

# JOHNNY CUPCAKES

## Web Design Study

### Typography

**Anton**

Default Headings

**Pacifico**

Secondary Headings

Open Sans Regular

Normal weight. Body copy.

### Color

Brand Teal  
#75E0B8

Black  
#000

White  
#fff

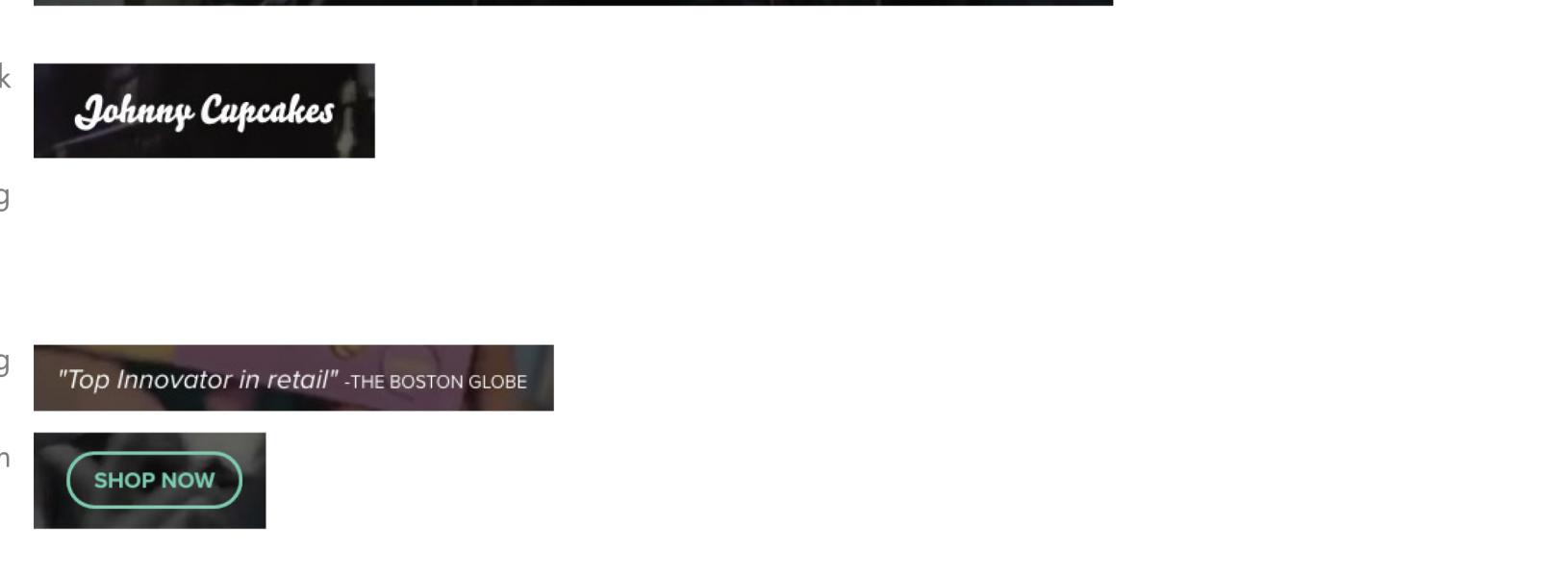
Light Gray  
#EEEEEE

Mid Gray  
#BBBBBB

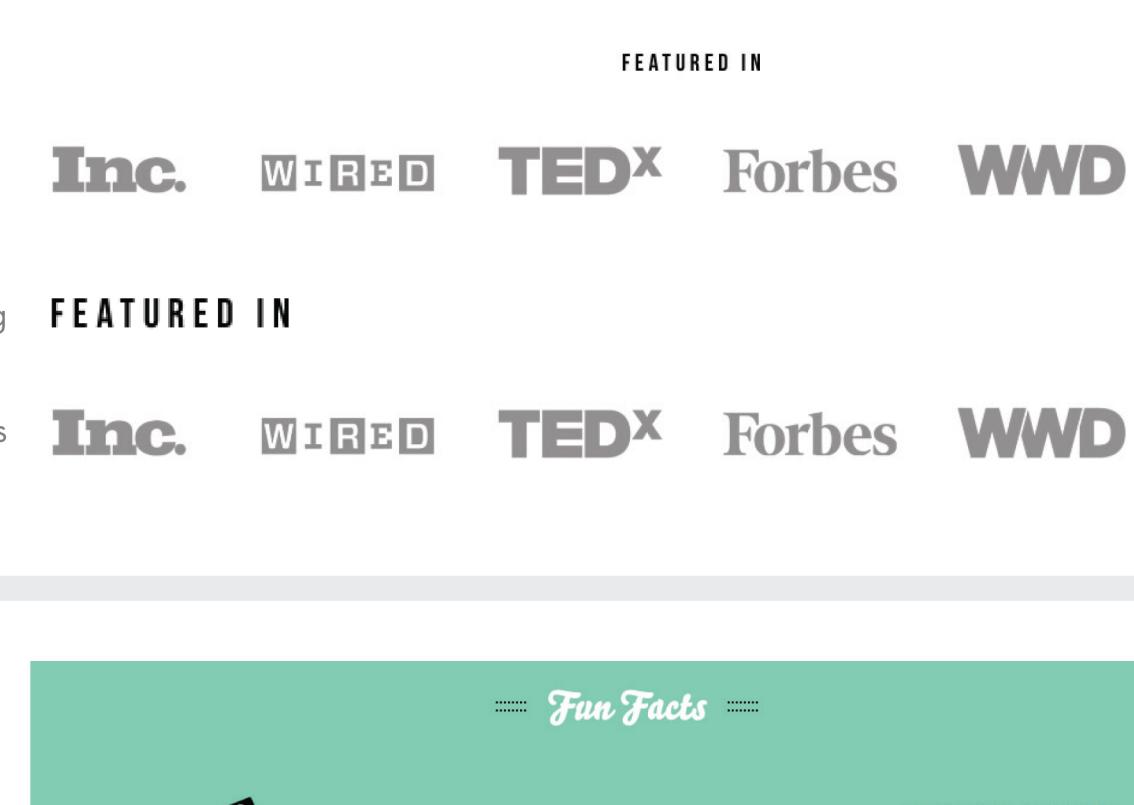
Dark Gray  
#918E8F

### Components

#### Page Header



#### Banner Section



Word Mark

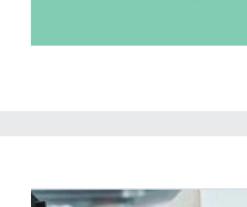


Primary Heading

Sub Heading

"Top Innovator in retail" -THE BOSTON GLOBE

CTA Button



#### Badge Section

FEATURED IN

Inc. WIRED TEDx Forbes WWD npr

Secondary Heading

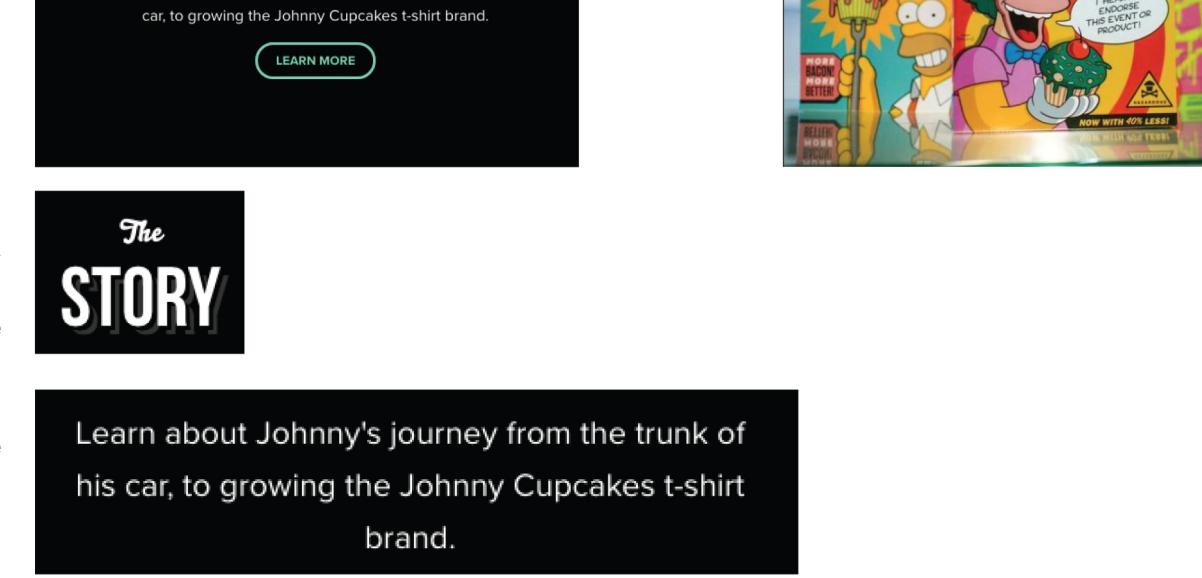
FEATURED IN

Badges

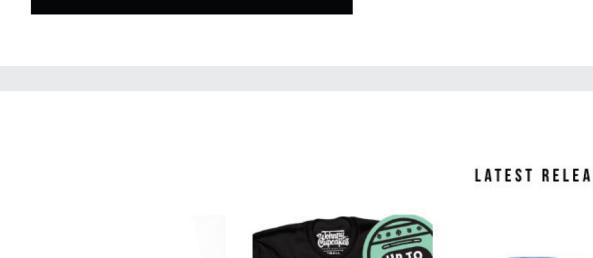
Inc. WIRED TEDx Forbes WWD npr

#### Facts Section

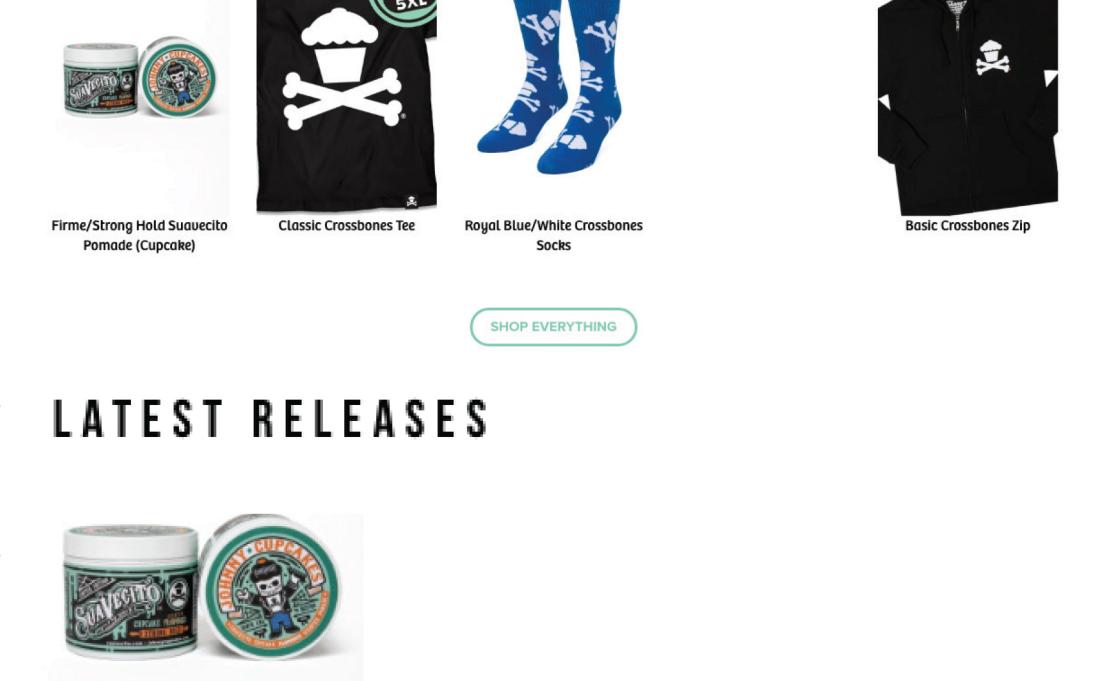
== Fun Facts ==



Secondary Heading



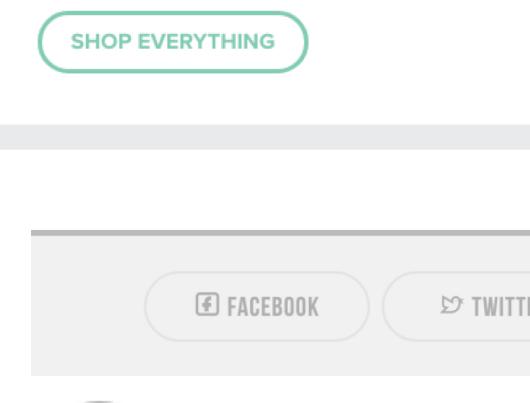
Facts Blurb



#### Feature Section

Baked

GOODS



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