RVEGG MOCK UP



RVEGG STYLE GUIDE -

DESIGN

My design has a vintage theme to appeal to my audience. The graphic elements of the website should adhere to that theme. Flat icons, color scheme, and font will enforce this idea. I chose rounded icons and images to contrast the rectangular sections of the parallax. To further show the theme, the section indicator is a flag. While the site design utilizes many grey main elements, green and red-orange will be used for headings, social, and featured design elements.

COLORS



My color choices are vintage and retro to fit within my design scheme. The colors are muted and calm. The logo and headlines are in the green and the other graphical elements are in red. The grey is mainly used as a background color. To not take away from the other color elements, the 'About Me' images are in black & white.

TYPOGRAPHY

HEADLINES: FRANCHISE ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Body Copy: Cambria ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

My font choices are simple, bold, and clean. The headline font is a sans-serif block font and the body copy font is a simple serif font. I chose these fonts because they compliment each other and they also contribute to theme without being overwhelming. I plan on using @fontface to code these specific fonts.

RVEGG MOCKUP



HOME



MENU

RVEGG MENU FIND US **ABOUT US** CONTACT MENU **PROTEIN BREAD CHEESE TOPPINGS** chicken white mozzerella tomato siracha aioli provolone steak wheat lettuce mayo BBQ pork whole grain cheddar spinach garlic aioli bacon swiss onion chipotle aioli rye pepper jack bell peppers maple syrup tofu pumpernickel sweet bread cheddar jack hot peppers ketchup avocado bacon

roasted red pepper

FIND US

RVEGG

MENU

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ABOUT US

CONTACT

FIND US

Use the map to the right to locate us wherever we go! We are open for breakfast between 6:00AM and 11:00PM everyday.

Come visit at these locations each week:

Monday

MCV - Marshall & 10th

Tuesday

VCU - Harrison & Franklin

Wednesday

Downtown - Canal & 10th

Thursday

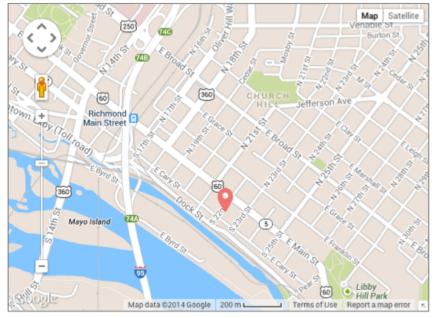
Carytown - Ellwood & Colonial

Saturday

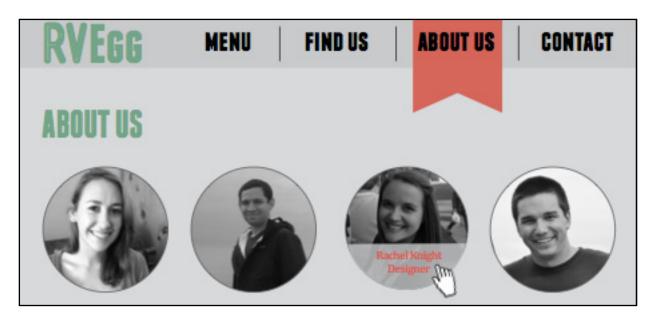
Forest Hill Farmer's Market

Sunday

The River Lofts at E Cary



ABOUT US



ABOUT US - DRAWER



CONTACT & FOOTER

