Colour Scheme

474557	945D4D	CDB19D
BA8788	759679	F0EFEB

Sample Textures
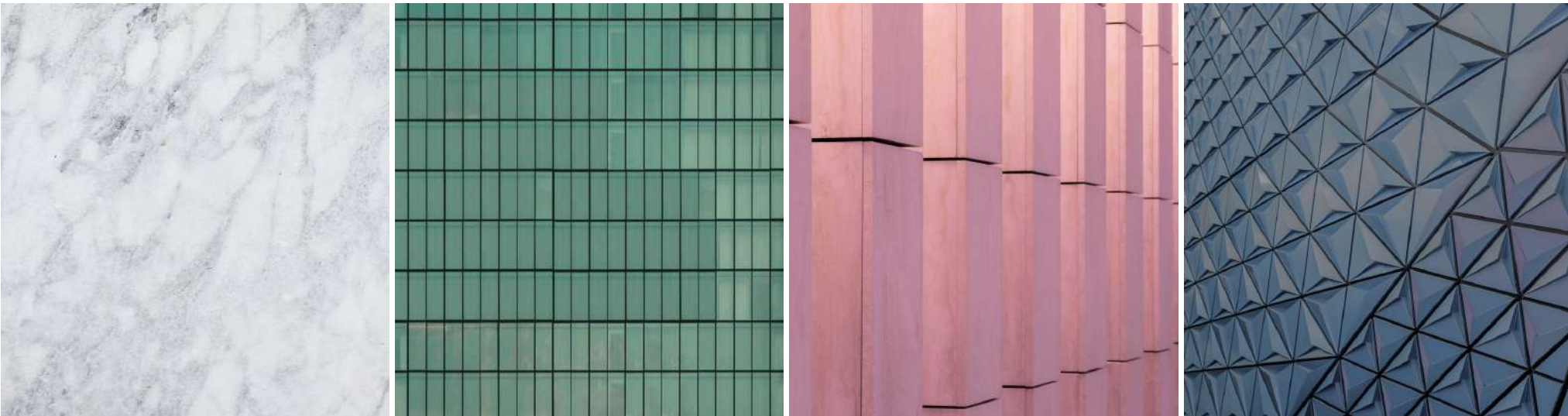
Sample Images

Sample Typography

Designer Notes

The main aim is to portray a clean, minimalistic, elegant, timeless and earthy asethetic through its website.

Background
White/light beige background to emphasise the beauty and colours of the bouquet.

Colours
Muted nude colours with purple and blush colours as the main colours used within the website and also create a brand image association through the colours. Colour scheme selected considers the creative aspect and shows that the company is adventurous and stands out within the florist industry.

Typography
Serif font for the main message within the website to portary feelings of trustworthiness and reliability. The Kindel Serif font also creates a classy image. Minimal, clean and readable cursive handwriting font for some posters within the website, use minimally. The use of the three fonts to create variation in the design aspect within the website.

Buttons
Clean and boxy buttons that looks clickable. Key call for action buttons are fully coloured to attract the attention of users.

Sample Buttons

VIEW ALL

Enter email →

SIGN IN

Colour Scheme

EDDCD2	F0EFEB	A5A58D
FFF1E6	DDBEA9	B7B7A4

Sample Textures

Sample Images

Sample Typography

KINDEL SERIF
LOREM IPSUM IS SIMPLY DUMMY TEXT

the charlotte
SCRIPT HANDWRITTEN FONT

Roboto
Thin   Regular   **Bold**
Thin Italic Italic   ***Bold Italic***
Light   Medium   **Black**
Light Italic Medium Italic ***Black Italic***
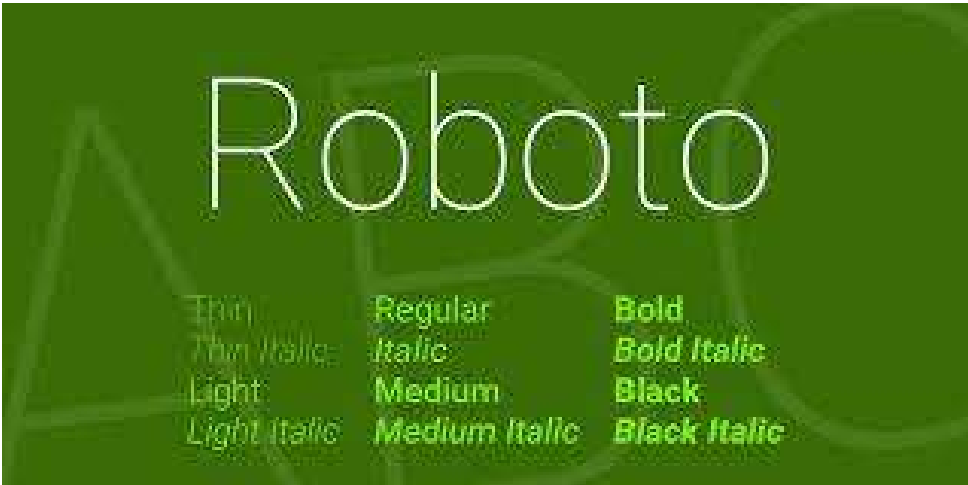
Designer Notes

The main aim is to portray minimalistic, neutral and natural design.

Background
White background to represent a clean and light feel.

Colours
Nude and colours associated to nature to represent the beauty of foliage and floral arrangement. Also, it represents the eco-friendly and sustainable movement which the business advocate for.
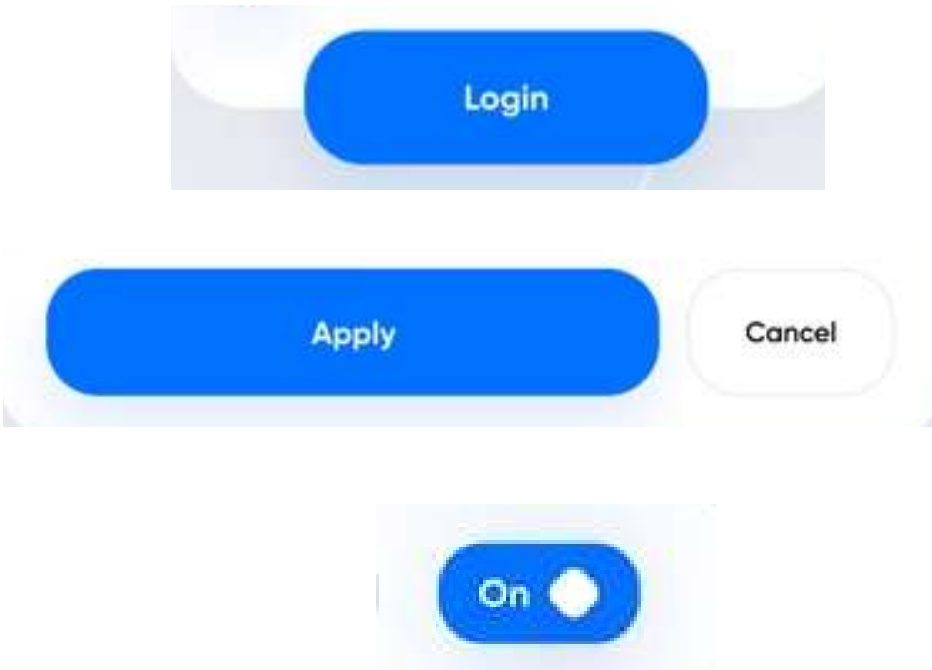
Typography
Clean san serif fonts that is visible and readable to users and evoke a sense of elegance, class and minimalism.
Handwriting fonts are used minimally for variation within the website.

Buttons
Rounded buttons (often associated to evoke a sense of friendliness) with call for action buttons fully coloured

Sample Buttons

Login

Apply   Cancel

On

Colour Scheme

003049

F77F00

EAE2B7

D62828

FCBF49

Sample Textures

Sample Images

Sample Typography

Sun flower

modern serif by MadeType

MADE Sunflower will perfect for many project: fashion, magazines, logo, branding, photography, invitations, quotes, blog header, poster, advertisements, etc.

vol. 3

Semperto

A BOUNCHY FONT BY Hans Co

Ultra Light
Thin
Light
Roman
Medium
Bold
Heavy
Black

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Helvetica

Refinement of characters.
A number of characters were subtly changed to be more consistent and more harmonious with the overall design, as well as to improve legibility.

New numbering system.
Each weight is identified by a number – in addition to the weight name – for easy reference, similar to the Univers® design conventions.

Cap and x-height adjustments.
The cap height is now consistent, uniformly noticeable differences and the x-height has been adjusted to appear visually the same in all weights.

Designer Notes

The main aim is to portray its boldness, liveliness and creativity through its website.

Background
White background with accent navy colour to create a bold, royal vibe for the brand

Colours
Bold colours to attract users and associated to optimism. Hence, when shopping with the brand, the customers possess feeling of positivity

Typography
Serif font would be the main font used within the website. San serif, serif and handwriting font is used to create dynamic within the website.

Buttons
Rounded buttons with key buttons in bold coloured outline and transparent fill.

Sample Buttons