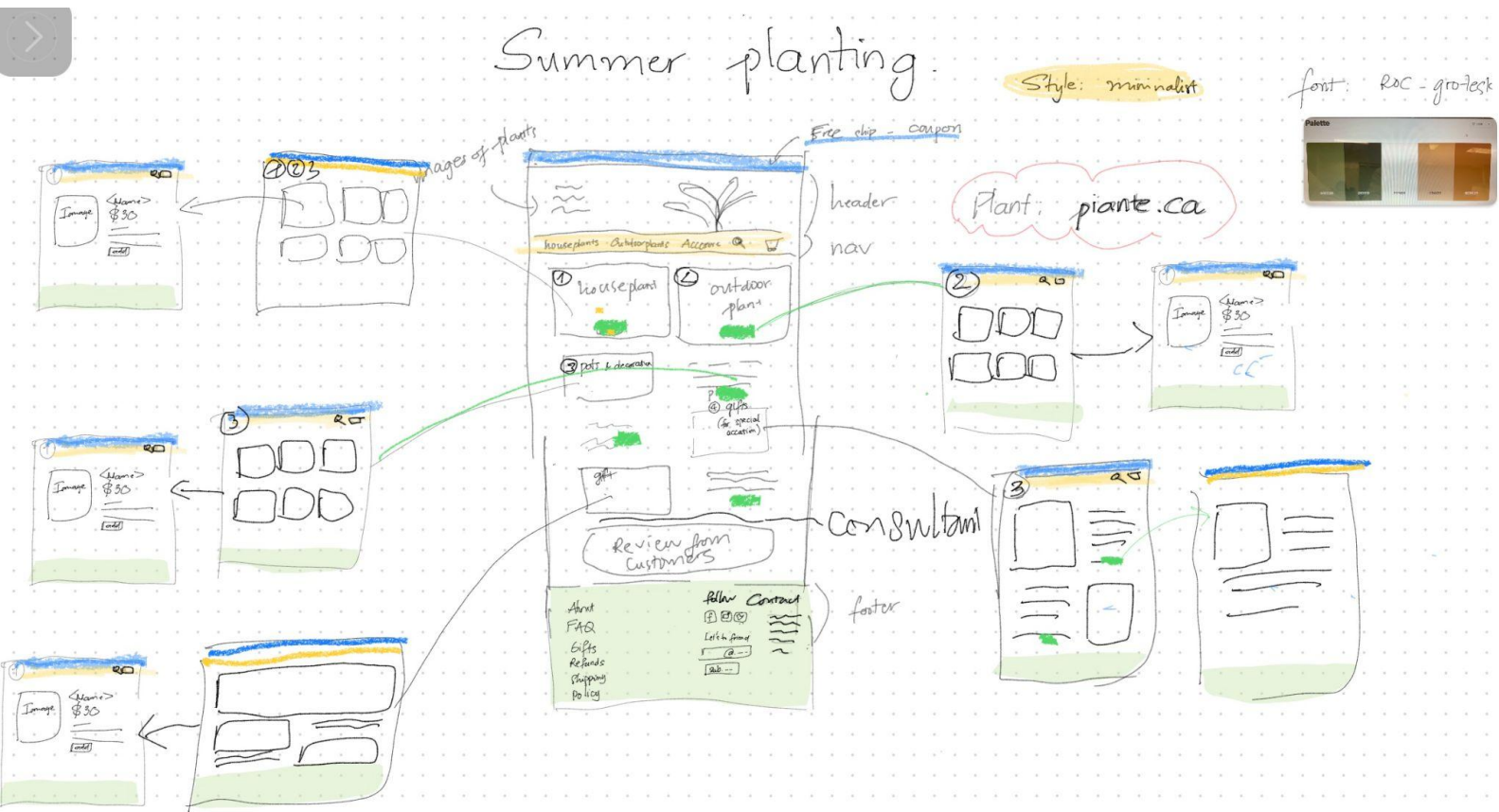


Style guide

Client description

- Name: **SummerPlanting**
- type of business: ecommerce-website for selling products include:
 - plants (indoor and outdoor)
 - pots and decorations for all sorts of plants
 - plants as gifts for special occasion
- Client's wish:
 - 3 sub-page for plants, pots and gifts,
 - Product gallery and price for each sub-pages,
 - 1 page for plant care
 - social info links, FAQs and Delivery , Privacy Policy
 - Sign up with clients' emails address to receive news and updates.

Sketching layout for pitching



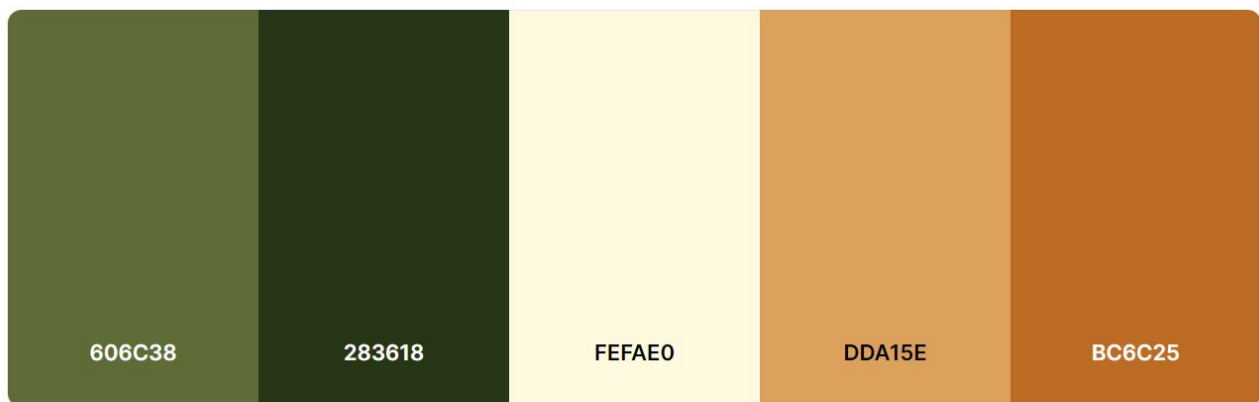
Style guide

Style

- **Planty and greenery vibe, minimalist and elegant**
- This website has a design that is visually appealing, easy to navigate, and informative. The website's color scheme, font choice, and layout are cohesive and reflective of the brand's identity. It also has detailed descriptions and care instructions, as well as offered a wide variety of plants, including both indoor and outdoor options.
- **Color palette** (<https://colors.co/palette/606c38-283618-fefae0-dda15e-bc6c25>)

Palette

♡ 52.1K ▼



Add the "SUNSHINE EFFECT" for the background of heading of page



Style guide

Style

Logo

SummerPlanting

- is follow the theme color of color palette
- 606C38 is used for the word 'Plant'
- BC6C25 is used for 'summer' and 'ing' to **contrast** and pop up the Plant

Font family

- Space Grotesk light 300
- <https://fonts.googleapis.com/css2?family=Space+Grotesk:wght@300&display=swap>

Space Grotesk is a
hip looking typeface

Space Grotesk is a proportional sans-serif
typeface variant based on Colophon
Foundry's fixed-width Space Mono family.

Light Regular Medium Semi Bold Bold

Aa Aa Aa Aa Aa

Type designed by Florian Karsten

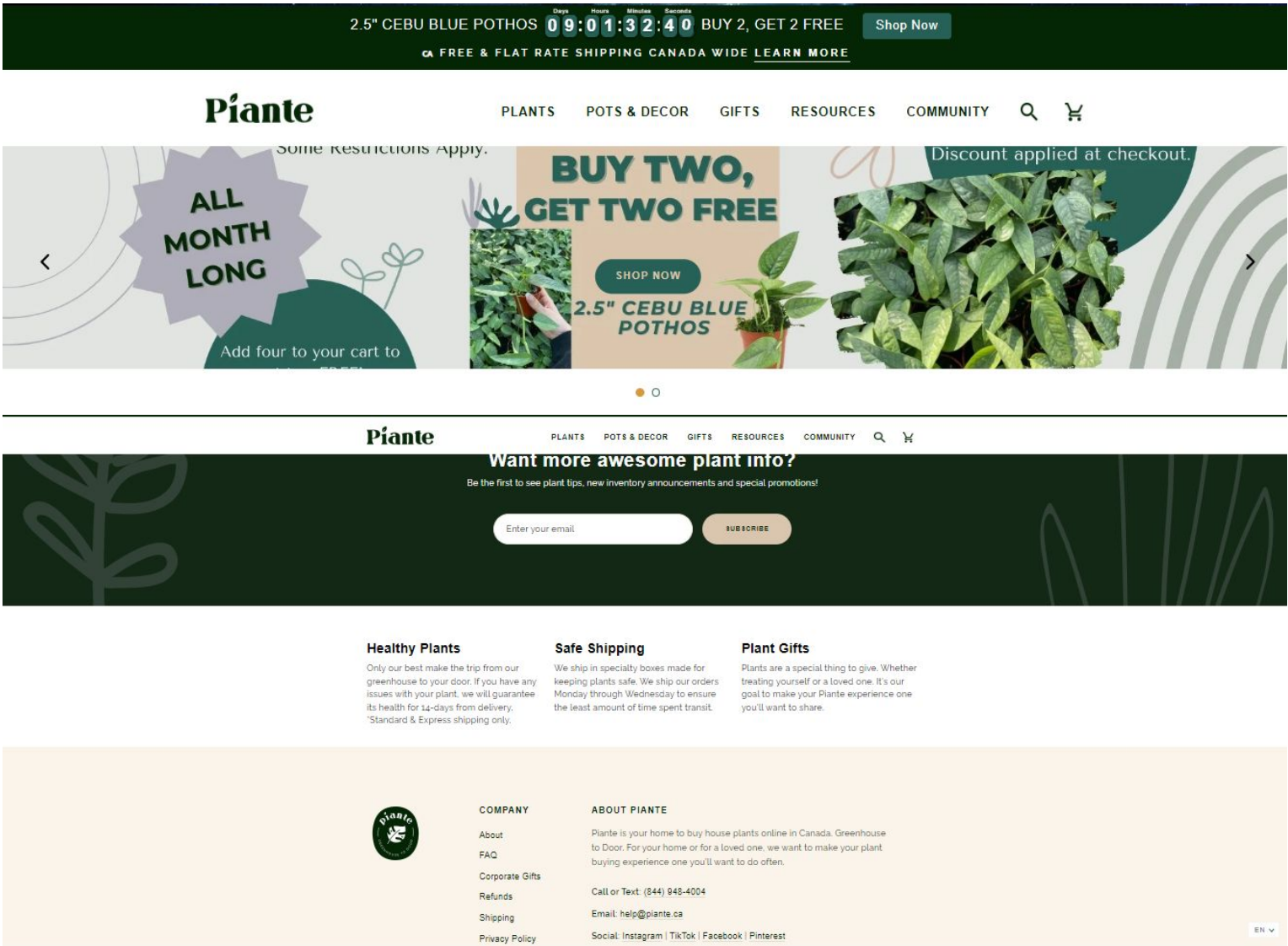
fontpair

Source

<https://dribbble.com/shots/15333808-Space-Grotesk-Sans-Serif-Google-Font>

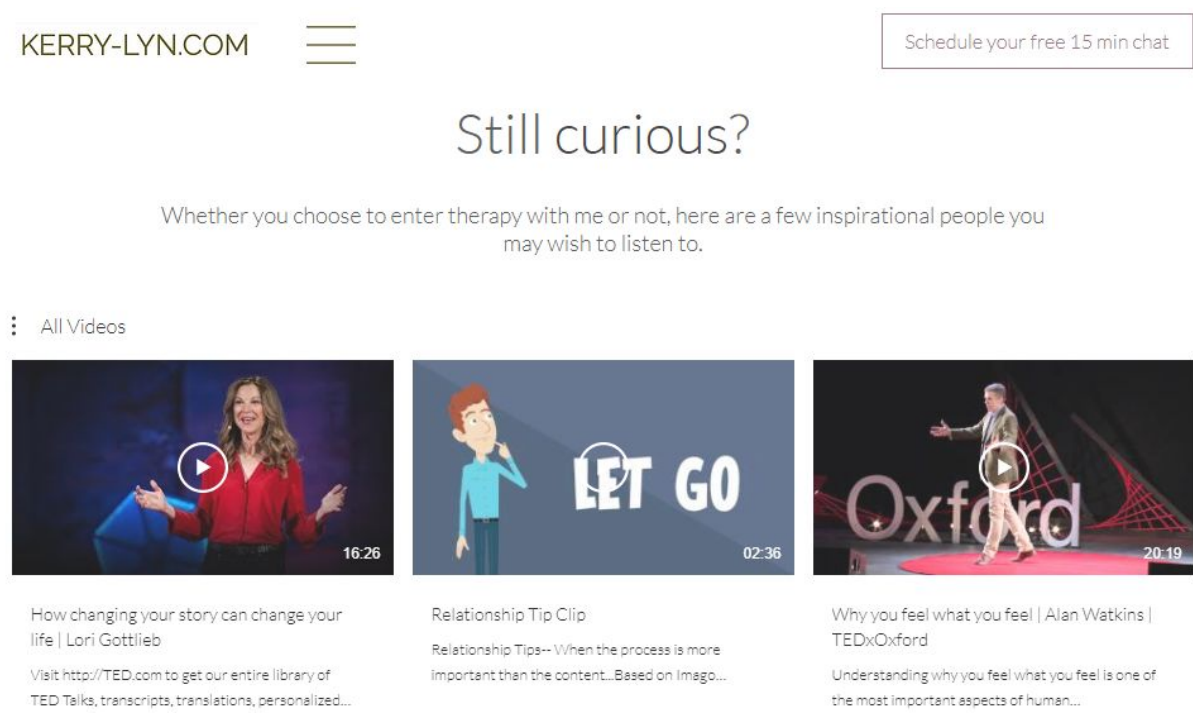
Example for greeny theme

- Example planty theme website
<https://piante.ca/collections/plant-pots-decorative-accessories>



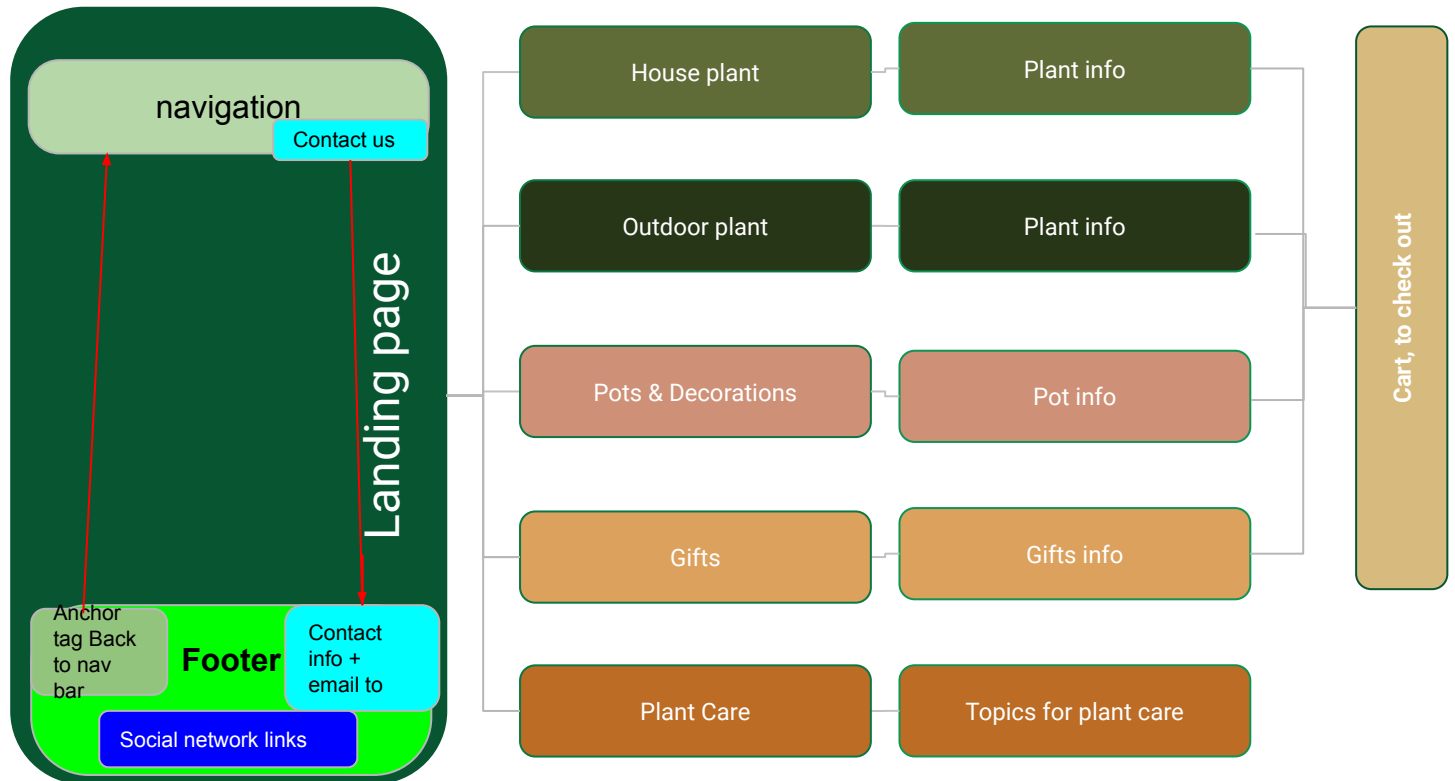
Example for minimalist website

website <https://www.kerry-lyn.com/>



Style guide

Website map



Platform

- The website will target traditional monitor resolutions of 1024X768 and greater.

Semantic Design Guide - for a landing page

- **FONT** : All element have `font-family: 'Space Grotesk', sans-serif;`

- **TEXT COLOR :**

—**header + navigation bar+ main** : #283618 dark green

Hover `nav ul li a:hover{`

`color: #BC6C25;`

—**footer** `background-color: #606C38;`

`color: #FEFAE0;`

Hover `nav ul li a:hover{`

`color: #BC6C25;`

Style guide

Semantic Design Guide - for a landing page

	HTML	CSS
header	<pre><div id="menu" class="menu landing"></pre>	<pre>.menu{ height:100vh; width: 100%; background-color: whitesmoke; background-image: url('images/background-medium.jpg'); background-size: cover; background-position: center; font-size: 20px; mix-blend-mode: multiply;</pre>
logo	<pre><h1 class="logo" >Summer< span>Plant ing </h1></pre>	<pre>.logo{ padding: 0px 60px; color: #BC6C25; font-size: 60px; letter-spacing: 1px; cursor: pointer; span{ color: #606C38; font-weight: bold;</pre>
Nav bar	<pre><div id="menu" class="menu landing"></pre>	<pre>.nav{ display: flex; align-items: center; justify-content: space-between; padding-top: 30px; padding-left: 60px; padding-right: 5%;</pre>
main	<pre><div class="main" ></pre>	<pre>.main{ width: 1100px; max-width: 97%; margin: 20px auto; display: flex; align-items: center; justify-content: space-around; margin-bottom: 20px;</pre>

Style guide

Semantic Design Guide - for a landing page

	HTML	CSS
section	<pre><section class="plant "></pre>	
footer	<pre><div id="footer_c ontainer"></pre>	<pre>#footer_container { display: flex; flex-wrap: wrap; background-color: #606C38; color: #FEFAE0; font-size: 16px; padding: 40px 60px; #footer_container h3 { font-size: 30px; .footer_containter{ display: flex; padding: 30px 10px; align-items: center; }</pre>
footer	<pre><div class="foote r_item footer_left" ></pre>	<pre>.footer_item{ flex: 33%; }</pre>

Style guide

Semantic Design Guide - for a landing page

	HTML	CSS
footer	<pre><div class="foote r_item footer_middl e"></pre>	<pre>/* follow us */ .footer_middle { text-align: center; } .footer_middle h3 { text-align: center; } .footer_item i{ color: whitesmoke; font-size: 30px; margin: 20px 5px; }</pre>
footer	<pre><div class="foote r_item footer_right "></pre>	<pre>/* contact */ .footer_right { text-align: right; } .footer_right h3 { text-align: right; } address{ padding: 10px 0px; } footer a:link { color : #FEFAE0; } footer a:link:hover{ color : #BC6C25; }</pre>