



c2e1c9



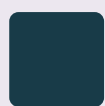
8fb792



5f5449



ece7ef



183b48

## Headlines and Important Hierarchy

**Goldbill Light 24px** matches the font found in the logo and can be found on dafont. It is italicized to create visual interest and hierarchy.

Body copy will be written in **HP Simplified Regular 12pt**, a font that apparently comes with HP printers for their programs, but can also be found all over the web for free to download.

Users who do not have access to this font will see the font **Pragti Narrow 14pt**, a google font. All other properties of the body copy will remain the same.

Builds

Services

Team

Story

## A Subtle Gradient

Helps keep contrast high. **#5f5449** is being used here with a **feathered gradient**.

This hides the bottom of images and makes a clean transition into copy. Headlines are 41pt, while the subtext is 17 pt with 27 pt of line height.

[More Information](#)



## A few other notes...

A link will appear in **#8fb792 bolded** and underlined when it appears in body copy. The line height will be 20pt for readability. Words that are important will be **bolded** as to catch the user's eye and to help with scanning.

There will be **15px of padding** between paragraphs, and in any direction away from bordered edges.

## Some possible iconography...



Iconography will be used to highlight various features throughout the product pages.

The fine print will appear in the footer along with the site map. The font size is 10pt, with 17pts of line height. All other formatting will follow the rest of the body copy's formatting.

Web design by Ginny Graybill Designs

Footer links will appear underlined. Links in the footer will be 12pt.

### Builds

[Tiny Homes](#)

[Converted Containers](#)

[Small Space Solutions](#)