

Peppermint Lane

A guide to colour, logos and online content
for PEPPERMINT LANE DECOR

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THE BRAND

Mikaela Foster created Peppermint Lane Decor in 2016 as a way of transforming a passion into a business. Currently Peppermint Lane Decor is based out of Napanee ON, and sells handcrafted decor and refurbished furniture to those living in, and travelling through, the area.

PRODUCT

Each piece is specifically selected and designed with a shabby chic feeling. The designs welcome colour and textures, and strive to add a touch of uniqueness to any room.



DESIGN	A shabby chic decor company must have all parts designed with rustic touches. The website must incorporate the style of shabby chic, while providing a feeling of professionalism. The use of minimalism and adequate spacing must be incorporated in order to draw focus on the product, as many items have small details, and solid colours will reduce busyness. Lines and solids will compliment textures like wood grain. The products come in many colours, and the website is not to take away from the style and products themselves. The products are unique, so the site design should be too. In order to create cohesion, design elements are limited to lines and colour. Branding includes the logo and symbols of the company, use of their main colours, and the overall shabby chic feeling. Colours focus on mint green, as it can be associated with colour scheme but also the brand name.
USERS	The website must be easy to navigate; users should be able to find and purchase products easily. There should be few clicks required in order to find and purchase products. Font must be very legible, and design has to be responsive as users are most likely to browse site on mobile. Looking to expand sales and general interest, so users must be able to find contact information easily. Site should be visually appealing to all audiences, but must cater to design conscious adult women, as they are the most consistent customers. Social media links must be present and easy to find.

COLOUR PALETTE Mint green is the colour associated with all things mint, and as such it is the primary colour to be associated with Peppermint Lane Decor. This colour is to be used as the main colour for our logo, headings, and decorative elements in conjunction with neutrals. Use of various tones is strongly encouraged, especially when placed beside the primary colour.

		Peppermint Lane Greens		
EFF9F2 RGB: 239-249-242 RGB [%]: 93.7-97.6-94.9	CCEAD5 RGB: 204-234-213 RGB [%]: 80-91.8-83.5	A0D4B0 RGB: 160-212-176 RGB [%]: 62.7-83.1-69	72B987 RGB: 114-185-135 RGB [%]: 44.7-72.5-52.9	45995E RGB: 69-153-94 RGB [%]: 27.1-60-36.9

SECONDARY PALETTE Blue is to be used when there is a need for additional touches of colour to add interest. Any of the tones may be used, but never as large blocks of colour. This is never to be used for our logo. Examples of use may include: thin decorative lines and heading text.

		Secondary Blues		
ECF4F6 RGB: 236-244-246 RGB [%]: 92.5-95.7-96.5	C4DAE0 RGB: 196-218-224 RGB [%]: 76.9-85.5-87.8	93B7C1 RGB: 147-183-193 RGB [%]: 57.6-71.8-75.7	618F9C RGB: 97-143-156 RGB [%]: 38-56.1-61.2	3C7281 RGB: 60-114-129 RGB [%]: 23.5-44.7-50.6

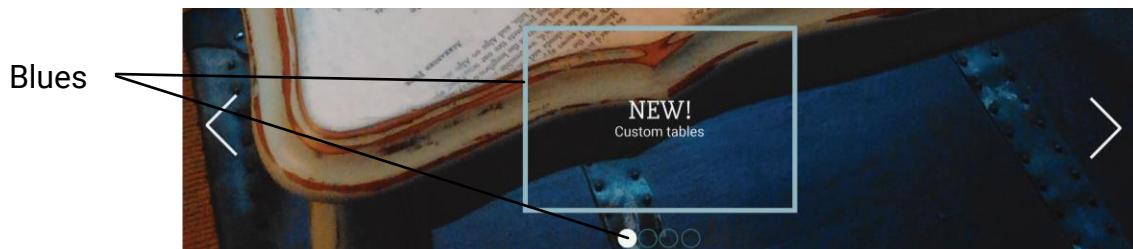
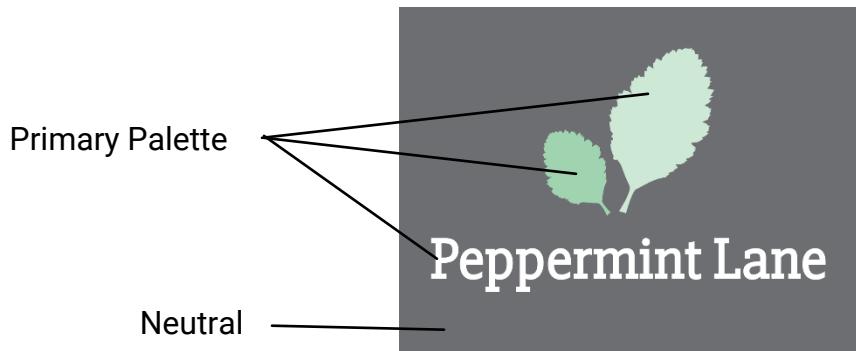
NEUTRALS Used for fonts, backgrounds and to make images stand out. Can be used as large blocks as long as there is use of colour in close proximity. Black is also used.

		Neutrals		
FFFFFF RGB: 255-255-255 RGB [%]: 100-100-100	D1D3D4 RGB: 209-211-212 RGB [%]: 82-83-83	A7A9AC RGB: 167-169-172 RGB [%]: 65-66-67	6D6E71 RGB: 109-110-113 RGB [%]: 43-43-44	58595B RGB: 88-89-91 RGB [%]: 35-35-36

ACCENT PALETTE Much like the secondary palette, this palette is to be used to add small touches of colour when needed. Any of these hues may be used, but never as large blocks of colour. Use of this for the logo is rare. Examples of use may include: thin decorative lines and heading text.



USES



TYPE Primary sans serif font: Roboto

The Roboto font family is used as the primary typeface for all body text. It is very legible, and the roundness of the letters allows for a professional feel without being too stanch. Roboto Regular is to be used in most situations, and in mainly black or white.

Primary serif font: Slabo (27px & 13px)

The Slabo font family is used as the primary typeface for the logo, headlines, and short copy when wanting to emphasize. It emulates the shabby chic feeling of the company. It can be used as both sentence case and all-caps. The font was created very specifically to look ideal in 27px and 13px size, but can be used in various sizes. Slabo only comes in one variation, regular, and should be kept that way. Slabo can be used in with any colours from our palettes.

Aa

Roboto Regular (400)

Roboto Bold (700)

Size: 13px

Spacing: standard

Aa

Slabo 27px

Slabo 13px

HEADING

HEADING

HEADING

AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPpQ
qRrSsTtUuVvWwXxY
yZz

AaBbCcDdEeFfGg
HhIiJjKkLlMmNnO
oPpQqRrSsTtUuVv
WwXxYyZz

Heading 27px

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus ut mi in libero pellentesque commodo a eget arcu. Morbi et ante convallis ligula condimentum convallis ut id lacus. In pellentesque urna sit amet vestibulum convallis. Nulla sit amet cursus leo.

CSS

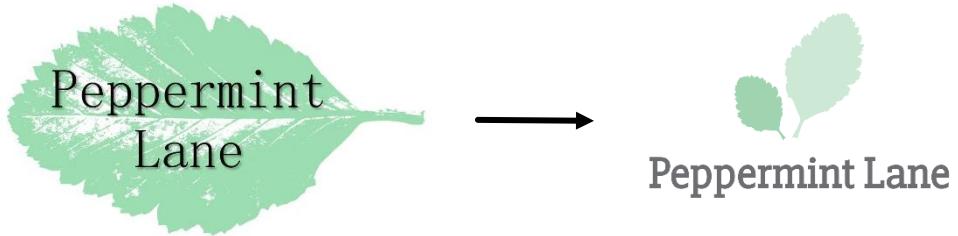
font-family: 'Roboto', sans-serif;

font-family: 'Slabo 27px', serif;

font-family: 'Slabo 13px', serif;

<link href="https://fonts.googleapis.com/css?family=Roboto:400,700|Slabo+13px|Slabo+27px" rel="stylesheet">

**LOGO
REDESIGN**



DO
Use logo with white text on top of dark backgrounds.



DON'T
Use logo with white text on top of light backgrounds.



DO
Use logo with dark neutral text on top of light backgrounds.



DON'T
Use logo with dark neutral text on top similar dark backgrounds.



DO
Use logo without words if desired.



DON'T
Flip, rotate or skew logo.



DO
Use logos on lightly textured wood or paint backgrounds.



DON'T
Use logos on heavily textured wood or colourful backgrounds.



DO
Use logo in circle with words on two lines.

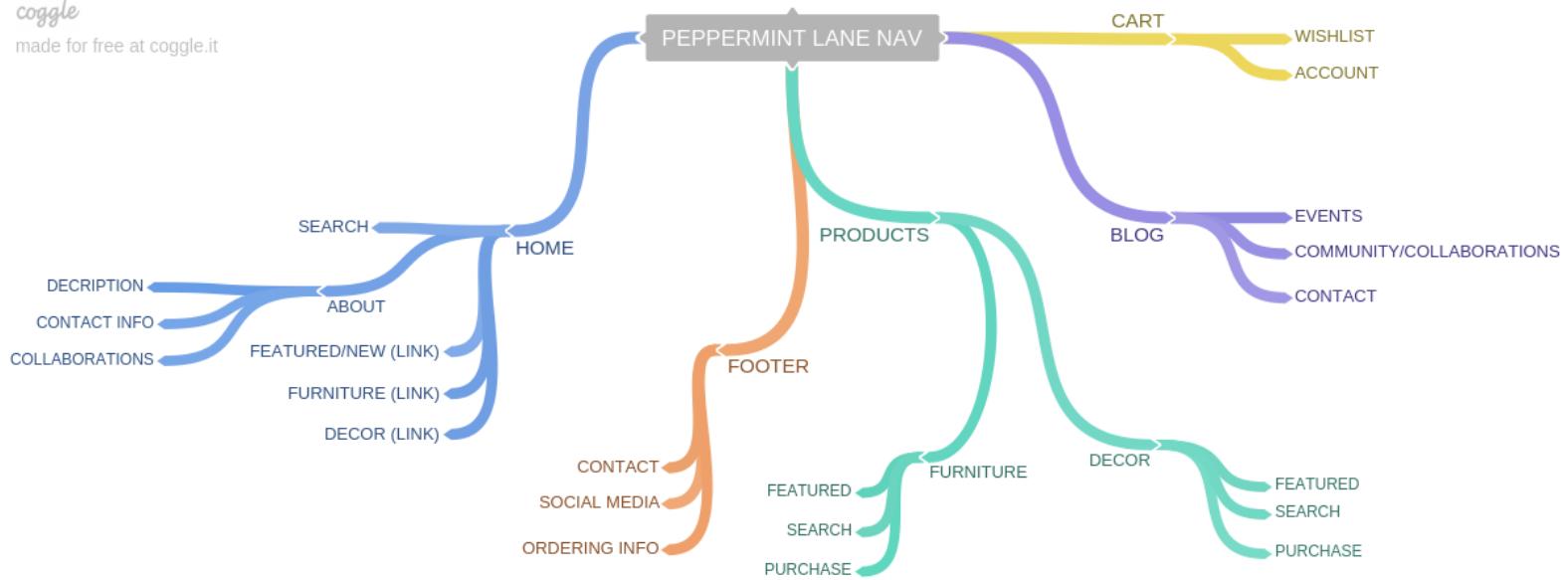


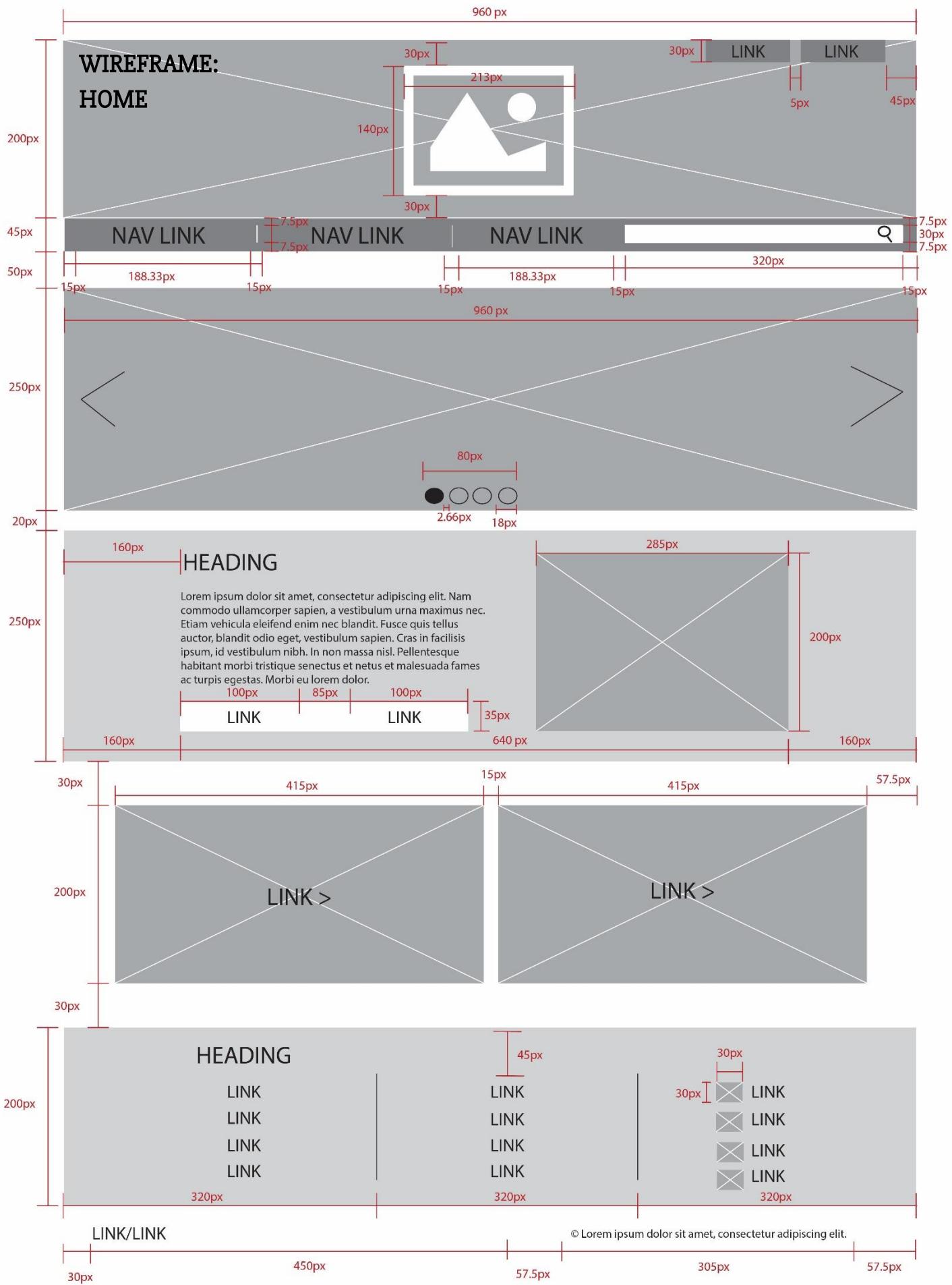
DON'T
Rearrange words or leaf colours of logo.

PLANNING

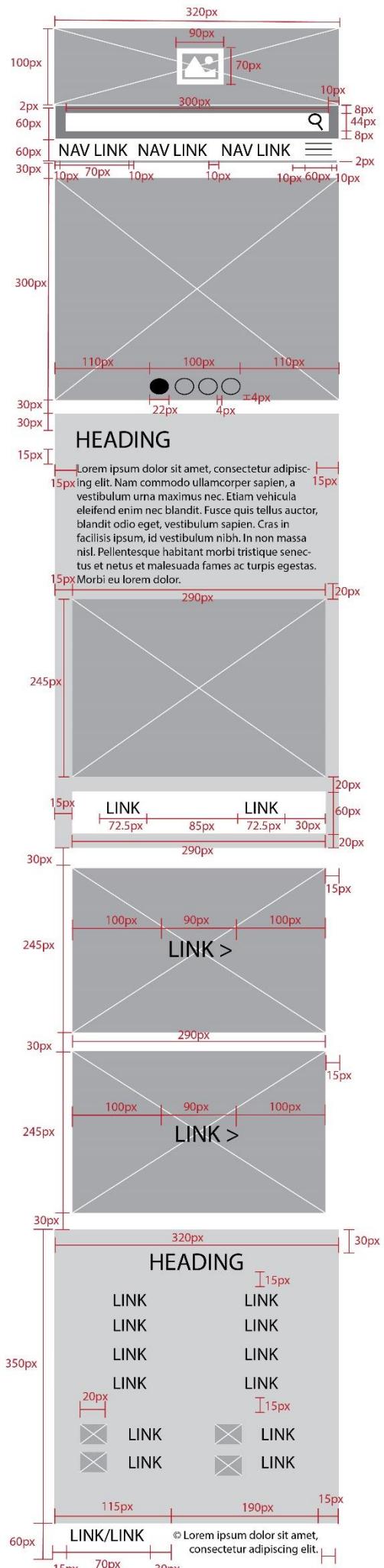
coggle

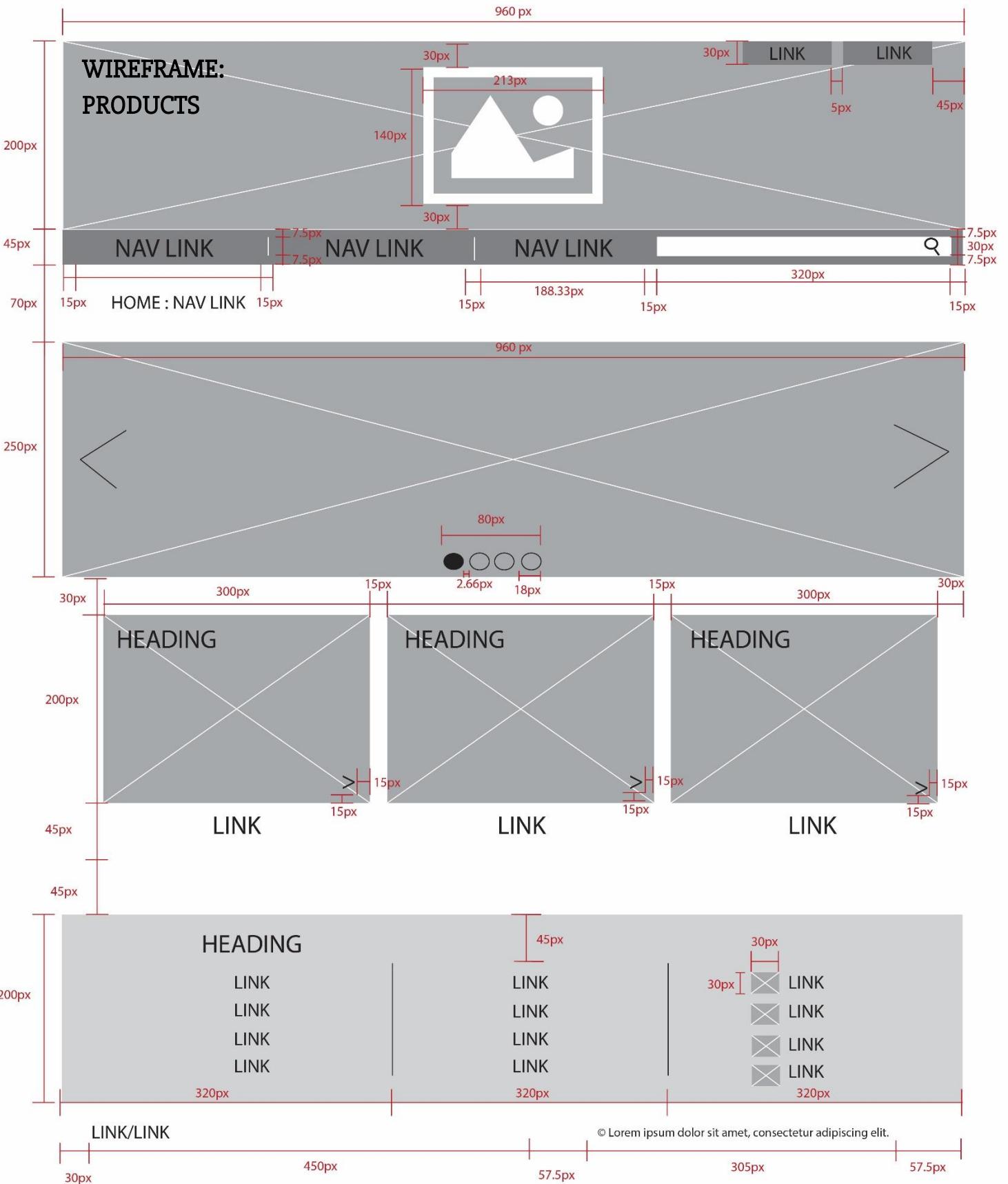
made for free at coggle.it



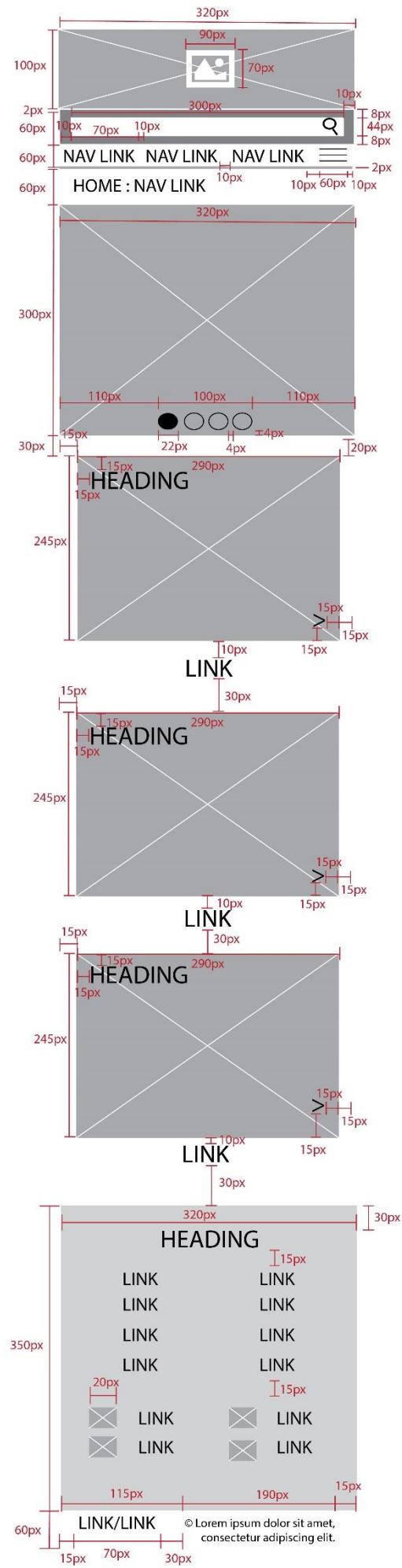


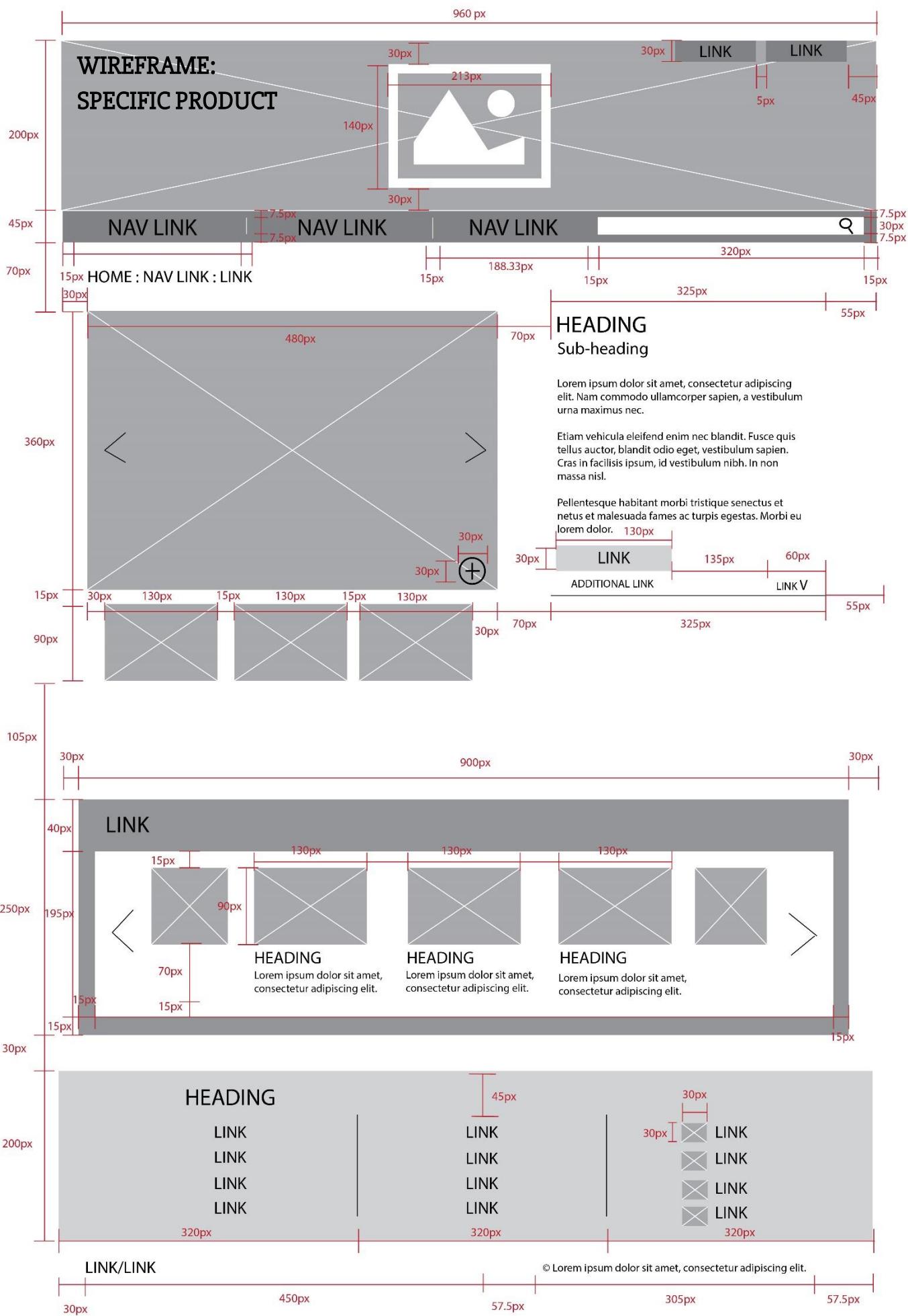
WIREFRAME: MOBILE HOME



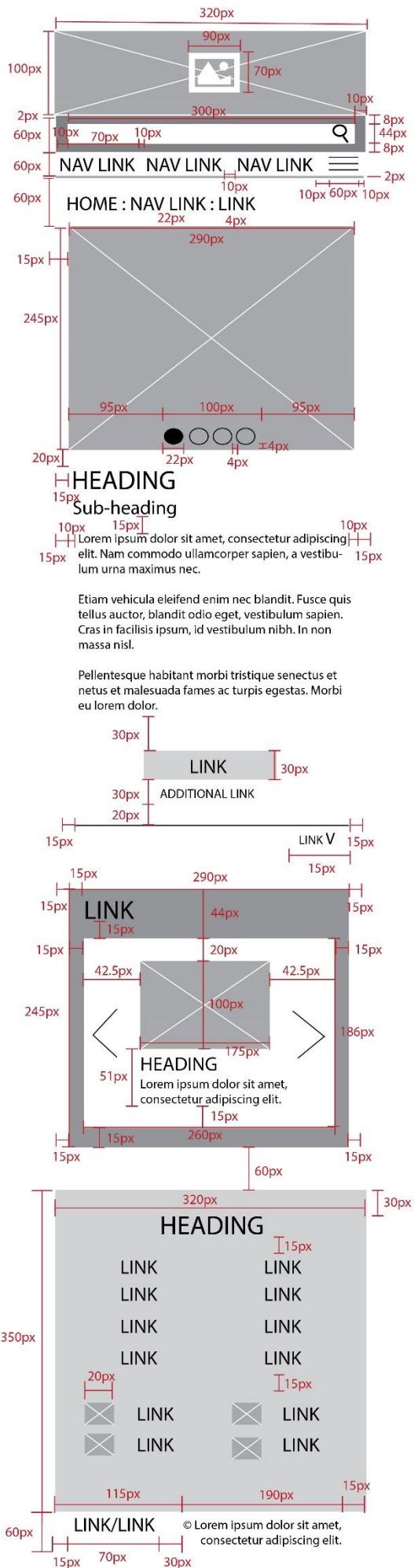


WIREFRAME: MOBILE PRODUCTS





WIREFRAME: MOBILE SPECIFIC PRODUCTS





Peppermint Lane

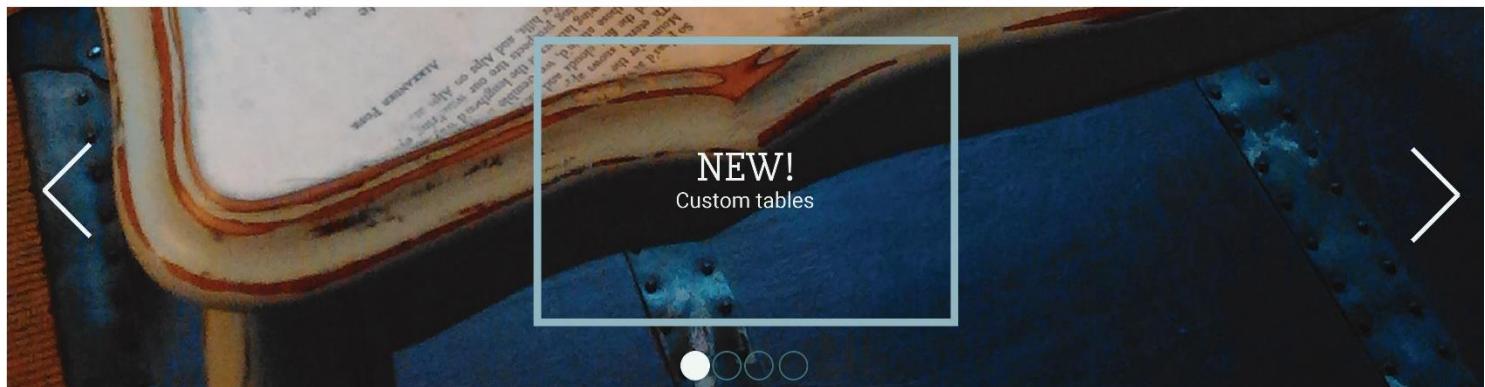


HOME

PRODUCTS

BLOG

SEARCH



ABOUT

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam in tincidunt nunc, id dictum nibh. Donec vel leo magna. Curabitur efficitur eros vel pellentesque elementum. Proin rhoncus tempus augue. Sed ante tortor, convallis elementum risus ut, varius mollis mi. Duis eu diam ut justo ornare accumsan ut vitae dui. Curabitur vestibulum tincidunt odio, at consequat ex pellentesque ac. Nam eu lectus eu felis pulvinar rhoncus. Proin lobortis nibh eu convallis sagittis. Nulla facilisi. Donec cursus, ligula ac maximus vestibulum, felis dolor ornare tortor, eget accumsan odio nisl ut lacus. Aenean at feugia.

[CONTACT](#)[COLLABORATE](#)

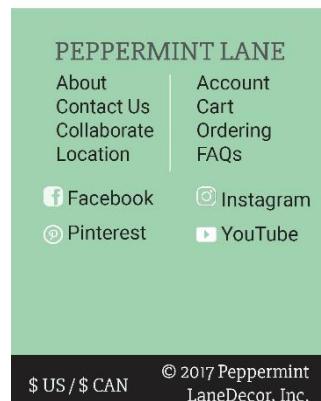
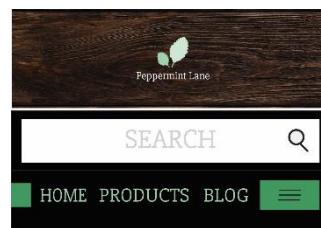
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MOCKUP: MOBILE HOME



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\$24.99



Peppermint Lane



HOME

PRODUCTS

BLOG

desk ch|



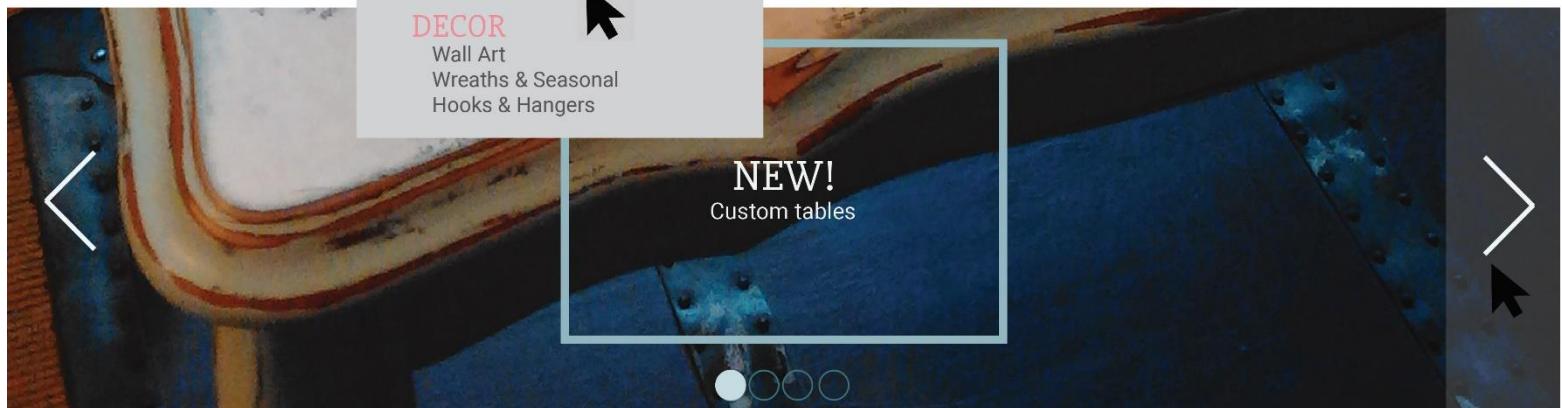
HOME : PRODUCT

FURNITURE

- Tables
- Dressers & Cabinets
- Chairs & Benches

DECOR

- Wall Art
- Wreaths & Seasonal
- Hooks & Hangers



TABLES

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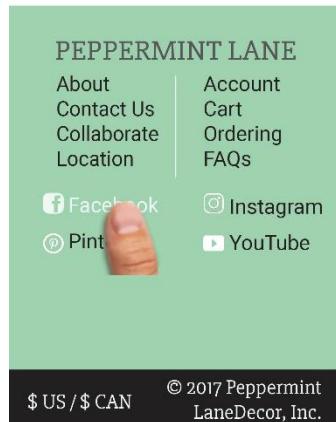
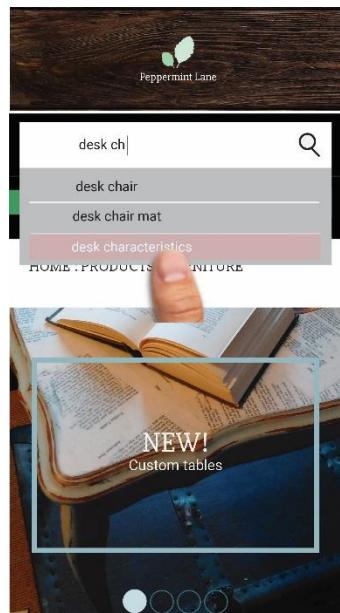
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MOCKUP: MOBILE PRODUCTS





Peppermint Lane



HOME

PRODUCTS

BLOG

SEARCH



HOME : PRODUCTS : FURNITURE : TABLES : COMPASS COFFEE TABLE



COMPASS COFFEE TABLE

\$54.99 CAD

Donec a ultrices massa. Sed vulputate vehicula pellentesque. Mauris ultrices dui ac nunc accumsan, in feugiat enim luctus. Vestibulum vel erat elit. Vivamus eu arcu efficitur, lobortis tellus in, laoreet neque. Morbi cursus eleifend metus in commodo.

Vivamus purus libero, luctus sit amet arcu vel, dignissim scelerisque diam. Morbi sit amet ante vestibulum, hendrerit nibh nec, aliquet dui. Duis fringilla laoreet tortor vel ornare.

Sed porta neque id arcu semper, in vestibulum dolor mollis. Suspendisse vitae pellentesque tortor, non cursus diam.

[Add to cart](#)[Add to wish list](#)[Share](#)

RELATED



LACE PRINT TABLE
Cras auctor sem est, ut posuere turpis ullamcorper venenatis.

GREEN CLOCK TABLE
Proin vulputate est eget feugiat lobortis.

PARIS SUITCASE TABLE
Cras sed dolor tortor.
Nulla est turpis, facilisis convallis sapien.

PEPPERMINT LANE

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MOCKUP: MOBILE SPECIFIC PRODUCTS



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COMPASS COFFEE TABLE



COMPASS COFFEE TABLE

\$54.99 CAD

Donec a ultrices massa. Sed vulputate vehicula pellentesque. Mauris ultrices dui ac nunc accumsan, in feugiat enim luctus. Vestibulum vel erat elit. Vivamus eu arcu efficitur, lobortis tellus in, laoreet neque. Morbi cursus eleifend metus in commodo.

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Sed porta neque id arcu semper, in vestibulum dolor mollis. Suspendisse vitae pellentesque tortor, non cursus diam.

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GREEN CLOCK TABLE
Proin vulputate est eget feugiat lobortis.

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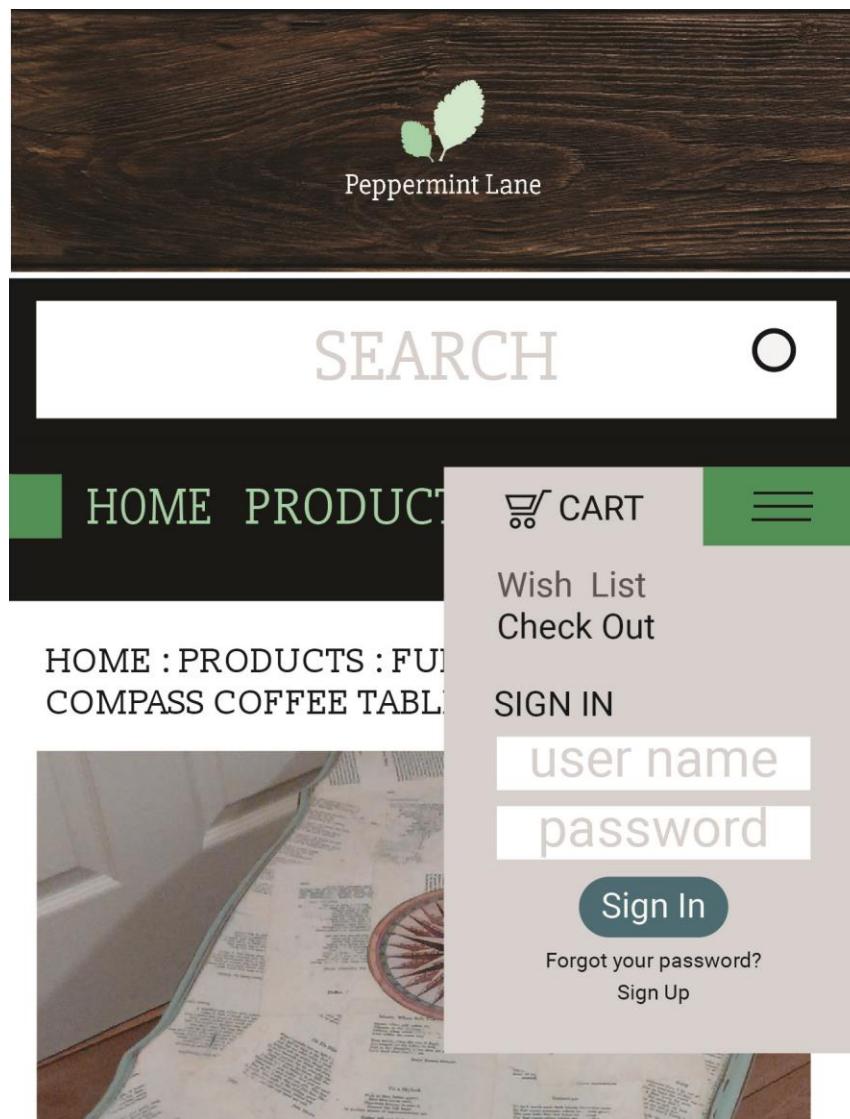
YouTube

\$ US / \$ CAN

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LaneDecor, Inc.

COMPONENTS:

Drop downs



ABOUT

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam in tincidunt nunc, id dictum nibh. Donec vel leo magna. Curabitur efficitur eros vel pellentesque elementum. Proin rhoncus tempus augue. Sed ante tortor, convallis elementum risus ut, varius mollis mi. Duis eu diam ut justo ornare accumsan ut vitae dui. Curabitur vestibulum tincidunt odio, at consequat ex pellentesque ac. Nam eu lectus eu felis pulvinar rhoncus. Proin lobortis nibh eu convallis sagittis. Nulla facilisi. Donec cursus, ligula ac maximus vestibulum, felis dolor ornare tortor, eget accumsan odio nisl ut lacus. Aenean at feugia.

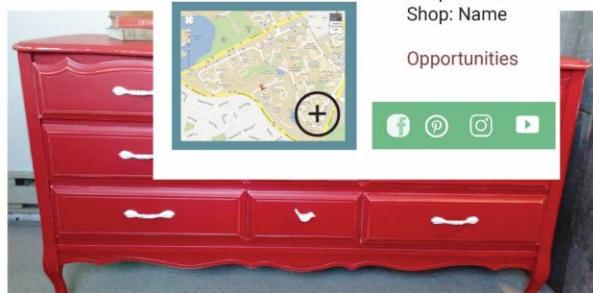
CONTACT

Phone: 555-555-5555
Email: email@gmail.com

COLLABORATE

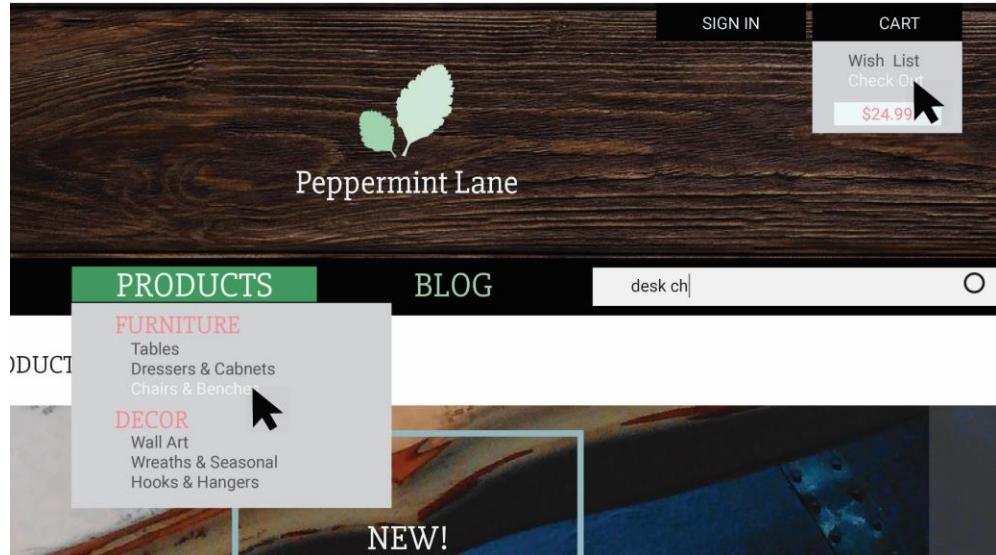
Shop: Name
Shop: Name
Shop: Name
Shop: Name

Opportunities



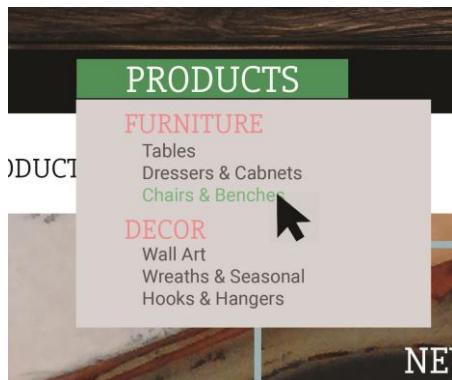
COMPONENTS:

Hover



COMPONENTS:

Clicked



COMPONENTS:

Menu is fixed to top of mobile screen



Sed porta neque id arcu semper, in vestibulum dolor mollis. Suspendisse vitae pellentesque tortor, non cursus diam.

Add to cart

Add to wish list

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