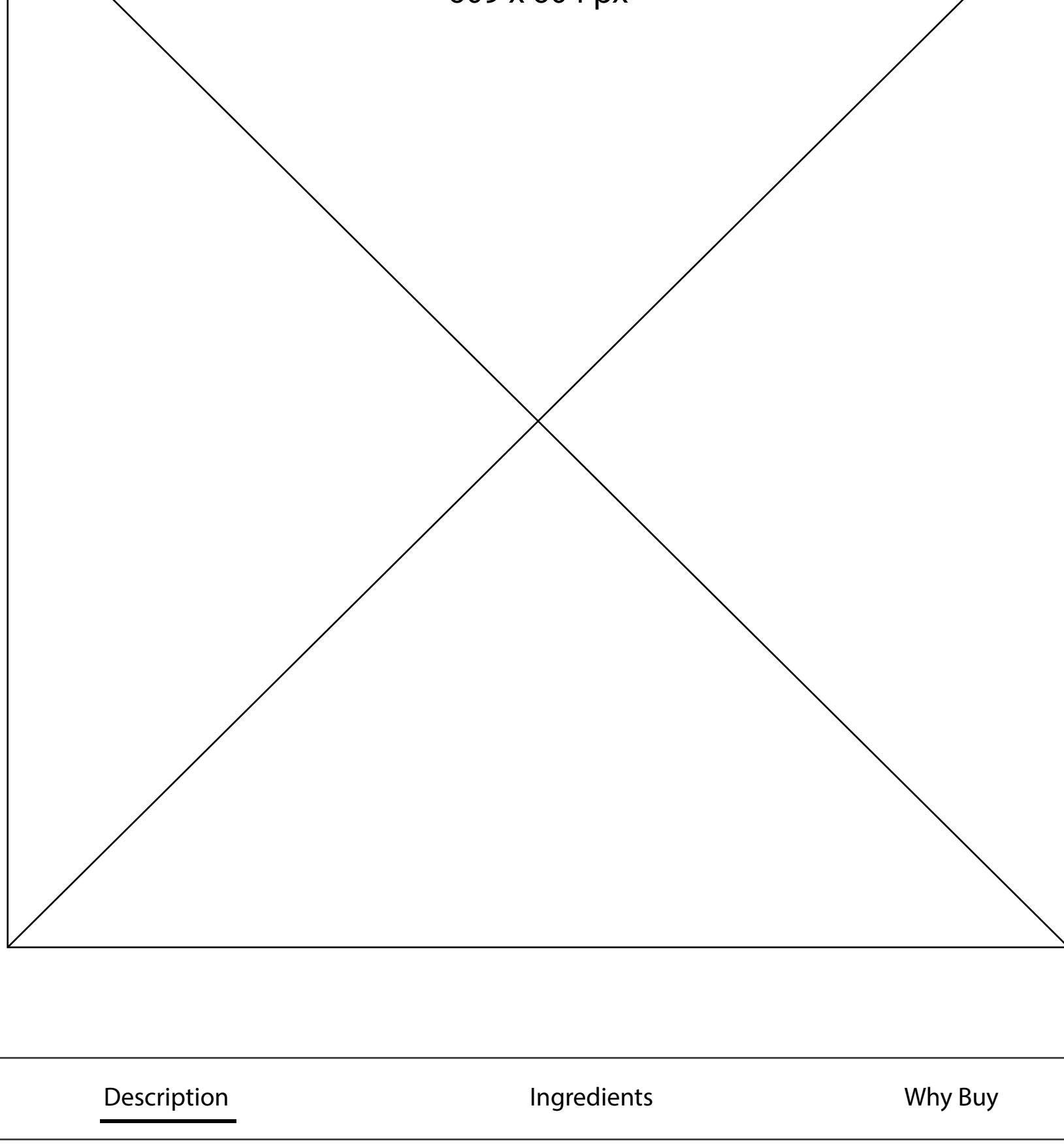
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640 px length line
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Heading
Old Standard TT
25px
#5b5b5b

Secondary Links
Old Standard TT
22px
#5b5b5b

Products > Hand > Smells Like Calm

Avenir Next Ultra Light & Regular; 30px; #5b5b5b



Smells Like Calm

Honey & Lavender
Hand Soap

★★★★★ 2 Reviews

Avenir Next Ultra Light & Regular;
13px; #5b5b5b
\$0.00

Old Standard TT; 30px; #5b5b5b

Quantity

1

Add to Cart

Item Description Nav
Old Standard TT
15px
#5b5b5b

Description

Ingredients

Why Buy

Reviews

Product Description

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec semper est sit amet porta congue. Aenean ut iaculis nunc. Aenean nec purus id velit egestas pellentesque vel sed ipsum. Nulla auctor, mi quis sollicitudin semper, elit tortor ultrices tortor, vitae ullamcorper magna mi eget massa. Maecenas sagittis quam vitae venenatis eleifend. Fusce lobortis lectus mauris, sed tristique nibh mattis quis. Quisque pretium facilisis erat non sollicitudin. Mauris in bibendum diam, in pellentesque felis. Quisque pulvinar nunc at ante tempus luctus. Proin ornare velit ac quam ultrices, a laoreet dolor venenatis. Nam faucibus mi sit amet sem consectetur tempus. Vestibulum nulla elit, tempor ornare lobortis ac, euismod vitae erat. Quisque vitae dictum libero.

You May Also Like
Old Standard TT;
20px; #5b5b5b

Description
Avenir Next Ultra Light & Regular;
20px; #5b5b5b



Product image
128 x 127 px

Product Description
& Price

Product Description
& Price

Product Description
& Price

Product Description
Avenir Next Ultra Light & Regular;
14px; #5b5b5b

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Search Line
1 px stroke
152 px length

Main Nav Bar
Old Standard TT
14 px
#5b5b5b

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Best Sellers

Products

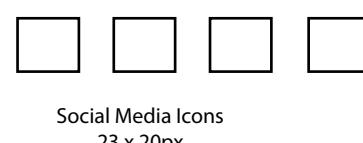
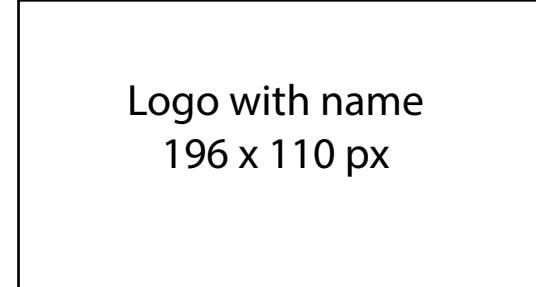
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Sign In
Old Standard TT
16 px

Cart Icon
31 x 31 px
Item #
Old Standard TT
14 px



Free shipping bar
965 px length
2 px artistic painting stroke
#5b5b5b

"Free Shipping"; 14px; #f2ecef8

My Cart

1 px stroke
640 px length line
#efc4c4

Item	Cart 'Nav' Bar (not clickable) Old Standard TT; 14px; #5b5b5b	Price	Quantity	Total
	Product name	\$6.00	2	\$12.00
	Product Name Avenir Next Ultra Light & Regular; 15px; #5b5b5b		Prices & Quantity Avenir Next Ultra Regular; 15px; #5b5b5b	
	Product name	\$6.00	1	\$6.00
			Dividing Line 1 px stroke 932 px length line #efc4c4	
	Product name	\$6.00	3	\$18.00

Subtotal, price &
"continue shopping"
Old Standard TT
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#5b5b5b

Subtotal

Price

Checkout

or continue shopping

328 x 42 px px
#5b5b5b fill

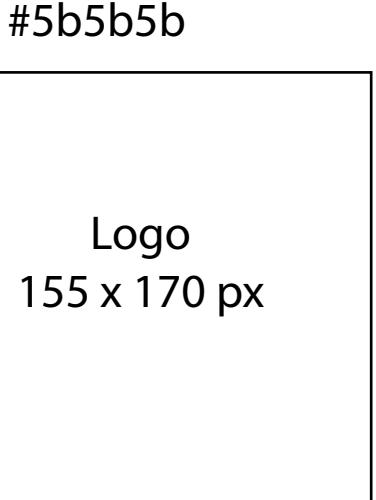
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Footer links
Old Standard TT
14 px
#5b5b5b



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Body

Ingredients

Phone

Face

Social Media

Gift Ideas

Social Media Icons
23 x 20px

Footer
1000 x 333 px
#efc4c4 fill

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— 1px stroke
17px length line
#5b5b5b

Logo with name
59 x 41 px

Search icon
12 x 11 px

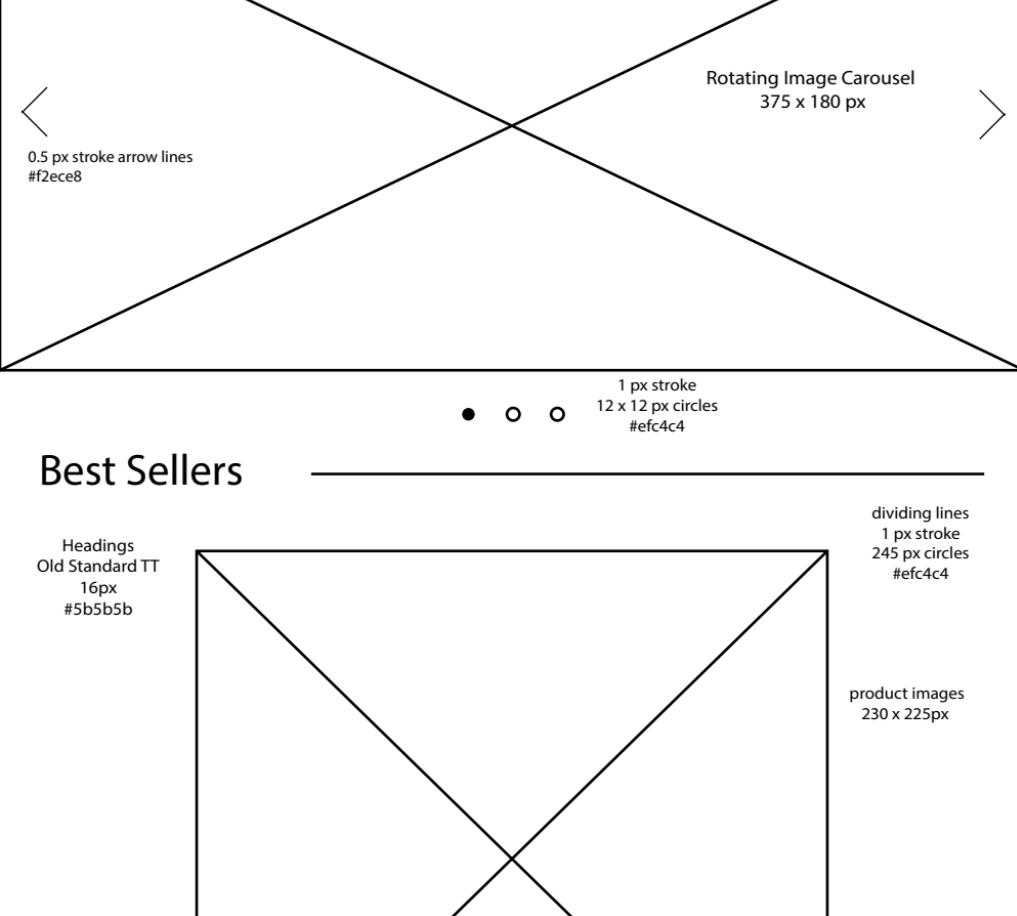
Cart icon
12 x 12 px

(0)
Item #
Old Standard TT
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Free shipping bar
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0.7 px artistic painting stroke
#5b5b5b

"Free Shipping": 6px; #f2ece8



Best Sellers

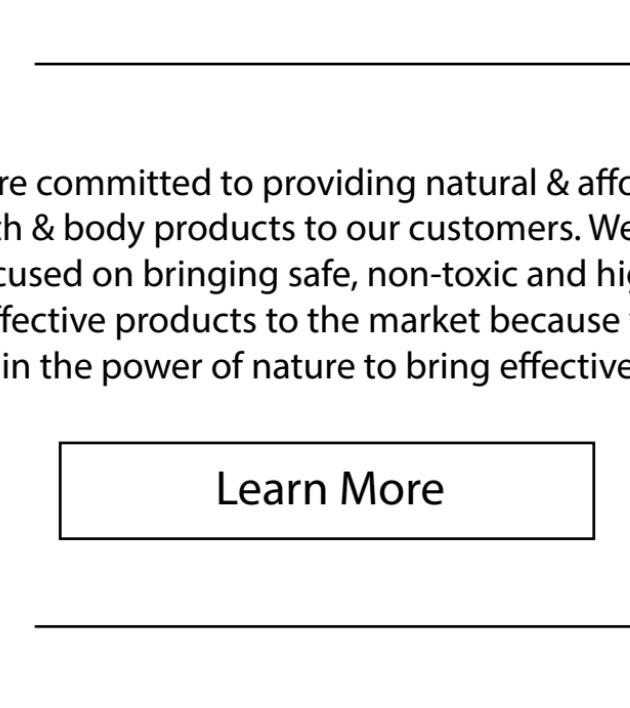
Headings
Old Standard TT
16px
#5b5b5b



Smells Like Calm
Honey & Lavender Hand Soap

\$6.00

Product Descriptions & Price
Avenir Next Regular & Ultra Light
15px
#5b5b5b



Smells Like Dreamy
Honey & Lavender Body Soap

\$6.00

Explore More

Button Text
Old Standard TT
17px
#5b5b5b

About

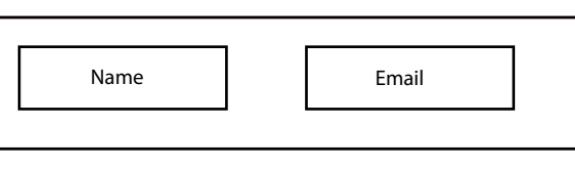
Explanation
Avenir Next Ultra light
14px; #5b5b5b

"We are committed to providing natural & affordable bath & body products to our customers. We are focused on bringing safe, non-toxic and highly effective products to the market because we believe in the power of nature to bring effective results."

Learn More

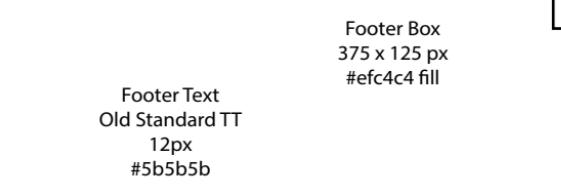
Button Fill
195 x 35 px
#efc4c4

Blog



Blog post pictures
209 x 139 px

Blog post Names
Avenir Next Regular
13 px



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Footer Text
Old Standard TT
12px
#5b5b5b

Footer Box
375 x 125 px
#efc4c4 fill

Social Media Icons
14 x 13 px

□ □ □ □

#efc4c4 stroke/fill

Text
12 px
#5b5b5b

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Dividing line
1 px stroke
250 px length

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Logo
57 x 63 px
#5b5b5b

☰ 1px stroke
17px length line
#5b5b5b

Logo with name
59 x 41 px

Search icon
12 x 11 px

Cart icon
12 x 12 px

(0)

Item #
Old Standard TT
6 px; #5b5b5b

"Free Shipping"; 6px; #f2ece8

1px stroke ; 285 px length line
#efc4c4

Products

Old Standard TT
13px
5b5b5b

Bath

Hand

Body

Face

Gift Ideas

Best Sellers

Old Standard TT
8 px
#5b5b5b

Product Image
241 x 235 px



Smells Like Calm
Honey & Lavender Hand Soap

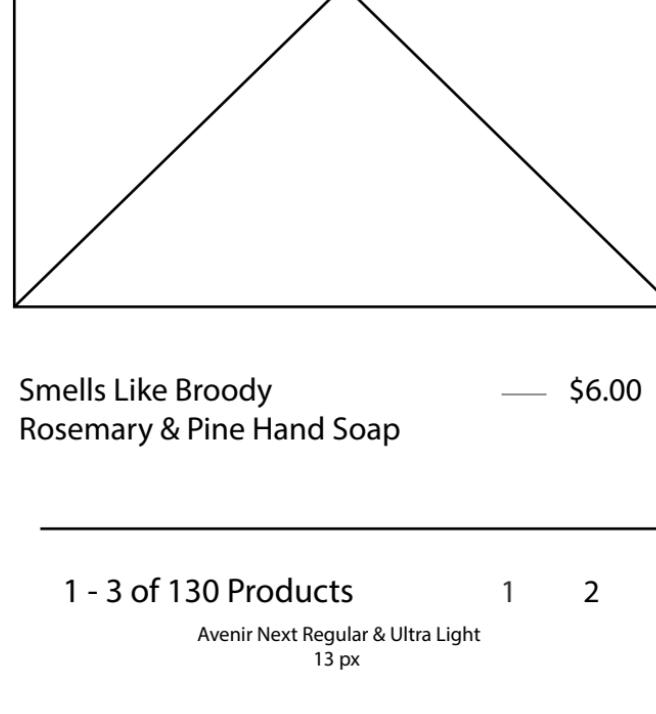
— \$6.00

Product description and price
Avenir Next Regular & Ultra Light
12 px



Smells Like Dreamy
Black Salt & Wood Hand Soap

— \$6.00



Smells Like Broody
Rosemary & Pine Hand Soap

— \$6.00

1 - 3 of 130 Products

1

2

3

More

Avenir Next Regular & Ultra Light
13 px

Text
12 px
#5b5b5b

Boxes
72 x 21 px

#efc4c4 stroke/ fill

Keep Me
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Dividing line
1 px stroke
250 px length

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Best Sellers

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Footer Box
375 x 125 px

#efc4c4 fill

Social Media Icons
14 x 13 px

Footer Text
Old Standard TT

12px

#5b5b5b

Logo
57 x 63 px

#5b5b5b

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1px stroke
17px length line
#5b5b5b

Logo with name
59 x 41 px

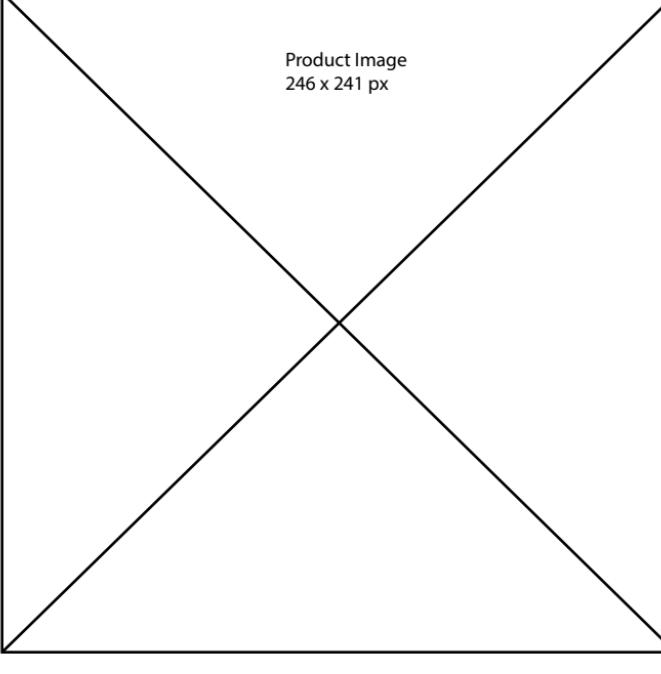
Search Icon
12 x 11 px
Cart Icon
12 x 12 px
Item #
(0)

"Free Shipping"; 6px; #f2ece8

1px stroke ; 285 px length line
#efc4c4

Products > Hand > Smells Like Calm

Old Standard TT
9px; #5b5b5b



Smells Like Calm

Honey & Lavender
Hand Soap

★★★★★ 2 Reviews

\$6.00

Item Description & Price
Avenir Next Regular & Ultra Light
12px; #5b5b5b

Quantity

1

Add to Cart

Quantity & Add to Cart
Old Standard TT
12px; #5b5b5b

Description

Ingredients

Why Buy

Reviews

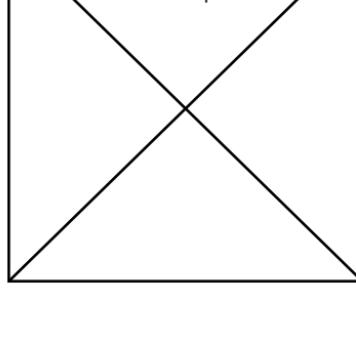
Lore ipsum dolor sit amet, consectetur adipiscing elit. Donec semper est sit amet porta congue. Aenean ut iaculis nunc. Aenean nec purus id velit egestas pellentesque vel sed ipsum. Nulla auctor, mi quis sollicitudin semper, elit tortor ultrices tortor, vitae ullamcorper magna mi eget massa. Maecenas sagittis quam vitae venenatis eleifend. Fusce lobortis lectus mauris, sed tristique nibh mattis quis.

Old Standard TT
13 px
#5b5b5b

Description Nav Bar
86 x 160 px
#efc4c4 fill

Old Standard TT
16 px
#5b5b5b

You May Also Like



Smells Like Broody
Rosemary & Pine Hand Soap
\$6.00

Product Description
Avenir Next Regular & Ultra Light
14 px
#5b5b5b

Text
12 px
#5b5b5b

Boxes
72 x 21 px
#efc4c4 stroke/fill

Keep Me
Updated

Name

Email

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Dividing line
1 px stroke
250 px length

Home
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Footer Text
Old Standard TT
12px
#5b5b5b

Footer Box
375 x 125 px
#efc4c4 fill

Social Media Icons
14 x 13 px



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Logo
57 x 63 px
#5b5b5b



sign in



Home

Best Sellers

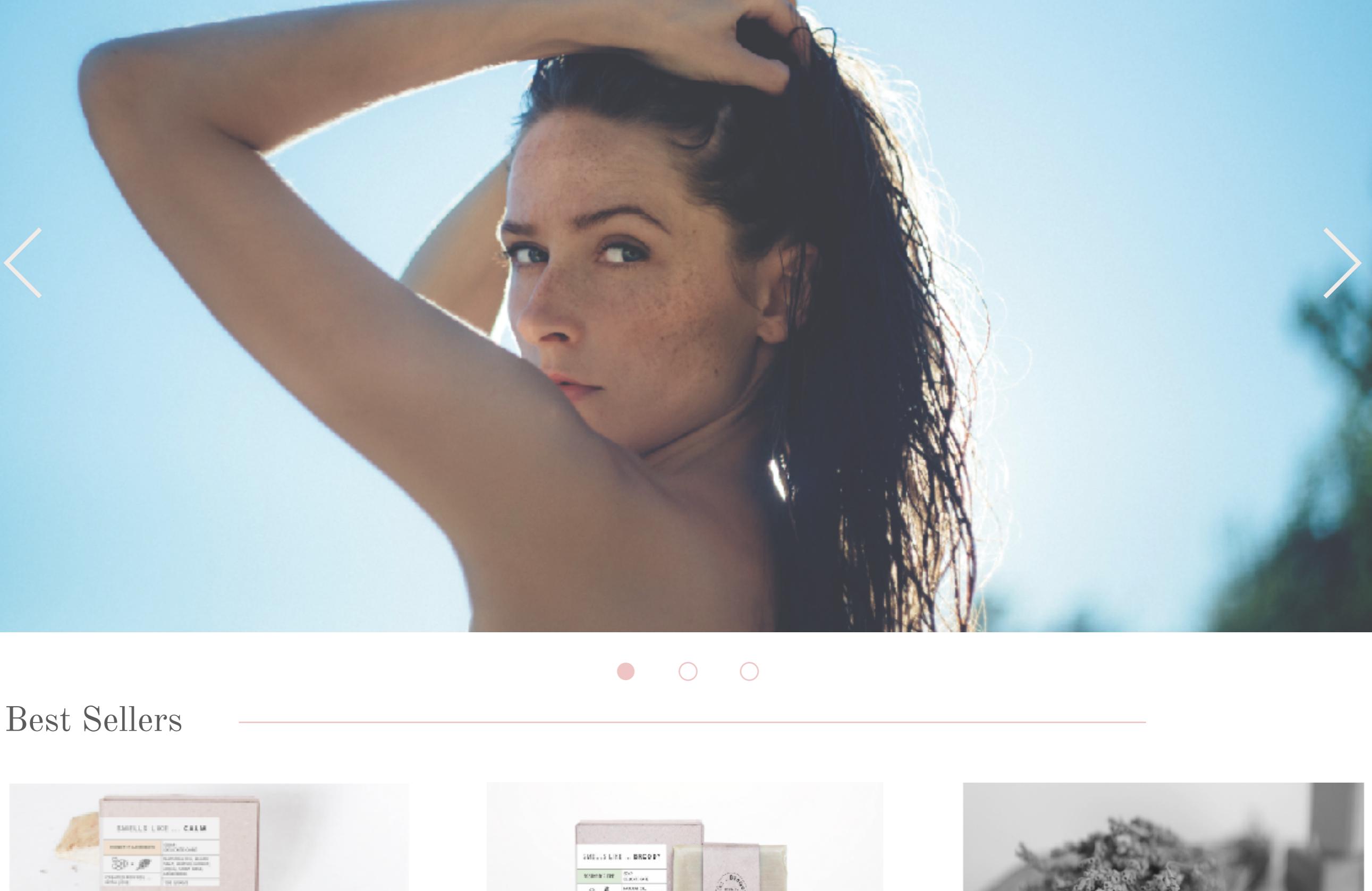
Products

About

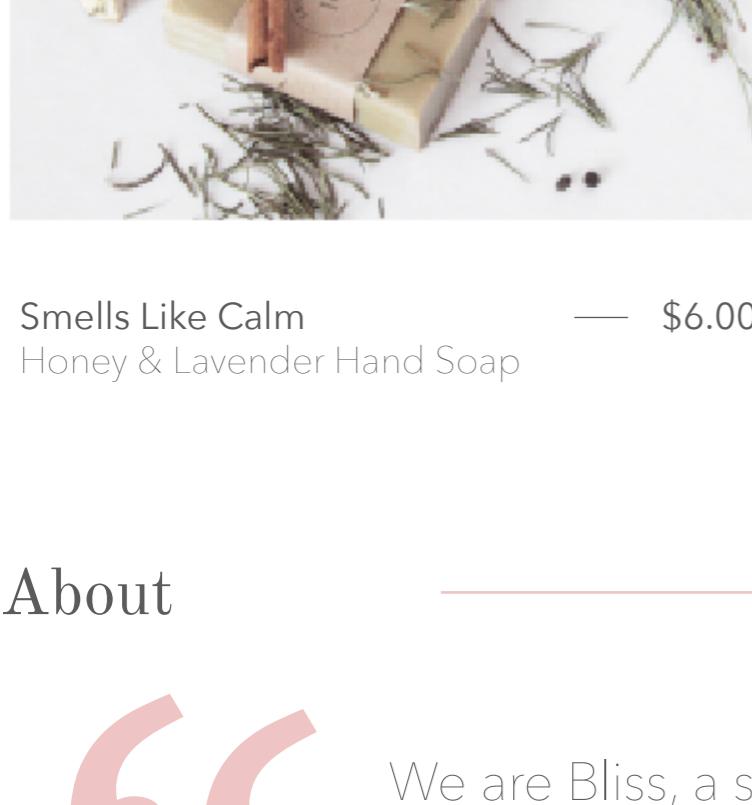
Blog

Contact

— Free Shipping — on orders over \$50 CAN



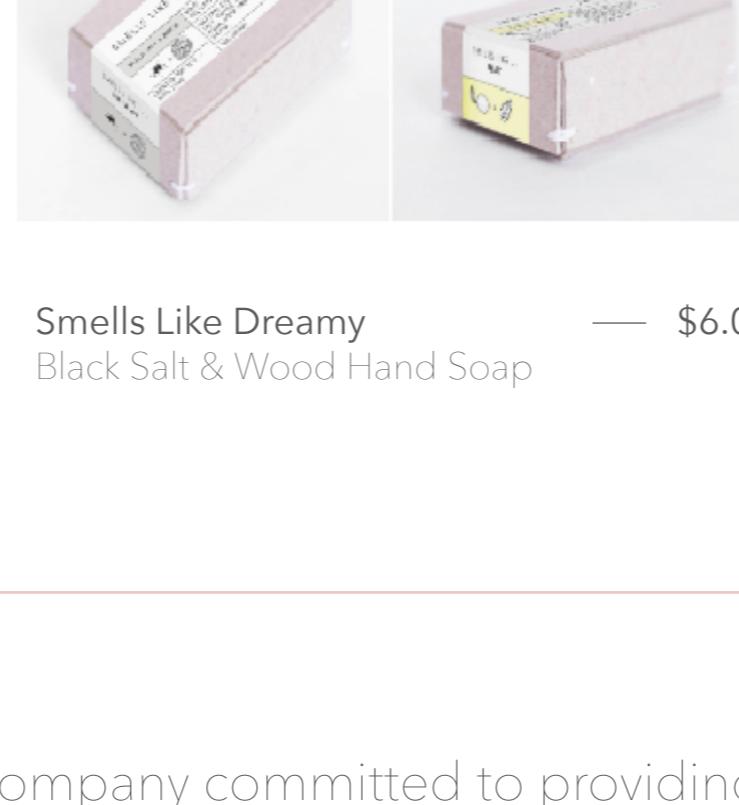
Best Sellers



Smells Like Calm

Honey & Lavender Hand Soap

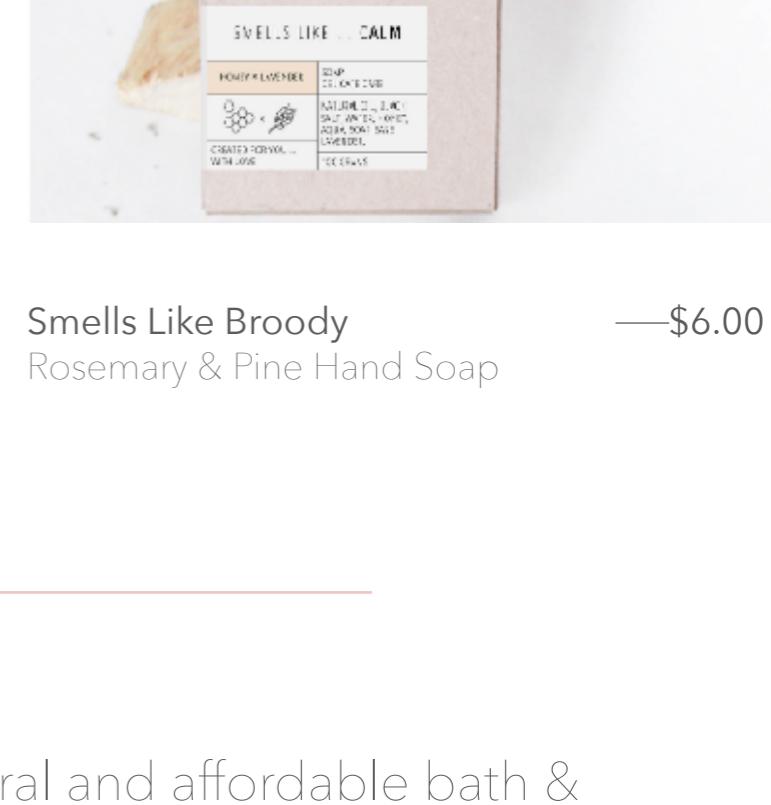
— \$6.00



Smells Like Dreamy

Black Salt & Wood Hand Soap

— \$6.00

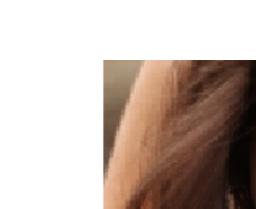


Smells Like Broody

Rosemary & Pine Hand Soap

— \$6.00

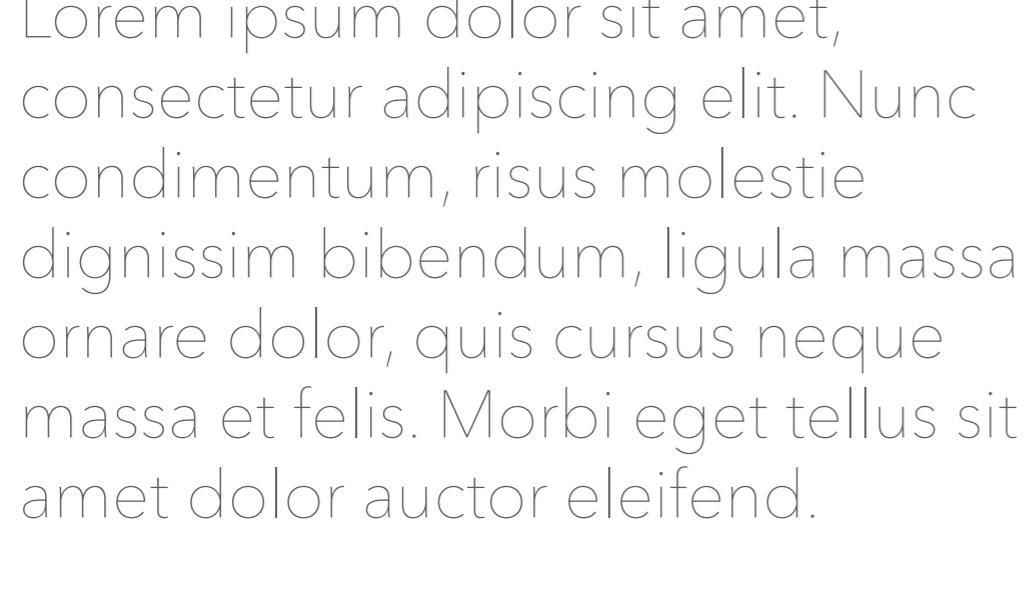
About



We are Bliss, a soap company committed to providing natural and affordable bath & body products to our customers. We are focused on bringing safe, non-toxic and highly effective products to the market because we believe in the power of nature to bring effective results.

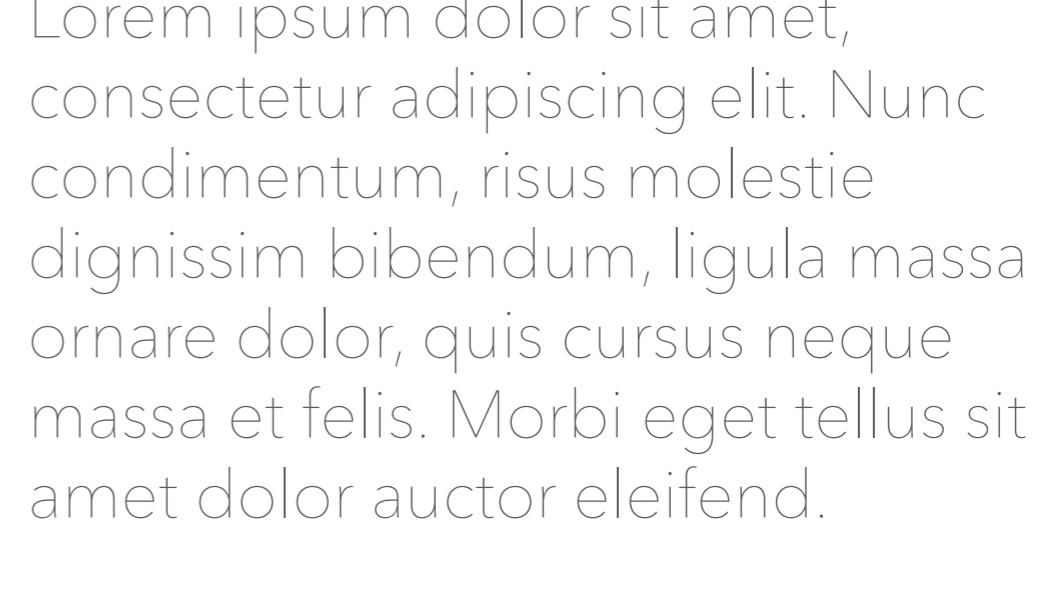
Our company was founded in 2016 in a family kitchen, and began by selling products at local farmer's markets. We have been growing steadily since and are happy to welcome you to the family!

Blog



Jan. 07/2017

Lore ipsum dolor sit amet, consectetur adipiscing elit. Nunc condimentum, risus molestie dignissim bibendum, ligula massa ornare dolor, quis cursus neque massa et felis. Morbi eget tellus sit amet dolor auctor eleifend.

[Read More](#)

Mar. 28/2017

Lore ipsum dolor sit amet, consectetur adipiscing elit. Nunc condimentum, risus molestie dignissim bibendum, ligula massa ornare dolor, quis cursus neque massa et felis. Morbi eget tellus sit amet dolor auctor eleifend.

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Smells Like Dreamy
Black Salt & Wood Hand Soap — \$6.00



Smells Like Broody
Rosemary & Pine Hand Soap — \$6.00



Smells Like Calm
Honey & Lavender Hand Soap — \$6.00



Smells Like Dreamy
Black Salt & Wood Hand Soap — \$6.00



Smells Like Broody
Rosemary & Pine Hand Soap — \$6.00



Smells Like Calm
Honey & Lavender Hand Soap — \$6.00



Smells Like Dreamy
Black Salt & Wood Hand Soap — \$6.00



Smells Like Broody
Rosemary & Pine Hand Soap — \$6.00

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Products > Hand > Smells Like Calm



Smells Like Calm

Honey & Lavender Hand Soap

★★★★★ 2 Reviews

\$6.00

Quantity

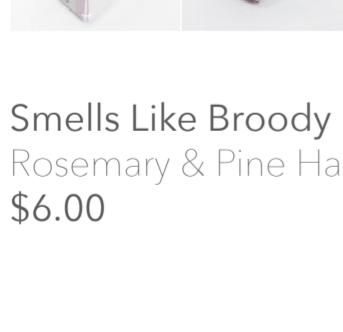
1

Add to Cart

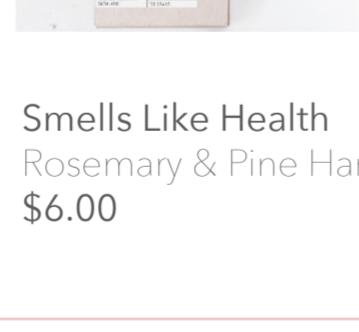
Description	Ingredients	Why Buy	Reviews
-------------	-------------	---------	---------

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec semper est sit amet porta congue. Aenean ut iaculis nunc. Aenean nec purus id velit egestas pellentesque vel sed ipsum. Nulla auctor, mi quis sollicitudin semper, elit tortor ultrices tortor, vitae ullamcorper magna mi eget massa. Maecenas sagittis quam vitae venenatis eleifend. Fusce lobortis lectus mauris, sed tristique nibh mattis quis. Quisque pretium facilisis erat non sollicitudin. Mauris in bibendum diam, in pellentesque felis. Quisque pulvinar nunc at ante tempus luctus. Proin ornare velit ac quam ultrices, a laoreet dolor venenatis. Nam faucibus mi sit amet sem consectetur tempus. Vestibulum nulla elit, tempor ornare lobortis ac, euismod vitae erat. Quisque vitae dictum libero.

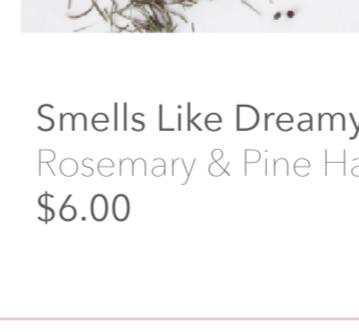
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Smells Like Broody
Rosemary & Pine Hand Soap
\$6.00



Smells Like Health
Rosemary & Pine Hand Soap
\$6.00



Smells Like Dreamy
Rosemary & Pine Hand Soap
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My Cart

Item

Price

Quantity

Total



Smells Like Calm

\$6.00

\$12.00



Smells Like Broody

\$6.00

\$6.00



Smells Like Dreamy

\$6.00

\$18.00



Subtotal

\$36.00

[Checkout](#)[or continue shopping](#)

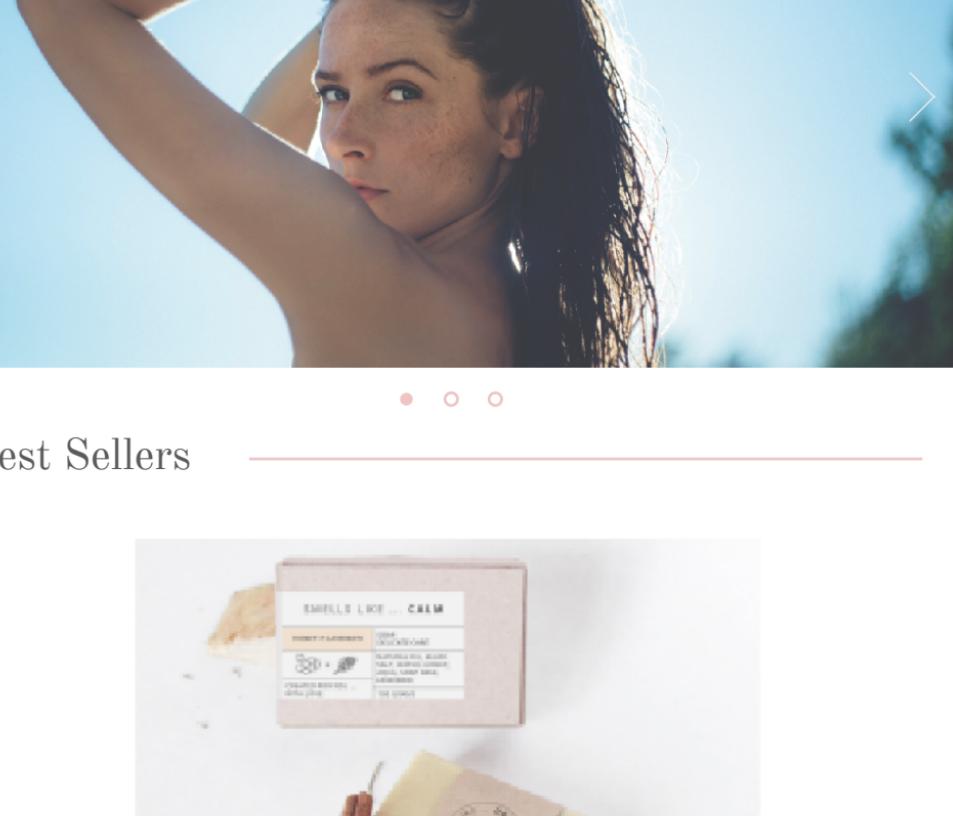
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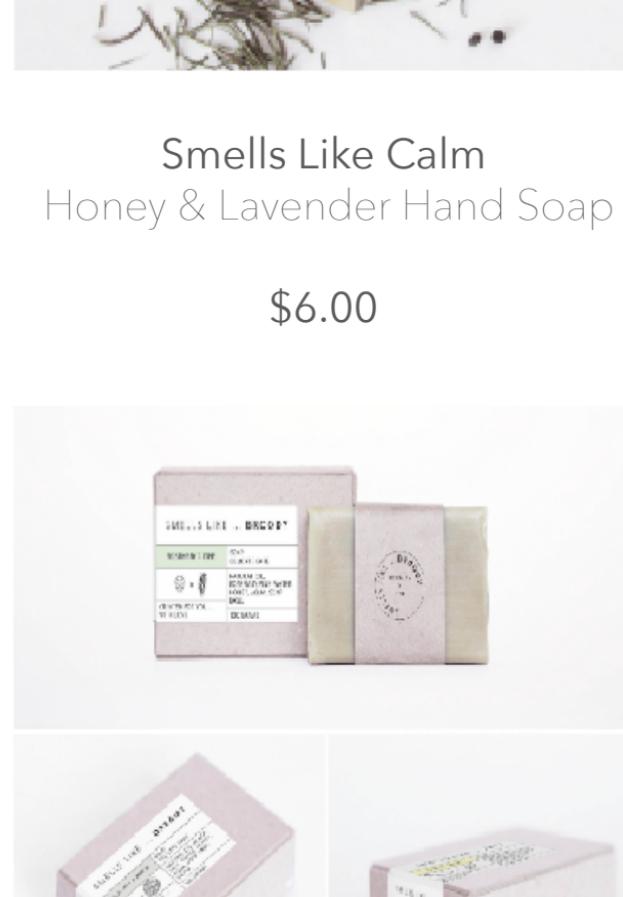
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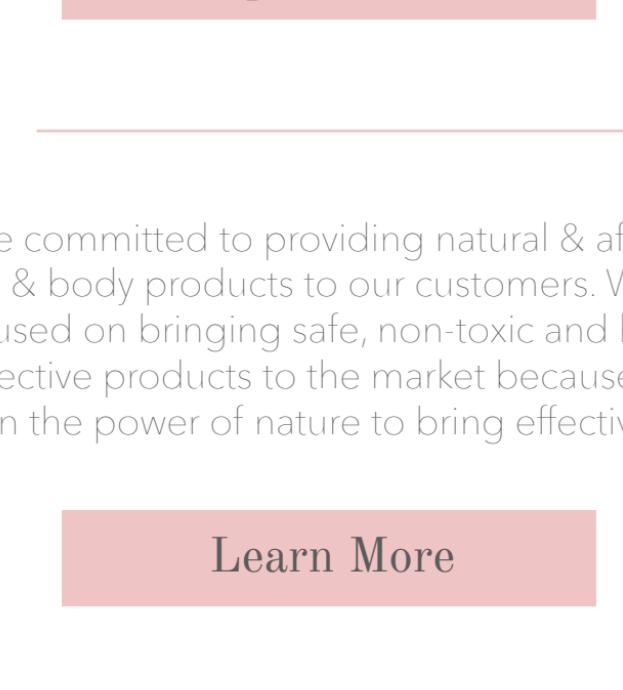


Best Sellers



Smells Like Calm
Honey & Lavender Hand Soap

\$6.00



Smells Like Dreamy
Honey & Lavender Body Soap

\$6.00

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About

"We are committed to providing natural & affordable bath & body products to our customers. We are focused on bringing safe, non-toxic and highly effective products to the market because we believe in the power of nature to bring effective results."

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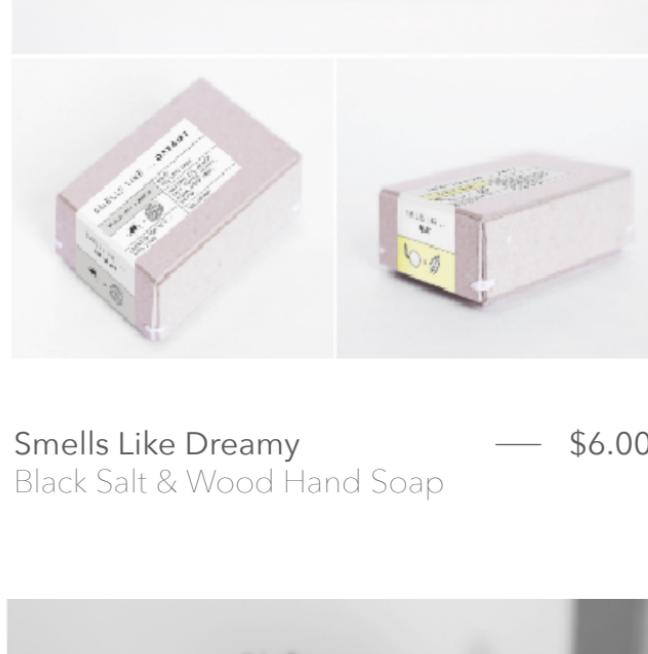
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Smells Like Calm — \$6.00
Honey & Lavender Hand Soap



Smells Like Dreamy — \$6.00
Black Salt & Wood Hand Soap



Smells Like Calm — \$6.00
Honey & Lavender Hand Soap

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Smells Like Calm

Honey & Lavender Hand Soap

★★★★★ 2 Reviews

\$6.00

Quantity

1

Add to Cart

Description

Ingredients

Why Buy

Reviews

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec semper est sit amet porta congue. Aenean ut iaculis nunc. Aenean nec purus id velit egestas pellentesque vel sed ipsum. Nulla auctor, mi quis sollicitudin semper, elit tortor ultrices tortor, vitae ullamcorper magna mi eget massa. Maecenas sagittis quam vitae venenatis eleifend. Fusce lobortis lectus mauris, sed tristique nibh mattis quis.

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Rosemary & Pine Hand Soap
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My Cart



Smells Like Calm

Honey & Lavender
Hand Soap

2

\$12.00



Smells Like Dreamy

Honey & Lavender
Face Soap

2

\$18.00



Smells Like Broody

Honey & Lavender
Hand Soap

3

\$18.00

Subtotal \$36.00

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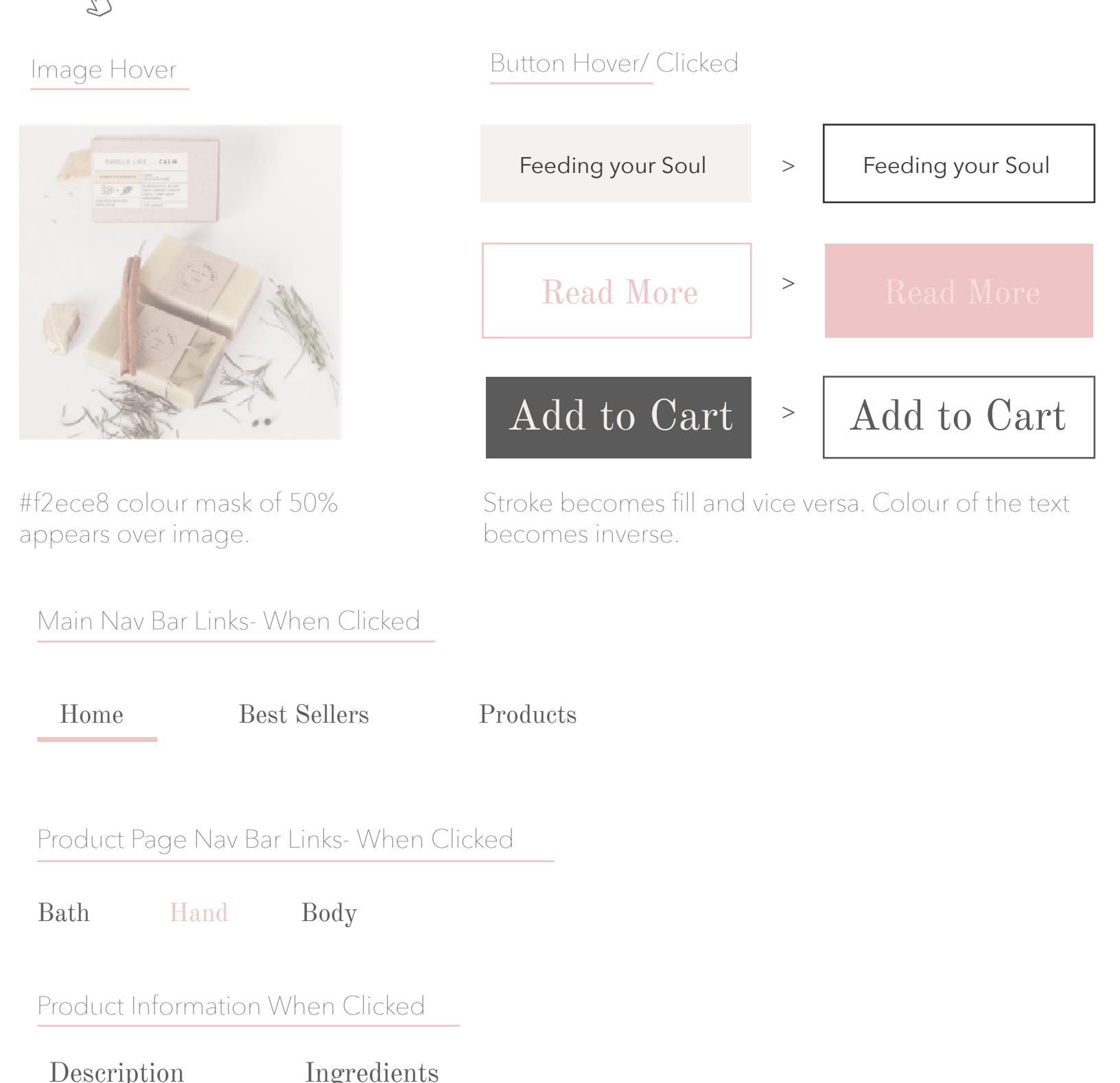
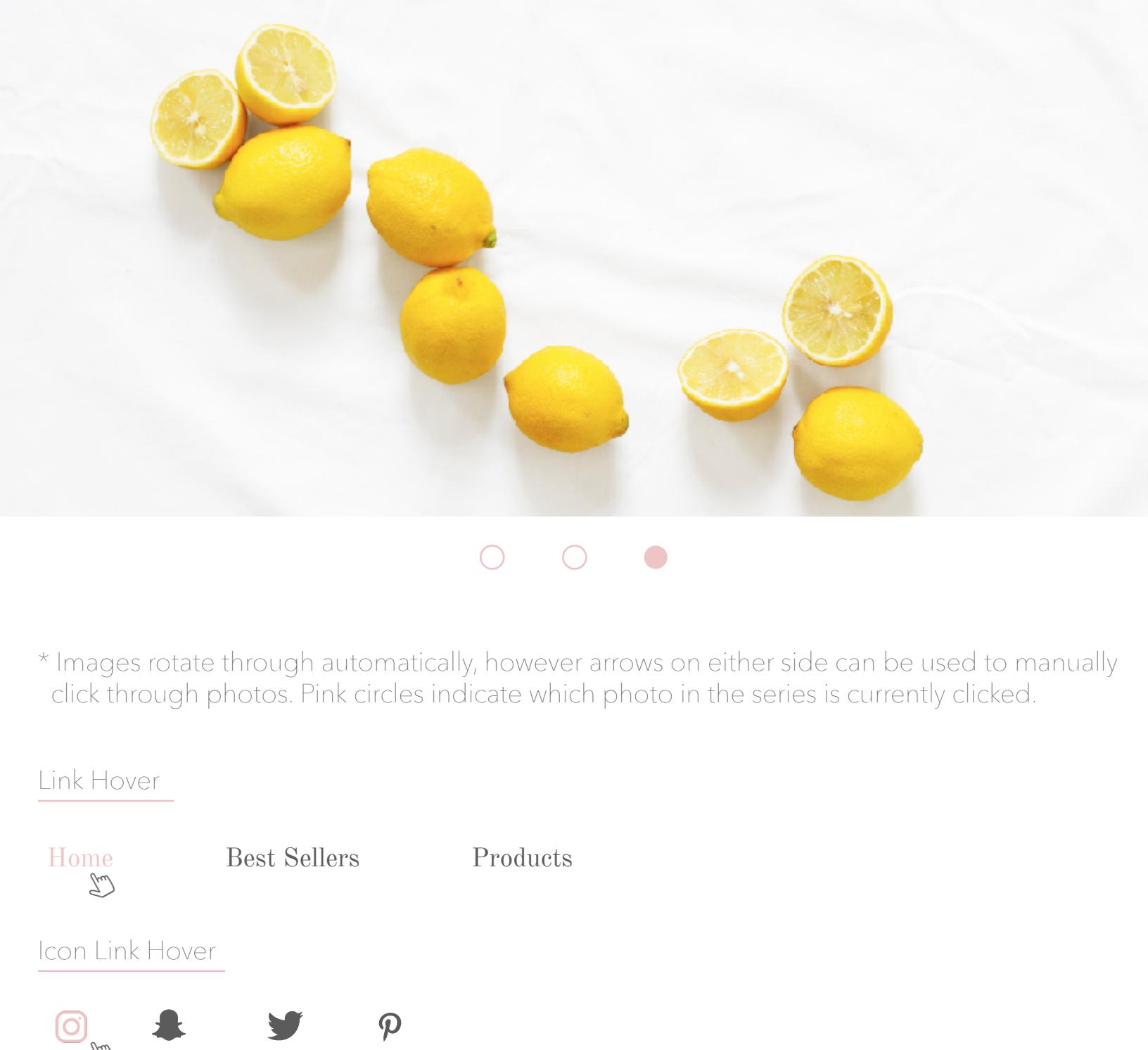
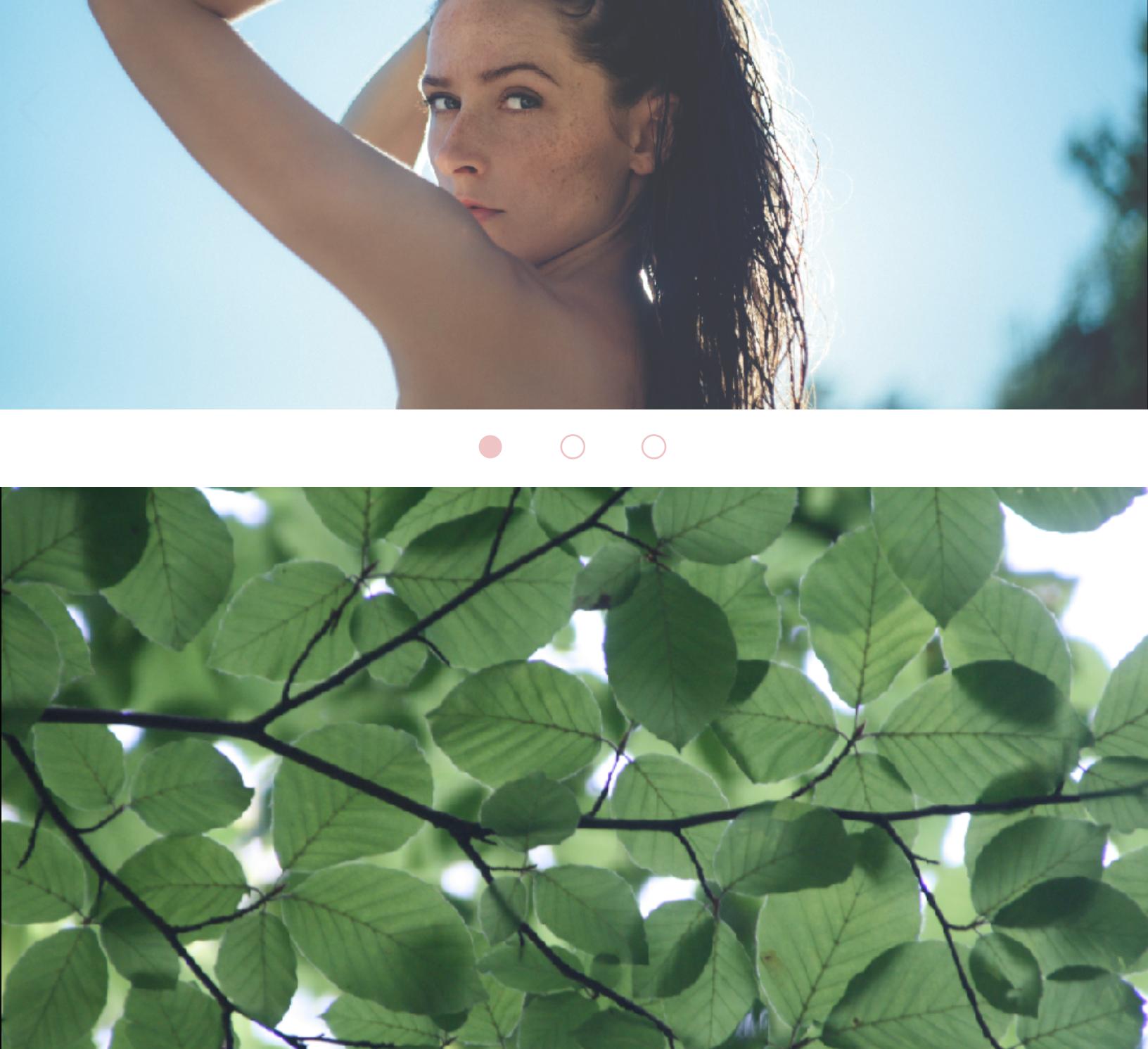
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Components

Main Page Images



* Images rotate through automatically, however arrows on either side can be used to manually click through photos. Pink circles indicate which photo in the series is currently clicked.

Link Hover

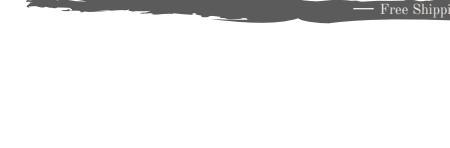
Home Best Sellers Products



Icon Link Hover



Image Hover



Button Hover/ Clicked



Feeding your Soul

Read More



Read More

Add to Cart



Add to Cart

#f2ece8 colour mask of 50% appears over image.

Stroke becomes fill and vice versa. Colour of the text becomes inverse.

Main Nav Bar Links- When Clicked

Home Best Sellers Products

Product Page Nav Bar Links- When Clicked

Bath Hand Body

Product Information When Clicked

Description Ingredients

Links become highlighted in #efc4c4, as well as icons when you hover over them.

Underlines on clicked webpages appear the same colour as the words (either #efc4c4 or #5b5b5b).

Drop Down Menu- Hover

Home Best Sellers

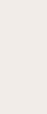
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Body
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Products



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Mobile Layout Nav Bar



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When clicked, this nav bar will fill the entire phone screen.

Mobile Layout Nav Bar When Clicked



aliss
style guide



20
17

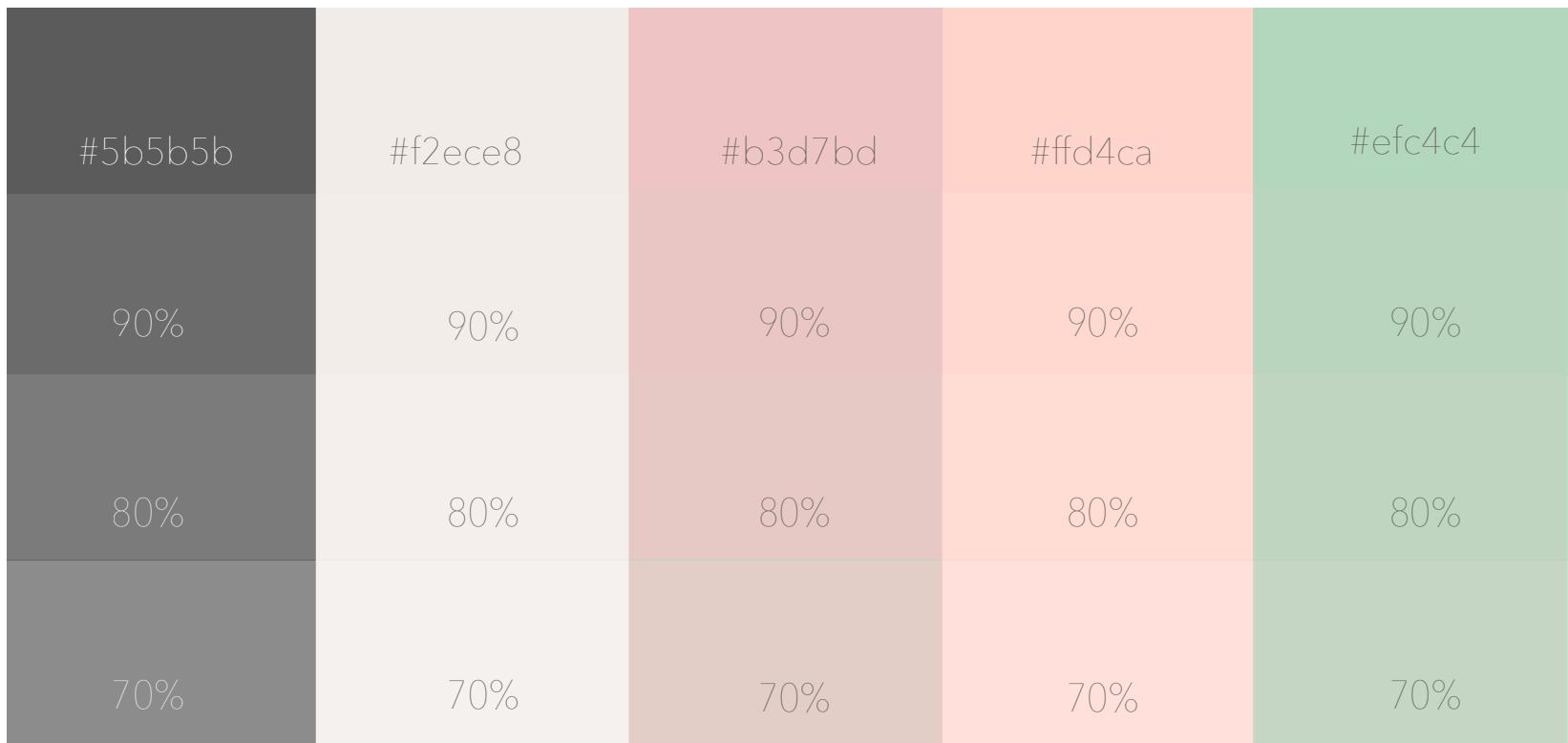
MOOD BOARD



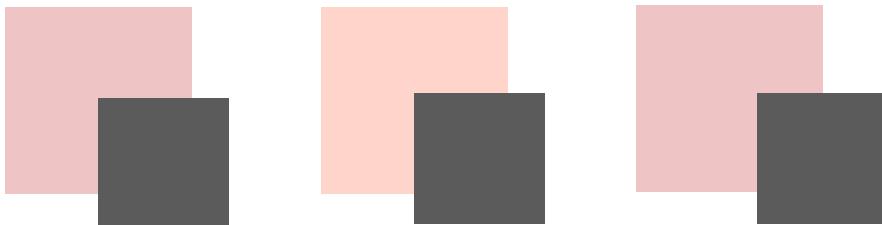
COLOUR SCHEME

primary colours

secondary colours



COLOUR COMBINATIONS



The background colour is represented by the larger square & text is represented by the smaller square.



It is important to recognize which colours work well with the others. I have provided some appropriate combinations for when the company would like to use a background colour (for example for a business card). It is important to use the colours in ways that the brand and its name will stand out from the background. The opacity of the background can be reduced if necessary to help the text stand out, (variations are shown above). However reductions should not exceed 70% to ensure vibrancy.

LOGO



The branch logo is an integral part of the *Bliss* brand. It represents nature, simplicity, and the earth, therefore clearly reflecting the ideals of *Bliss* products. The main logo to be used is the green one (#efc4c4) found above on the far left. This most clearly represents the natural state of leaves and therefore will be most effective at portraying *Bliss*'s message. The logo is to be used on the website which will be the main site of traffic for the company. The pink version (#b3d7bd) of the logo is a bright and welcoming design which will be effective in targeting our age group. It should be used on campaigns or social media posts where it is believed to be appropriate. The dark version (#5b5b5b) of the logo stands out more and should be used on packaging so that the brand is easily recognizable. One of the versions of the logo should be used on all company products and campaigns in order to ensure brand consistency.

LOGO & NAME



Pairing the name and logo can be done effectively in order to link the two and show cohesion. This should only be done in the way shown above. The logo should always appear on the left hand side and should line up with the bottom of the line of text. The word soap and *Bliss* should align on the right. This combination of name and text is most effective for package branding.

DISPLAY FONT

A

a

A B C D E F G H I J K L
M N O P Q R S Š T U V W
X Y Z Ž a b c d e f g h i j k l m n o p q
r s š t u v w x y z ž 1 2 3 4 5 6 7 8 9
O ‘ ? ’ “ ! ” (%) [#] { @ } / & < -
+ ÷ x = > ® © \$ € £ ¥ : ; , . *

Font Name: Alex Brush

Styles

| *Regular*

Font Style: Regular

Font Use: This font is used for the company name 'Bliss'. This is essentially it's only purpose as cursive can be difficult to read and is therefore not always effective. When used for the company name it should be used in all lowercase letters.

Font Size: Dependent on medium; for the website the font should be at a minimum of 70px.

CSS

```
@import url('https://fonts.googleapis.com/css?family=Alex+Brush');  
<link href="https://fonts.googleapis.com/css?family=Alex+Brush" rel="stylesheet">  
font-family: 'Alex Brush', cursive;  
text-transform: lowercase
```

DISPLAY FONT

A

a

А В С Ъ Č D Đ E F G H I J K L M N O P Q R S
Š T U V W X Y Z Ž a b c č é d đ e f g h i j k l m n o
p q r s š t u v w x y z ž А Б В Г Г Д Ђ Е ё Ж З
С И І Ї Й Ј К Л Љ М Н Њ О П Р С Т Ђ У ў Ф
Х Ц Ч Џ Ш Щ Ь Ъ Ъ Э Ю Я а б в г г д ђ е ё ѕ ж
з с и Ї Й Ј К Л Љ М Н Њ О П Р С Т Ђ У ў Ф Х Ц Ч Џ Ш Щ
ъ Ъ Ъ Э Ю Я Ä Å È Ô Ø Ù ä å ê ô ø 1 2 3 4 5 6 7 8
9 0 ‘ ? ’ “ ! ” (%) [#] { @ } / & < - + ÷ × = >
® © \$ € £ ¥ ¢ : ; , . *

Font Name: Old Standard TT

Font Style: Regular

Font Use: This font is used for the nav bar and other headings on the website. It is a serif font which means it is slightly more decorative than our body copy font, but is easier to read than our display font.

Font Size: Dependent on medium; for the nav bar the font should be around 14px.
For other headings the font should be around 25px.

CSS

```
@import url('https://fonts.googleapis.com/css?family=Old+Standard+TT');  
<link href="https://fonts.googleapis.com/css?family=Old+Standard+TT" rel="stylesheet">  
font-family: 'Old Standard TT', serif;
```

MAIN FONT

A

a

A B C D E F G H I J K L
M N O P Q R S T U V W
X Y Z a b c d e f g h i j k l
m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ' ' " !
" (%) [#] {@} / & < + = \$; : *

Styles

Ultra Light
Ultra Light Italic
Regular
Italic
Medium
Medium Italic

Demi Bold
Demi Bold Italic
Bold
Bold Italic
Heavy
Heavy Italic

Font Name: Avenir Next

Font Style: Ultra Light

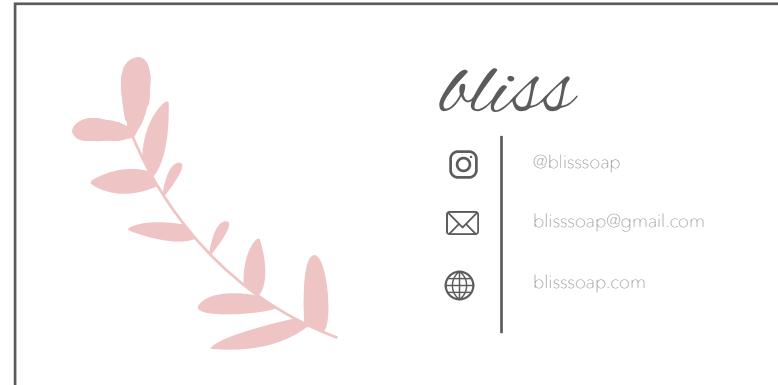
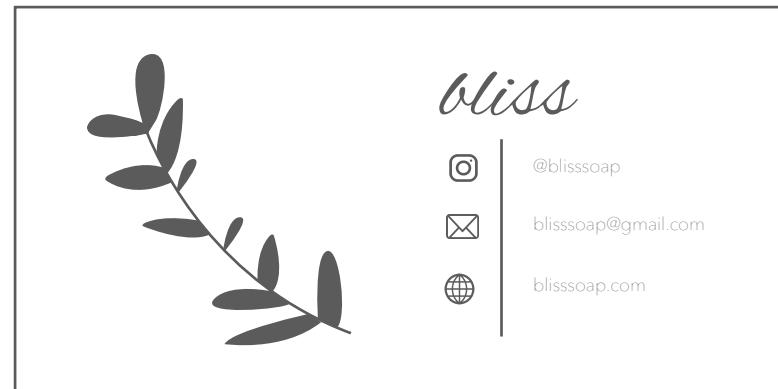
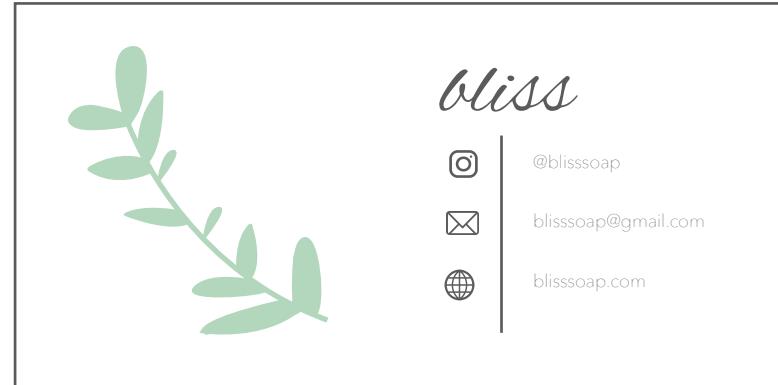
Font Use: This font is used for the text 'soap' under the company name on all packaging. It is also used for the body copy on the website. Although the style 'Ultra Light' should be used the majority of the time, 'Regular' can be used in cases where the font should stand out more, such as on packaging.

Font Size: Dependent on medium; for the website body copy the font should be at approximately 14px. Headings should be 25px.

CSS

font-family: 'Avenir Next', sans-serif;

BUSINESS CARDS



These are some examples of how the colour combinations could be implemented into a practical design. These are examples of business cards, however the same concepts could be used for product packaging. It is important to note the simplicity of the design which represents one of the main ideals of the company.