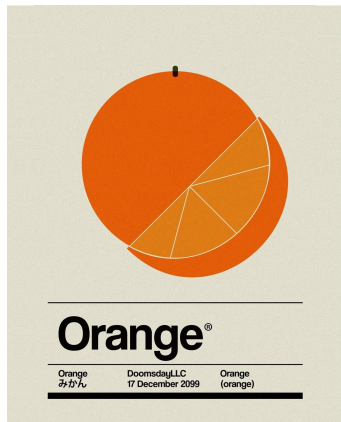


Typography Focus

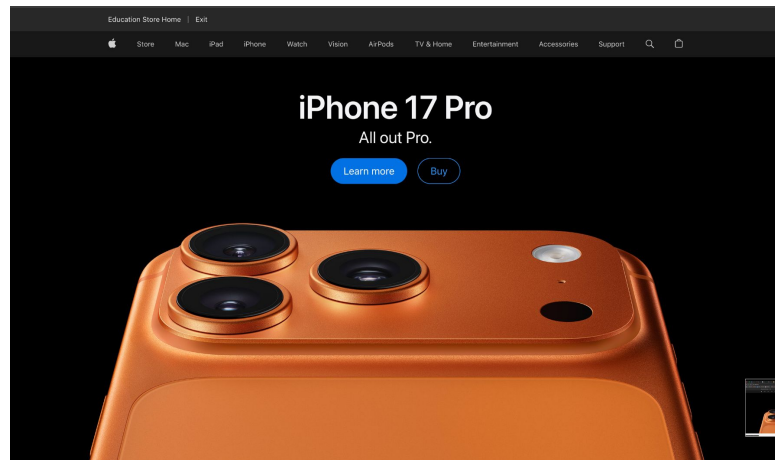
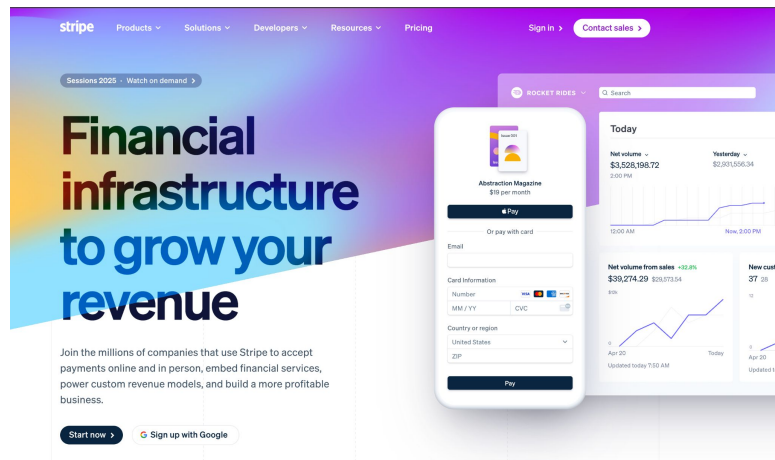
Sans-serif font for minimalist appearance



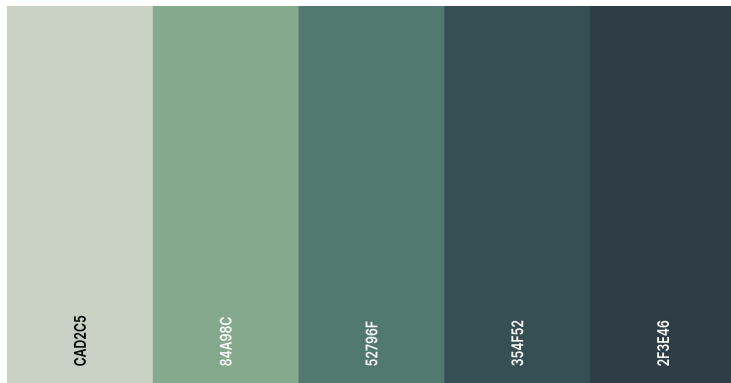
Wider spacing between letters for readability

Sans serif font, strongly bolded and sized up for main points to emphasize purpose; much smaller caption

Tall x-height in heading for readability, distinct heading for product from navbar links, significant space between heading and subheading to learn more



Color Study



circle 2

colors

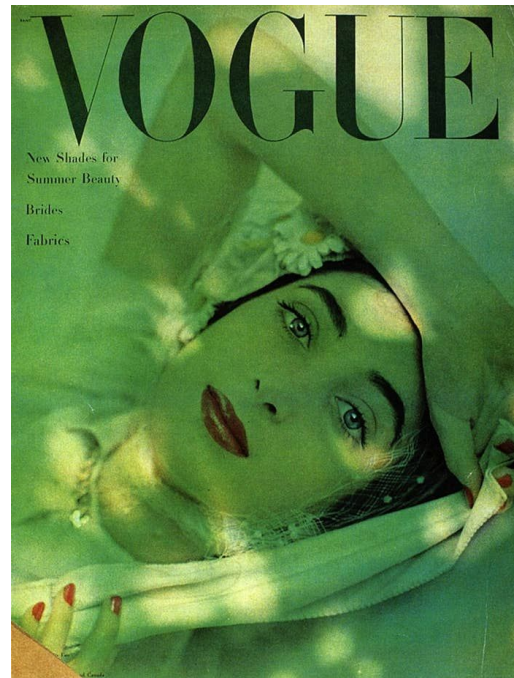
Implemented this color palette from colors, specifically in buttons and navbar

PRIMARY	MIDNIGHT			
	HEX	RGB	CMYK	
	#01305A	1 61 90	100 74 42 32	
PRIMARY	LIONSMANE			
	HEX	RGB	CMYK	
	#FCF3E3	252 243 227	1 3 10 0	
SECONDARY	CELESTE			
	HEX	RGB	CMYK	
	#BDD3CE	189 211 206	26 7 18 0	
SECONDARY	HERB			
	HEX	RGB	CMYK	
	#708C69	112 140 105	59 30 66 9	

Cooler shades of colors, not bright and more muted



Sage green



Multiple shades of green compliment each other to create a cohesive image, with a charcoal colored font to contrast

Depiction of a calm, warm room with different shades of green and plants (mostly sage green)