



STYLE GUIDE

VISUAL DESIGN

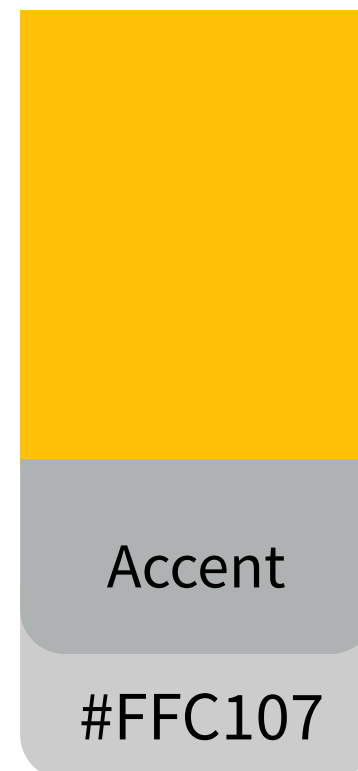
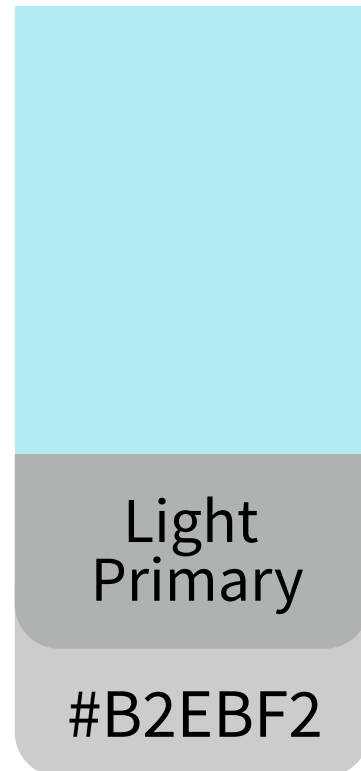
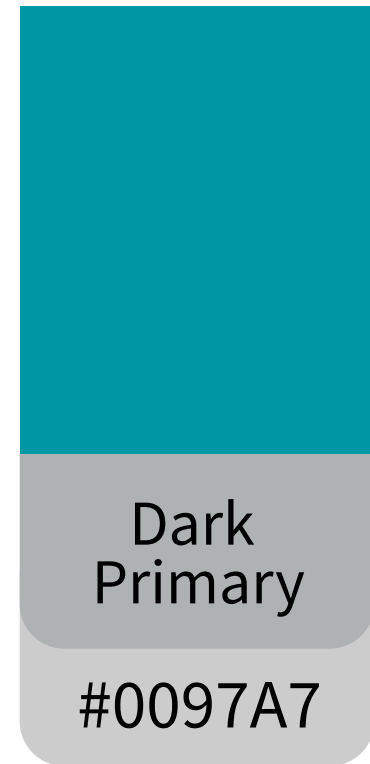
MAIN LOGO



GRAYSCALE LOGO

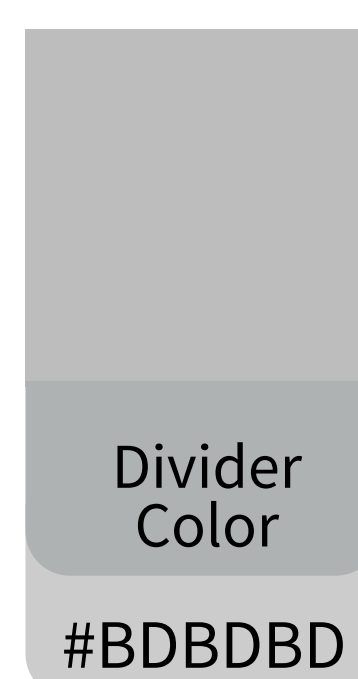
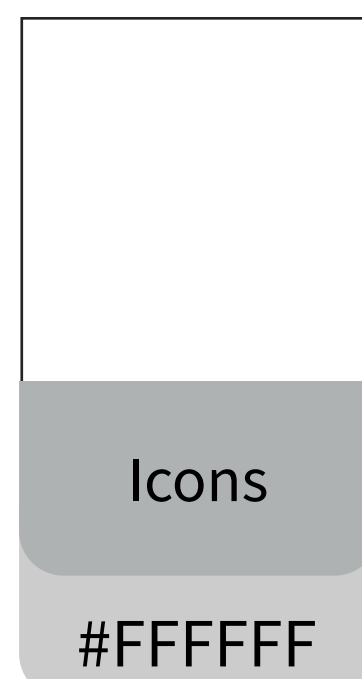
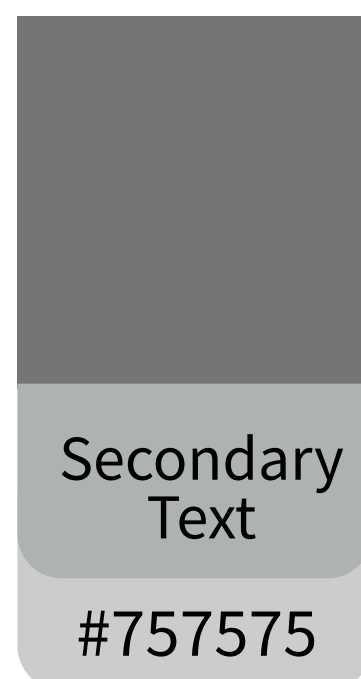
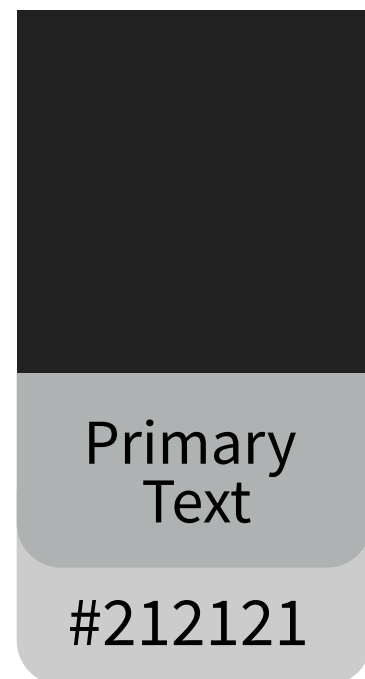


COLOR SCHEME



Specific colors were purposefully chosen in order to set the tone for a beach theme.

Blue was chosen as the accent color both because of its innate association with the ocean/cleanliness and the fact that it is not too intense on the eyes which provides for a reading platform that is favorable to the user.



Yellow was chosen as the accent color as it works in conjunction with blue to evoke the tone of sand/the beach in order to further push the tone of the seaside.

Keeping the colors and the font choice casual was done purposefully in order to appeal to a young, active audience, which is the main demographic of the Sea Angels.

TYPOGRAPHY

LEIXO

Logo/Branding

Lato Bold

Heading

Source Sans Pro

Content Text

Heading Example

Paragraph text. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio.

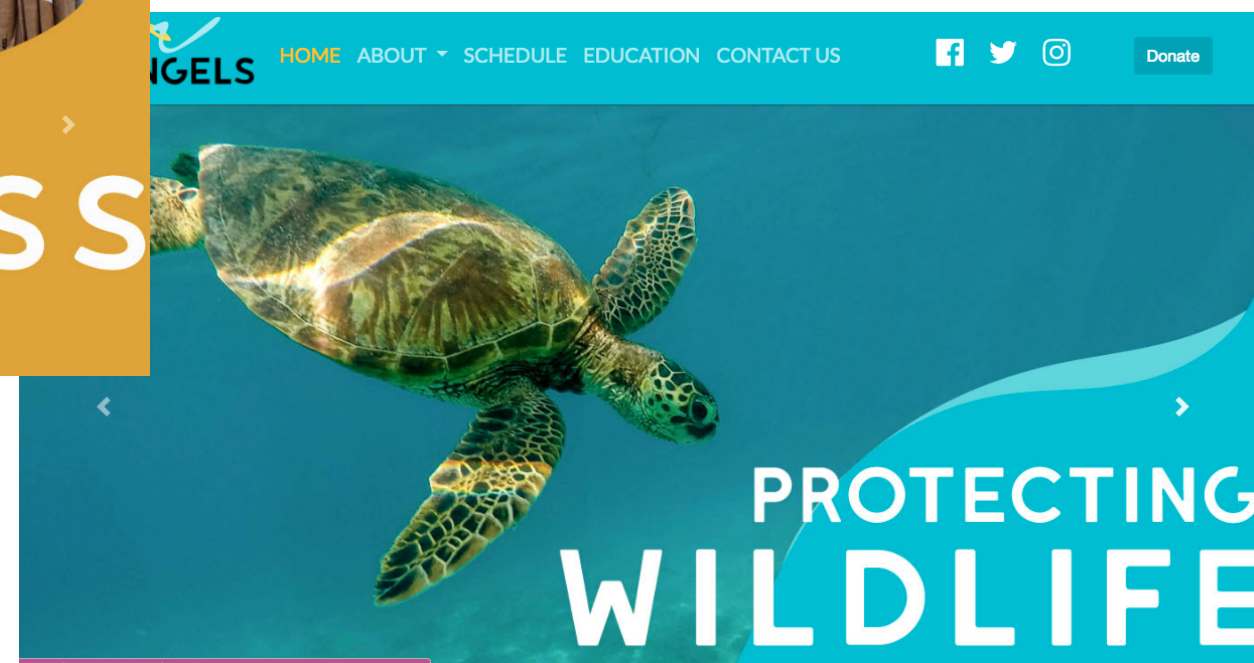
Praesent libero. Sed cursus ante dapibus diam. Sed nisi. Nulla quis sem at nibh ele-

A lean, yet casual bold sans serif font improves the legibility of the company name and modernizes the brand.

CUSTOM UX ELEMENTS



The jumbotron carousel on the landing page utilizes vibrant imagery in order to give users a visual representation of the Sea Angels goals.



CUSTOM UX ELEMENTS

A custom wave footer was also created as a custom visual brand asset in a conscious effort to maintain a fun, casual design.

This appeals to the Sea Angels demographic of younger teens seeking volunteer work.

Give Thanks To Our Beaches!

Join us on Saturday, November 25th at Ocean Inlet Park, from 8-10:30 for our monthly beach cleanup. We provide everything you need & give community service hours. No pre-registration is necessary.

[Join Us! »](#)

Supporting the Sea Angels has never been easier. When you shop on Amazon, you could be donating a portion of that sale to us. Simply click on the logo below when you shop, purchase what you need and...VOILA! You just donated to a great cause.

[Find Out More! »](#)

We will be participating in Terracycle's Beach Plastic Cleanup Program. Certain plastic that we were unable to recycle such as plastic utensils can now be sent to Terracycle and eventually be made into other products. To learn more about this project [CLICK HERE](#)

[Learn More! »](#)

NAVIGATION

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SUPPORT SEA ANGELS

Our organization relies on the generosity of individuals like you in helping us to fight against the plight of litter in our environment. Want to help us grow? Please consider a donation to our cause.

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