Lab: Using CSS with Version Control

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April 8, 2025

FloraBloom Branding Guide

Brand Overview:
FloraBloom is a cheerful and welcoming floral shop that celebrates nature's beauty through seasonal bouquets and fresh flower arrangements. Our goal is to bring joy to every customer by offering curated floral experiences that are vibrant, warm, and approachable.

Brand Personality:
Elegant, fresh, romantic, and friendly

Tone of Voice:
Warm, helpful, nature-inspired

Colour Palette

Colour Name	HEX Code	Usage Description
Cream White	#FFFBF8	Primary background color throughout the site; also used for text in dark sections to maintain high contrast. Creates a soft, welcoming foundation.
Blush Pink	#EBCEC9	Featured as the background for the "Our Flowers" section. Conveys warmth, romance, and softness.
Sage Green	#5E786D	Used as the background for the "Steps to Order" section. Provides an earthy, calming tone that reinforces the natural theme.
Charcoal Grey	#303232	Used for the navigation bar and the footer section. Adds structure and contrast while keeping the tone modern.
Olive Gold	#7D773D	Applied to flower names to make them stand out with a

		natural, vintage feel.
Light Grey Border	#CCC	Subtle table border color that keeps the design clean and minimal.

Typography

Use	Font	Style
Headings	'Playfair Display', serif	Elegant and romantic
Body Text	'Open Sans', sans-serif	Clean and readable
Navigation/Menu	'Open Sans', sans-serif	Bold for clarity

Imagery Style

Images should be soft, high-resolution, and warm-toned, with a focus on natural light and floral arrangements. Imagery must evoke a sense of freshness and joy, showcasing seasonal bouquets in cozy, welcoming settings.

Layout & Spacing

Use generous padding and white space to create a light and airy feel. Elements should be spaced evenly using a consistent margin and padding system (16px–32px depending on screen size).

Voice & Tone

- Use friendly, warm, and nature-inspired language.
  - Always sound helpful and welcoming.
  - Avoid formal or overly technical language.

Documenting Your Changes
Branding Guide vs Final Product

Colour Palette:

- Blush Pink (#EBCEC9) was applied to the main flower section.
- Sage Green (#5E786D) was used for the "Steps to Order" section.
- Charcoal Black (#2E3231) created contrast for the navbar and footer.
- Off-White (#FFFBF8) was used as the base background to maintain a soft, welcoming aesthetic.

Typography:

- Headings use a romantic serif font, resembling Playfair Display.
- Body text and navigation use a simple, clean sans-serif font like Open Sans.
- Section headings and floral names maintain a mix of elegance and readability.

Spacing and Padding:

- Consistent padding was applied across sections to improve readability.
- Flexbox was implemented for layout structure and alignment, especially in the flower display and order steps.

Results When Testing the Webpage

- Browser Testing: Successfully tested on Google Chrome and Safari with consistent visual output.
- Font Rendering: Google Fonts loaded correctly. Headings and body text were displayed as expected.
- Color Contrast: Good visibility across all sections, especially on the dark navbar and footer.
- Responsiveness: Flexbox layout adapted well to various screen sizes, maintaining clean spacing and centered content.

Styling Changes Made Along the Way

Change	Reason
Replaced default white background with #FFFBF8	To create a warmer, more welcoming aesthetic that aligns with the branding guide.
Adjusted pink tone from bright pink to #EBCEC9	The original pink felt too intense; the new blush tone is softer and more elegant.
Styled flower names with #7D773D and cursive font	Made floral titles feel more artistic and thematic. Increased contrast and added personality.
Applied Flexbox to .flex-container	Organized flower cards and order steps into clean, responsive layouts.
Changed table borders to #ccc and added padding to <td> elements	Made the pricing table easier to read and visually cleaner.
Added font-size and font-weight to #order text	Improved readability and emphasis on the steps to order.
Unified typography across headings and body	Used cursive for headings and a simple sans-serif for text, aligning with branding.

Feedback from & Peers

Peer 1:
"I love the flower section, it's organized and pretty. Maybe bold the flower names more?"
Response:
Increased font size and used a serif font with a unique color.

Peer 2:
"The navigation bar is really clean, but it would be nice if it stayed visible while scrolling."
Response:
Implemented a sticky navigation bar using position: sticky and top: 0 in the CSS. This improved usability by allowing users to navigate the page at any point without scrolling back to the top.

Iterations & Rationale

Iteration	Description	Rationale
Initial	Basic HTML with inline styles	Quick testing of structure and section order
Iteration 1	Moved to external CSS, applied basic colors	Set up structure for better organization
Iteration 2	Added Flexbox and consistent spacing	Improved alignment and responsiveness
Iteration 3	Final styling using branding guide	Created a polished and professional layout

GitHub Link:

https://vskaaa20.github.io/

Resources

Branding Guide Reference
What Should Be Included in a Basic Brand Guide? – Trillion Creative
Used to develop FloraBloom's visual identity, including color palette, typography, and layout tone.

HTML & CSS Learning Resources
W3Schools – HTML & CSS Tutorials
Referenced for HTML structure, CSS syntax, and implementing features like Flexbox and table styling.

Flexbox Guide
CSS-Tricks – A Complete Guide to Flexbox
Used to help align and space content responsively across different sections of the webpage.

Publishing and Hosting
MDN Web Docs – Publishing Your Website via GitHub Pages
Reference for deploying the final website version using GitHub Pages.

File Setup and Folder Organization
MDN – Dealing with Files
Helped ensure correct linking between HTML and external CSS file and proper file structure.

CSS Basics & Properties
MDN – CSS Basics
Used to apply properties such as padding, margin, border, and background-color consistently across sections.