



# HEADLINE / Headline

## Sub-Headline

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**\*\*this does not include banners and promotions, these items should be created with more creative freedom**

# Design Guidelines:

- Harmonize typography and photography. Text placement must have a purpose. Be mindful of the fonts - they should enhance the visuals, not kill them.
- Sophisticatedly simple. DO NOT over design, but DO NOT under design. Imagery, color and typography must be balanced intelligently.
- Spark interest and stir emotions. Ask yourself - would this design leave visitors craving for more?

## Copy Guidelines

- Keep it simple, short and sweet. Our language MUST be clear, concise and conversational.
- Every element of copy MUST have purpose. Anything without purpose should be removed.
- Copy and visuals MUST harmonize, play and blend with each other, spark interest and stir emotions.