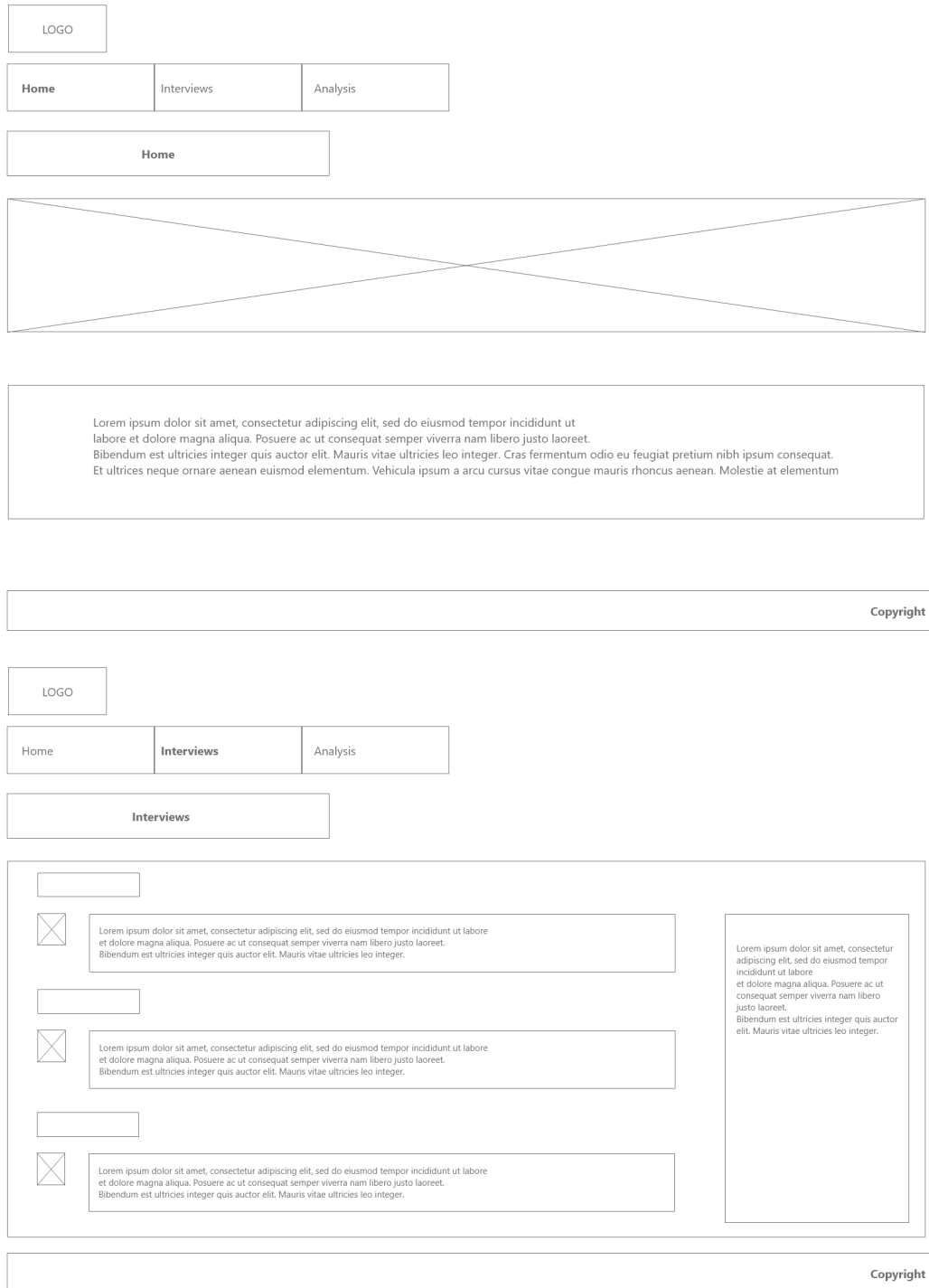


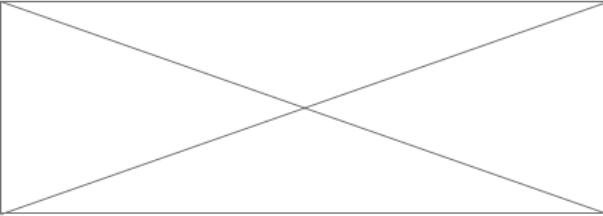
Wireframe





LOGO

hamburger menu contains navigation



Title

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LOGO

hamburger menu contains navigation



Title

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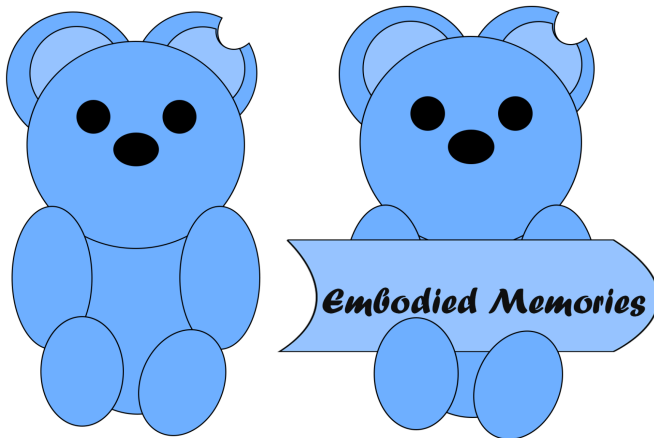
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Style Guide

LOGO ARTWORK

The logo is a simple teddy bear with a blank face and an ear missing. The text version features a sign with the title held by the bear.



The logos can be used interchangeably depending on the circumstances, for example a mobile layout may go for the logo with text while the desktop site may not.

TYPOGRAPHY

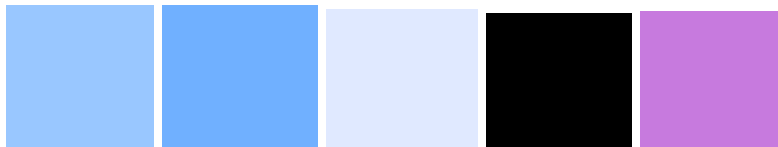
The logo features the Forte font. This font will be used for headings on the website. Other similar homely feeling fonts will be used throughout the website.

GENERAL LAYOUT

The site will be consistent, with the same colors, and a similar layout throughout all the webpages. The desired feeling is a homely vibe, with soothing colors, familiarity, and a feeling of safety and consistency. There won't be any surprises, though the biggest hurdle will be trying to have a consistent homely atmosphere while avoiding a more corporate aesthetic and feeling lifeless.

COLOR SCHEMES

The logo consists of two colors besides black, both being light blues. The lighter of the two is #99c7ff, with the other being #70b0ff. The page background color will be #e0e9ff. Any clickable links with a special color will use #c77ade.



NAVIGATION LINKS

A simple hamburger menu will be used for mobile devices, with buttons present at the top of the website being used for the desktop site.