

Overview/ Philosophy

Bliss is a fictional soap company committed to providing natural and affordable bath and body products to their consumers. They are focused on bringing safe, non-toxic and highly effective products to the market because they believe in the power of nature to bring effective results. The company was founded in 2016 in a family kitchen, and began by selling products at local farmer's markets. They have been growing steadily since. They need a new website and more professional branding to bring their company to the forefront of the health and beauty market sector.

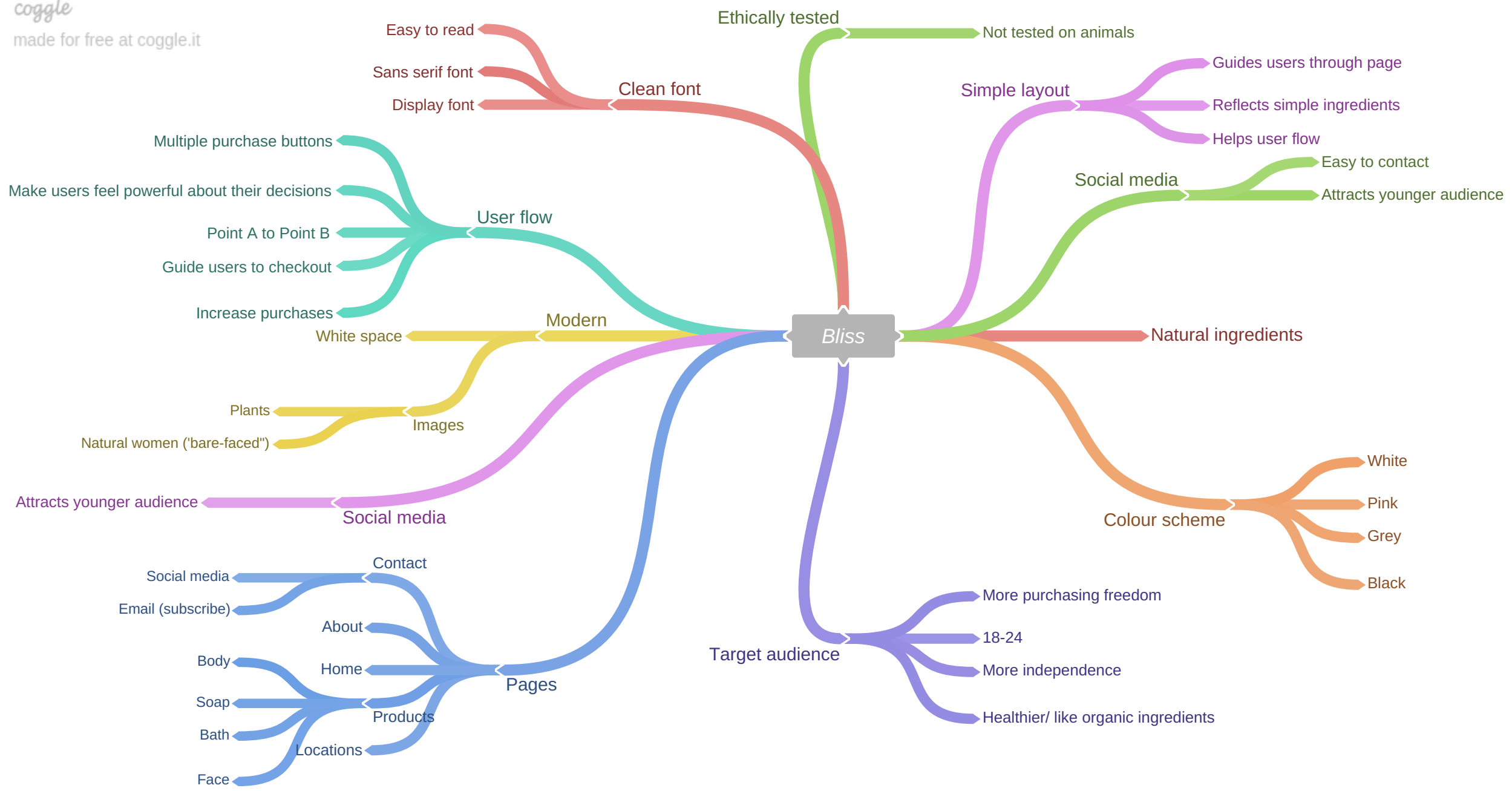
The target market for *Bliss* products is women aged 18-24. These young adults generally have a fair amount of purchasing power as they are beginning to move out of their parents' houses and get more long-term jobs. Consumers in this age group are seen to make purchases that are healthier and more organic than those of their parents, and are more likely to be vegan and therefore more concerned about how products are made and the ingredients in them. Beyond this, the target demographic is willing to spend more to satisfy these criteria (Agriculture and Agri-Food Canada, 2012). We therefore want to focus on the company's commitment to creating formulas which are ethically sourced, and are created and tested on real people. We also want to emphasize that their products are made from organic, high quality, and food-grade ingredients.

In creating a company website, it is important to understand what consumers will be looking for when they enter the platform. Due to the aforementioned criteria, it is essential that we advertise the natural ideals of *Bliss* products, and emphasize the way that they are made. Although these consumers are more likely to spend more for natural products, the company is focused on providing affordable products to prove that consumers should not have to spend more to use organic and effective products. Therefore, the price of the products should also be highlighted. In understanding what will attract our target market, we can create a layout design which will result in more interest and greater sales. It is also important to create a design which reflects the simple nature of the product ingredients. By using simple typefaces, light colours, and pictures of nature and bare-faced ('natural') women, we are recreating the ideals of the company in the website, and consumers will be more drawn to the products as well as to making purchases.

As previously mentioned, this age group are beginning to have more purchase power and are therefore making more of their own decisions. We want to play on this idea to create effective user flow. User flow is the path that visitors take when using a website, and having effective user flow means being able to direct users from point A to point B on the website in as few clicks as possible. For the purposes of this website, because it is for a business, we want users to be able to navigate to the checkout page as easily as possible and in minimal clicks. Because users are becoming more independent, we want them to feel powerful in their decision to make a purchase. Therefore, the buy now buttons will be easily located, and will focus on how users will feel amazing and 'empowered' by purchasing *Bliss* products.

Source used for above information:

Agriculture and Agri-Food Canada. (2012, August). Global Consumer Trends - Age Demographics. Retrieved April 2, 2017, from <http://www.agr.gc.ca/resources/prod/Internet-Internet/MISB-DGSIM/ATS-SEA/PDF/6217-eng.pdf>



Search Icon
29 x 27 px

Search Line
1 px stroke
152 px lenth

Logo with name
196 x 110 px

Social Media Icons
23 x 20px

Sign In
Old Standard TT
16 px

Cart
Icon
31 x 31 px

Item #
Old Standard TT
14 px

Main Nav Bar
Old Standard TT
14 px
#5b5b5b

Home

Best Sellers

Products

About

Blog

Contact

Free shipping bar
965 px length
2 px artistic painting stroke
#5b5b5b

“Free Shipping”; 14px; #f2ece8

1 px lines

Headings
Old Standard TT
25px
#5b5b5b

Rotating Image Carousel
1000 x 496 px

Best Sellers

1 px stroke
12 x 12 px circles
#efc4c4

1 px stroke
640 px length line
#efc4c4

284 x277 product images

Product Description

—Price

Product Description

—Price

Product Description

—Price

Product Descriptions: Avenir Next Ultra Light & Regular;
14px; #5b5b5b

About

Avenir Next
Ultra Light
20px
#5b5b5b

We are Bliss, a soap company committed to providing natural and affordable bath & body products to our customers. We are focused on bringing safe, non-toxic and highly effective products to the market because we believe in the power of nature to bring effective results. Our company was founded in 2016 in a family kitchen, and began by selling products at local farmer’s markets. We have been growing steadily since and are happy to welcome you to the family!

Blog

Avenir Next
Ultra Light
20px
#5b5b5b

Blog Post

Date; Old Standard TT; 14px

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc condimentum, risus molestie dignissim bibendum, ligula massa ornare dolor, quis cursus neque massa et felis. Morbi eget tellus sit amet dolor auctor eleifend.

Read More

Blog Post

Date; Old Standard TT; 14px

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc condimentum, risus molestie dignissim bibendum, ligula massa ornare dolor, quis cursus neque massa et felis. Morbi eget tellus sit amet dolor auctor eleifend.

Read More

Blog post
Avenir Next
Ultra Light
25px
#5b5b5b

Keep Me Updated

Name

Email

Subscribe

Home

Footer links
Old Standard TT
14 px
#5b5b5b

Logo
155 x 170 px

Best Sellers

Smells Like Calm

Smells Like Dreamy

Smells Like Broody

Footer
1000 x 333 px
#efc4c4 fill

Products

Bath

Hand

Body

Face

Gift Ideas

About

Founders

Ethical Agreement

Ingredients

Blog

Feeding Your Soul

Natural Friends

Contact

Location

Email

Phone

Social Media

Social Media Icons
23 x 20px

Copyright 2017 Bliss Soap; 22 px; #5b5b5b

Products

Heading
Old Standard TT
25px
#5b5b5b

Bath

Hand

Body

Face

Gift Ideas

Best Sellers

Secondary Links
Old Standard TT
22px
#5b5b5b

Product images
281 x 275 px

Product Description

Price

Product Description

Price

Product Description

Price

Product Descriptions: Avenir Next Ultra Light & Regular;
14px; #5b5b5b

Product Description

Price

Product Description

Price

Product Description

Price

Product Description

Price

Product Description

Price

Product Description

Price

Old Standard TT
15px
#5b5b5b

1 - 9 of 130 Products

1

2

3

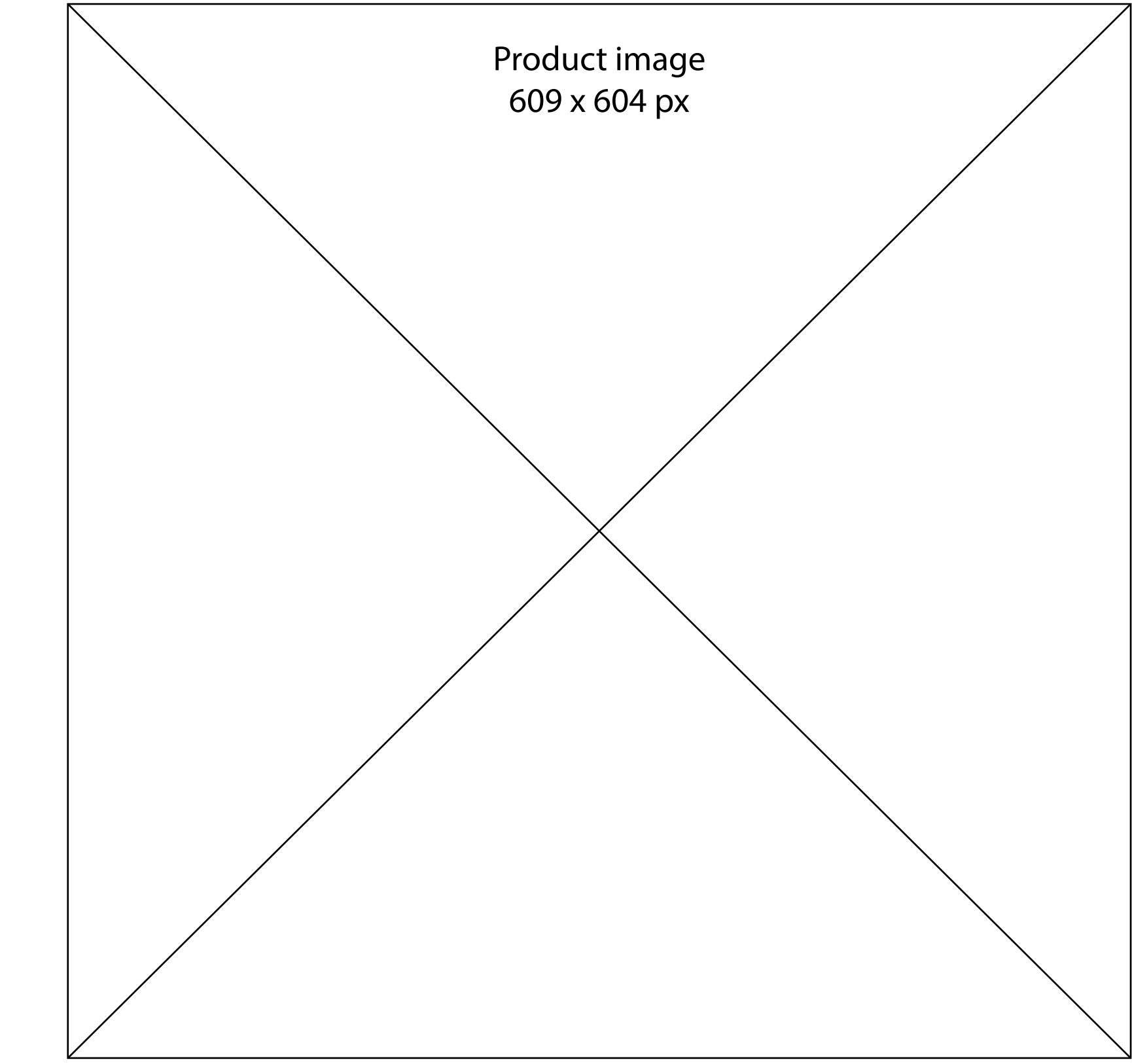
More

Keep Me Updated

Name

Email

Subscribe



Smells Like Calm

Honey & Lavender
Hand Soap

★★★★★

2 Reviews

Avenir Next Ultra Light & Regular;
\$0.00

13px; #5b5b5b

Old Standard TT; 30px; #5b5b5b

Quantity

1

Add to Cart

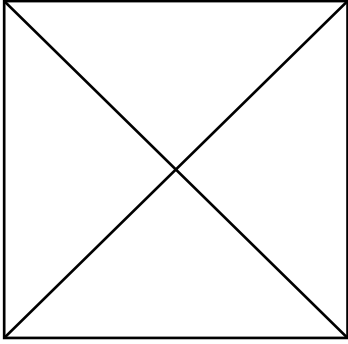
Item Description Nav
Old Standard TT
15px
#5b5b5b

Description	Ingredients	Why Buy	Reviews
-------------	-------------	---------	---------

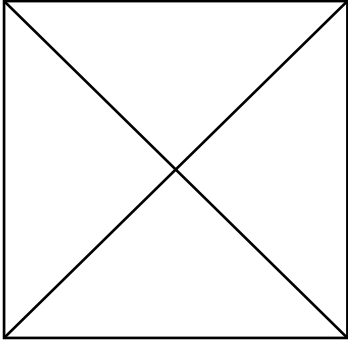
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec semper est sit amet porta congue. Aenean ut iaculis nunc. Aenean nec purus id velit egestas pellentesque vel sed ipsum. Nulla auctor, mi quis sollicitudin semper, elit tortor ultrices tortor, vitae ullamcorper magna mi eget massa. Maecenas sagittis quam vitae venenatis eleifend. Fusce lobortis lectus mauris, sed tristique nibh mattis quis. Quisque pretium facilis erat non sollicitudin. Mauris in bibendum diam, in pellentesque felis. Quisque pulvinar nunc at ante tempus luctus. Proin ornare velit ac quam ultrices, a laoreet dolor venenatis. Nam faucibus mi sit amet sem consectetur tempus. Vestibulum nulla elit, tempor ornare lobortis ac, euismod vitae erat. Quisque vitae dictum libero.

You May Also Like

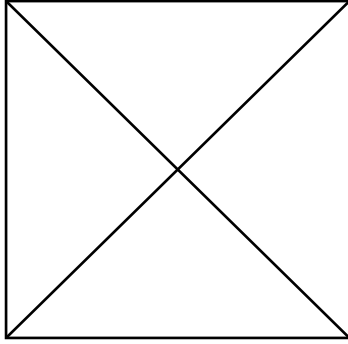
Old Standard TT;
20px; #5b5b5b



Product Description
& Price



Product Description
& Price



Product Description
& Price

Product image
128 x 127 px

Product Description
Avenir Next Ultra Light & Regular;
14px; #5b5b5b

Keep Me Updated

Name

Email

Subscribe

My Cart

1 px stroke

640 px length line

#efc4c4

Item	Cart 'Nav' Bar (not clickable) Old Standard TT; 14px; #5b5b5b	Price	Quantity	Total
<div>Product Images 74 x 74 px</div> <div></div>	<div>Product name</div> <div>Product Name Avenir Next Ultra Light & Regular; 15px; #5b5b5b</div>	<div>\$6.00</div> <div>Prices & Quantity Avenir Next Ultra Regular; 15px; #5b5b5b</div>	<div>2</div> <div>Box 1 px stroke 32 x 32 px #5b5b5b</div>	<div>\$12.00</div> <div>X</div>
<div>Dividing Line 1 px stroke 932 px length line #efc4c4</div>				
<div></div>	<div>Product name</div>	<div>\$6.00</div>	<div>1</div>	<div>\$6.00</div> <div>X</div>
<div>Dividing Line 1 px stroke 932 px length line #efc4c4</div>				
<div></div>	<div>Product name</div>	<div>\$6.00</div>	<div>3</div>	<div>\$18.00</div> <div>X</div>

Subtotal, price &
“continue shopping”
Old Standard TT
25 px
#5b5b5b

Subtotal

Price

“Checkout”
Avenir Next Regular
25 px
#f2ece8

Checkout

or continue shopping

328 x 42 px px
#5b5b5b fill

Keep Me Updated

Name

Email

Subscribe

Products

1px stroke ; 285 px length line
#efc4c4

Old Standard TT
13px
5b5b5b

Bath

Hand

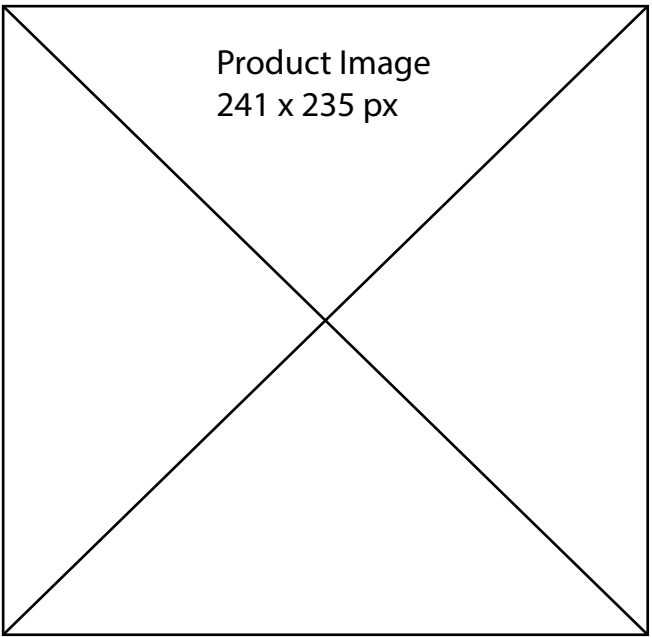
Body

Face

Gift Ideas

Best Sellers

Old Standard TT
8 px
#5b5b5b

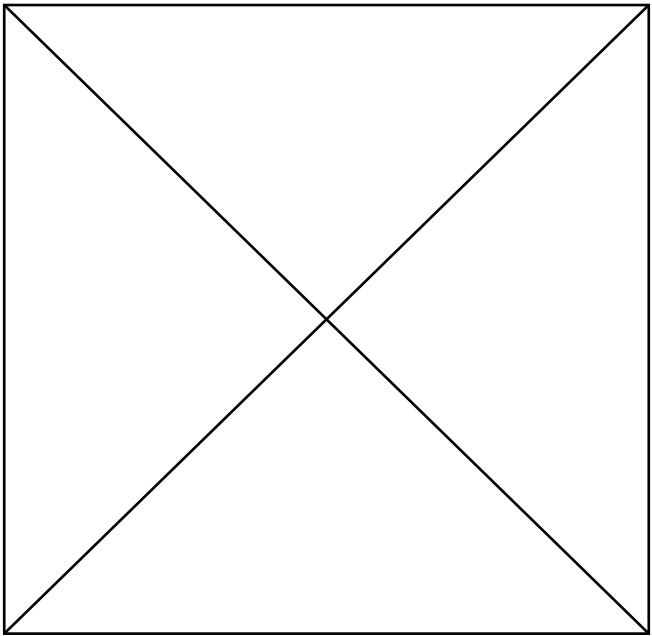


Smells Like Calm

Honey & Lavender Hand Soap

\$6.00

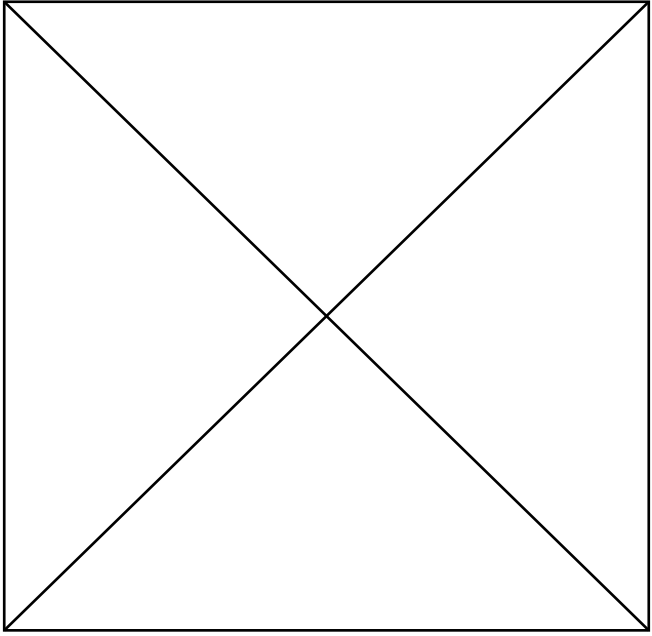
Product description and price
Avenir Next Regular & Ultra Light
12 px



Smells Like Dreamy

Black Salt & Wood Hand Soap

\$6.00



Smells Like Broody

Rosemary & Pine Hand Soap

\$6.00

1 - 3 of 130 Products

1

2

3

More

Avenir Next Regular & Ultra Light
13 px

Text
12 px
#5b5b5b

Boxes
72 x 21 px
#efc4c4 stroke/ fill

Keep Me Updated

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Email

Subscribe

Dividing line
1 px stroke
250 px length

1px stroke
17px length line
#5b5b5b

Logo with name
59 x 41 px

Search Icon
12 x 11 px



(0)
Cart Icon
12 x 12 px

Item #
Old Standard TT
6 px; #5b5b5b

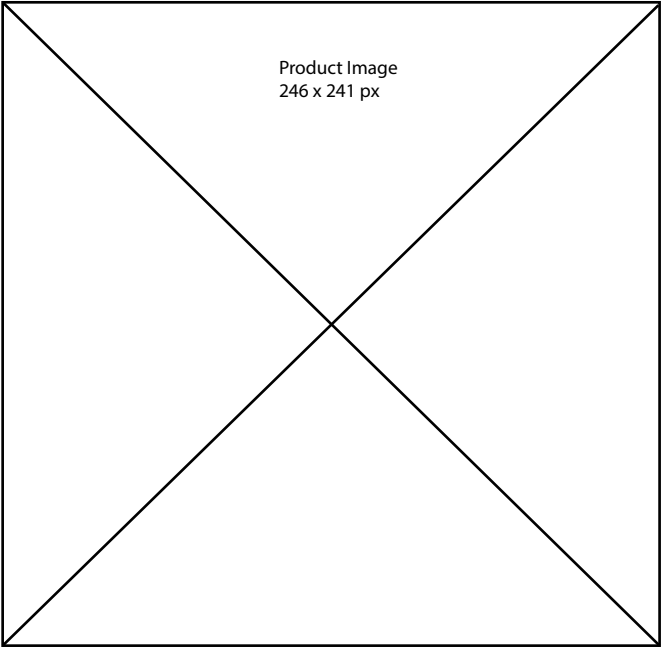
Free shipping bar
362 px length
0.7 px artistic painting stroke
#5b5b5b

"Free Shipping"; 6px; #f2ece8

1px stroke ; 285 px length line
#efc4c4

Products > Hand > Smells Like Calm

Old Standard TT
9px; #5b5b5b



Smells Like Calm

Honey & Lavender
Hand Soap

★★★★★ 2 Reviews

\$6.00

Item Description & Price
Avenir Next Regular & Ultra Light
12px; #5b5b5b

Quantity

1

Add to Cart

Quantity & Add to Cart
Old Standard TT
12px; #5b5b5b

Description

Ingredients

Why Buy

Reviews

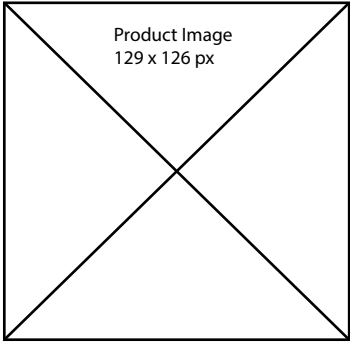
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec semper est sit amet porta congue. Aenean ut iaculis nunc. Aenean nec purus id velit egestas pellentesque vel sed ipsum. Nulla auctor, mi quis sollicitudin semper, elit tortor ultrices tortor, vitae ullamcorper magna mi eget massa. Maecenas sagittis quam vitae venenatis eleifend. Fusce lobortis lectus mauris, sed tristique nibh mattis quis.

Old Standard TT
13 px
#5b5b5b

Description Nav Bar
86 x 160 px
#efc4c4 fill

You May Also Like

Old Standard TT
16 px
#5b5b5b



Smells Like Broody
Rosemary & Pine Hand Soap
\$6.00

Product Description
Avenir Next Regular & Ultra Light
14 px
#5b5b5b

Text
12 px
#5b5b5b

Boxes
72 x 21 px
#efc4c4 stroke/ fill

Keep Me
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Name

Email

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Dividing line
1 px stroke
250 px length

Home

Best Sellers

Products

About

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Footer Box
375 x 125 px
#efc4c4 fill

Footer Text
Old Standard TT
12px
#5b5b5b

Social Media Icons
14 x 13 px

Logo
57 x 63 px
#5b5b5b

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1px stroke
17px length line
#5b5b5b

Logo with name
59 x 41 px

Search icon
12 x 11 px

Cart icon
12 x 12 px

(0)

Item #
Old Standard TT
6 px; #5b5b5b

Free shipping bar
362 px length
0.7 px artistic painting stroke
#5b5b5b

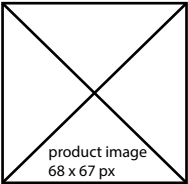
"Free Shipping"; 6px; #f2ece8

1px stroke ; 285 px length line
#efc4c4

line
1 px stroke; 257 px length
#efc4c4

My Cart

Old Standard TT
13px
5b5b5b



Product Description & Price
Avenir Next Regular & Ultra Light
14 px
#5b5b5b

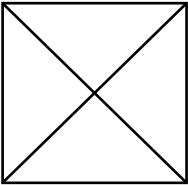
Smells Like Calm

Honey & Lavender
Hand Soap

2

\$12.00

dividing lines
1 px stroke; 375 px length
#efc4c4

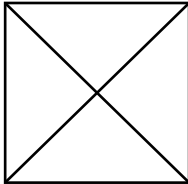


Smells Like Dreamy

Honey & Lavender
Face Soap

2

\$18.00



Smells Like Broody

Honey & Lavender
Hand Soap

3

\$18.00

Subtotal & checkout
Old Standard TT
16 px
#5b5b5b

Subtotal

\$36.00

Checkout

Checkout box
218 x 27 px
#5b5b5b fill

or continue shopping

Text
12 px
#5b5b5b

Boxes
72 x 21 px
#efc4c4 stroke/ fill

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Name

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Subscribe

Dividing line
1 px stroke
250 px length

Footer Text
Old Standard TT
12px
#5b5b5b

Footer Box
375 x 125 px
#efc4c4 fill

Social Media Icons
14 x 13 px

Logo
57 x 63 px
#5b5b5b

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Home
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Best Sellers



Smells Like Calm
Honey & Lavender Hand Soap — \$6.00



Smells Like Dreamy
Black Salt & Wood Hand Soap — \$6.00



Smells Like Broody
Rosemary & Pine Hand Soap —\$6.00

About



We are Bliss, a soap company committed to providing natural and affordable bath & body products to our customers. We are focused on bringing safe, non-toxic and highly effective products to the market because we believe in the power of nature to bring effective results. Our company was founded in 2016 in a family kitchen, and began by selling products at local farmer’s markets. We have been growing steadily since and are happy to welcome you to the family!

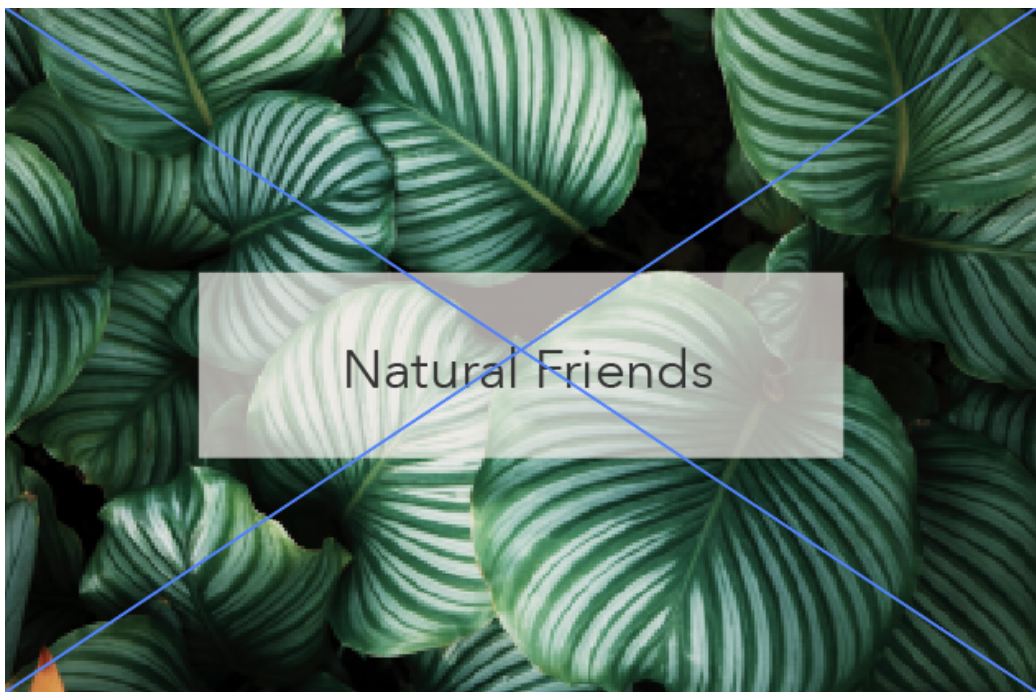
Blog



Jan. 07/2017

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc condimentum, risus molestie dignissim bibendum, ligula massa ornare dolor, quis cursus neque massa et felis. Morbi eget tellus sit amet dolor auctor eleifend.

Read More



Mar. 28/2017

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc condimentum, risus molestie dignissim bibendum, ligula massa ornare dolor, quis cursus neque massa et felis. Morbi eget tellus sit amet dolor auctor eleifend.

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Bath

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Smells Like Dreamy

Hand

Ethical Agreement

Natural Friends

Email

Smells Like Broody

Body

Ingredients

Phone

Face

Social Media

Gift Ideas

Products

Bath


Hand

Body

Face

Gift Ideas


Best Sellers



Smells Like Calm

Honey & Lavender Hand Soap


\$6.00



Smells Like Dreamy

Black Salt & Wood Hand Soap


\$6.00



Smells Like Broody

Rosemary & Pine Hand Soap


\$6.00



Smells Like Calm

Honey & Lavender Hand Soap


\$6.00



Smells Like Dreamy

Black Salt & Wood Hand Soap


\$6.00



Smells Like Broody

Rosemary & Pine Hand Soap


\$6.00



Smells Like Calm

Honey & Lavender Hand Soap


\$6.00



Smells Like Dreamy

Black Salt & Wood Hand Soap

\$6.00



Smells Like Broody

Rosemary & Pine Hand Soap

\$6.00

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1

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More

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Products

Bath

Hand

Body

Face

Gift Ideas

Best Sellers

Products

>

Hand

>

Smells Like Calm



Smells Like Calm

Honey & Lavender
Hand Soap

★★★★★

2 Reviews

\$6.00

Quantity

1

Add to Cart

Description

Ingredients

Why Buy

Reviews

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec semper est sit amet porta congue. Aenean ut iaculis nunc. Aenean nec purus id velit egestas pellentesque vel sed ipsum. Nulla auctor, mi quis sollicitudin semper, elit tortor ultrices tortor, vitae ullamcorper magna mi eget massa. Maecenas sagittis quam vitae venenatis eleifend. Fusce lobortis lectus mauris, sed tristique nibh mattis quis. Quisque pretium facilisis erat non sollicitudin. Mauris in bibendum diam, in pellentesque felis. Quisque pulvinar nunc at ante tempus luctus. Proin ornare velit ac quam ultrices, a laoreet dolor venenatis. Nam faucibus mi sit amet sem consectetur tempus. Vestibulum nulla elit, tempor ornare lobortis ac, euismod vitae erat. Quisque vitae dictum libero.

You May Also Like



Smells Like Broody

Rosemary & Pine Hand Soap

\$6.00



Smells Like Health

Rosemary & Pine Hand Soap

\$6.00



Smells Like Dreamy

Rosemary & Pine Hand Soap

\$6.00

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Smells Like Calm

Bath

Founders

Feeding Your Soul

Location

Smells Like Dreamy

Hand

Ethical Agreement

Natural Friends

Email

Smells Like Broody

Body

Ingredients

Phone







Face

Social Media

Gift Ideas

— Free Shipping — on orders over \$50 CAN

My Cart

Item	Price	Quantity	Total	
 <div> Smells Like Calm Honey & Lavender Hand Soap </div>	\$6.00	2	\$12.00	
 <div> Smells Like Broody Honey & Lavender Hand Soap </div>	\$6.00	1	\$6.00	
 <div> Smells Like Dreamy Honey & Lavender Hand Soap </div>	\$6.00	3	\$18.00	

Subtotal
 \$36.00

[Checkout](#)

[or continue shopping](#)

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[Location](#)

[Smells Like Dreamy](#)

[Hand](#)

[Ethical Agreement](#)

[Natural Friends](#)

[Email](#)

[Smells Like Broody](#)

[Body](#)

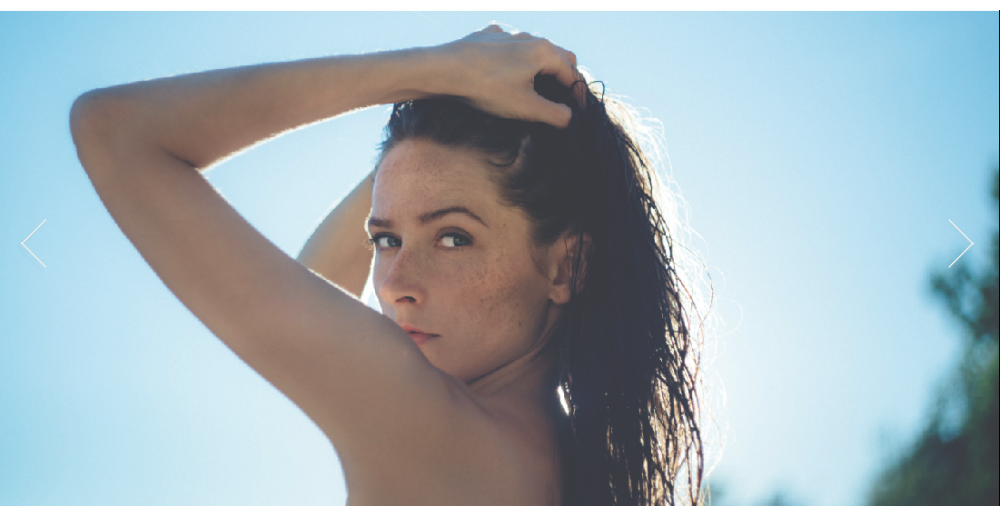
[Ingredients](#)

[Phone](#)

[Face](#)

[Social Media](#)

[Gift Ideas](#)



Best Sellers



Smells Like Calm Honey & Lavender Hand Soap

\$6.00



Smells Like Dreamy Honey & Lavender Body Soap

\$6.00

Explore More

About

"We are committed to providing natural & affordable bath & body products to our customers. We are focused on bringing safe, non-toxic and highly effective products to the market because we believe in the power of nature to bring effective results."

Learn More

Blog



Feeding your Soul



Natural Friends

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— Free Shipping — on orders over \$50 CAN

Products

[Bath](#)[Hand](#)[Body](#)[Face](#)[Gift Ideas](#)[Best Sellers](#)

Smells Like Calm
Honey & Lavender Hand Soap

— \$6.00



Smells Like Dreamy
Black Salt & Wood Hand Soap

— \$6.00



Smells Like Broody
Rosemary & Pine Hand Soap

— \$6.00

1 - 3 of 130 Products

1

2

3

More

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Products > Hand > Smells Like Calm



Smells Like Calm

Honey & Lavender
Hand Soap

★★★★★ 2 Reviews

\$6.00

Quantity

1

Add to Cart

Description

Ingredients

Why Buy

Reviews

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec semper est sit amet porta congue. Aenean ut iaculis nunc. Aenean nec purus id velit egestas pellentesque vel sed ipsum. Nulla auctor, mi quis sollicitudin semper, elit tortor ultrices tortor, vitae ullamcorper magna mi eget massa. Maecenas sagittis quam vitae venenatis eleifend. Fusce lobortis lectus mauris, sed tristique nibh mattis quis.

You May Also Like



Smells Like Broody

Rosemary & Pine Hand Soap

\$6.00

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— Free Shipping — on orders over \$50 CAN

My Cart



Smells Like Calm

Honey & Lavender
Hand Soap

2

\$12.00



Smells Like Dreamy

Honey & Lavender
Face Soap

2

\$18.00



Smells Like Broody

Honey & Lavender
Hand Soap

3

\$18.00

Subtotal

\$36.00

Checkout

or continue shopping

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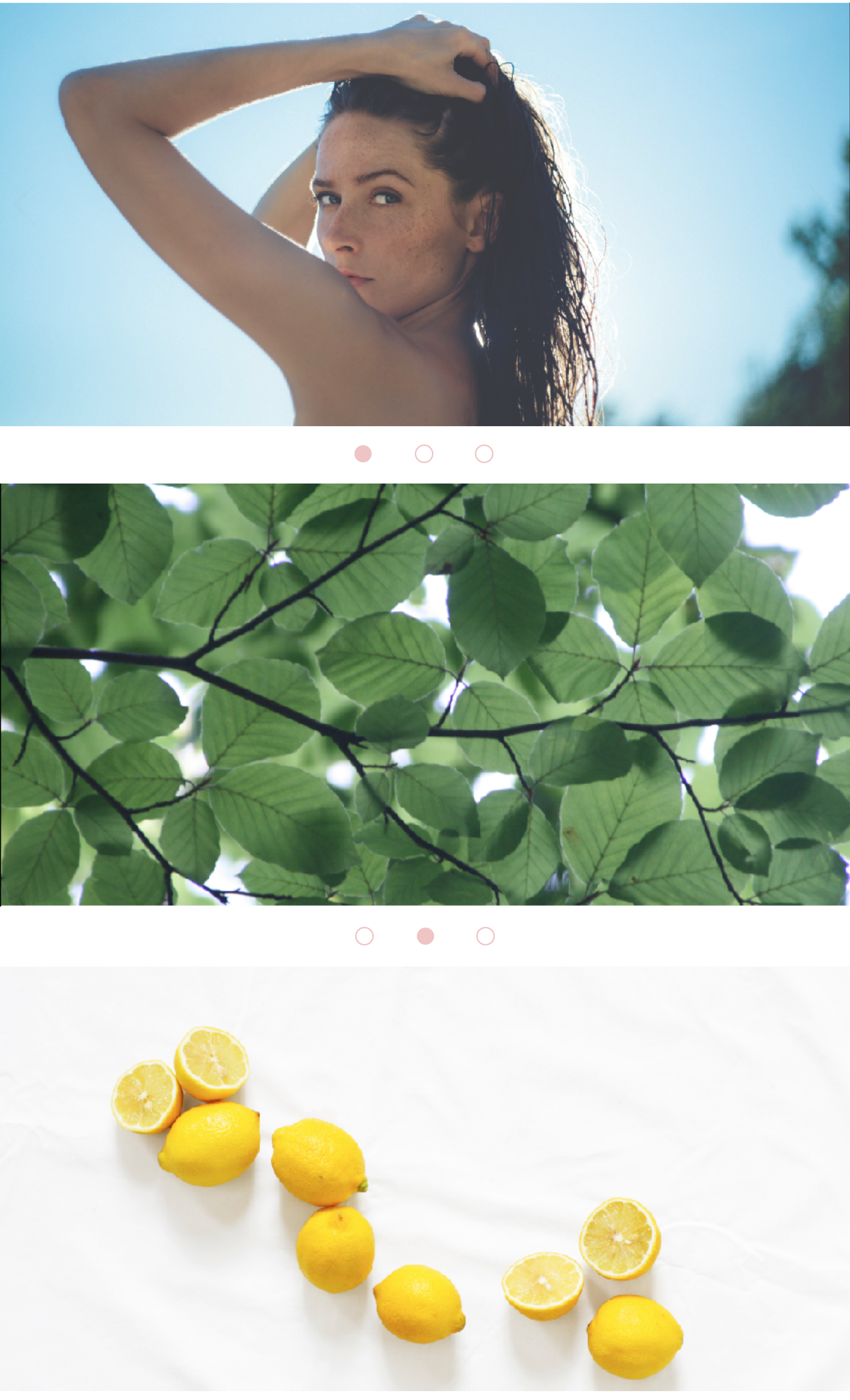


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Components

Main Page Images



* Images rotate through automatically, however arrows on either side can be used to manually click through photos. Pink circles indicate which photo in the series is currently clicked.

Link Hover

Home Best Sellers Products

Icon Link Hover



Image Hover



#f2ece8 colour mask of 50% appears over image.

Button Hover/ Clicked



Stroke becomes fill and vice versa. Colour of the text becomes inverse.

Main Nav Bar Links- When Clicked

Home Best Sellers Products

Product Page Nav Bar Links- When Clicked

Bath Hand Body

Product Information When Clicked

Description Ingredients

Links become highlighted in #efc4c4, as well as icons when you hover over them.

Underlines on clicked webpages appear the same colour as the words (either #efc4c4 or #5b5b5b).

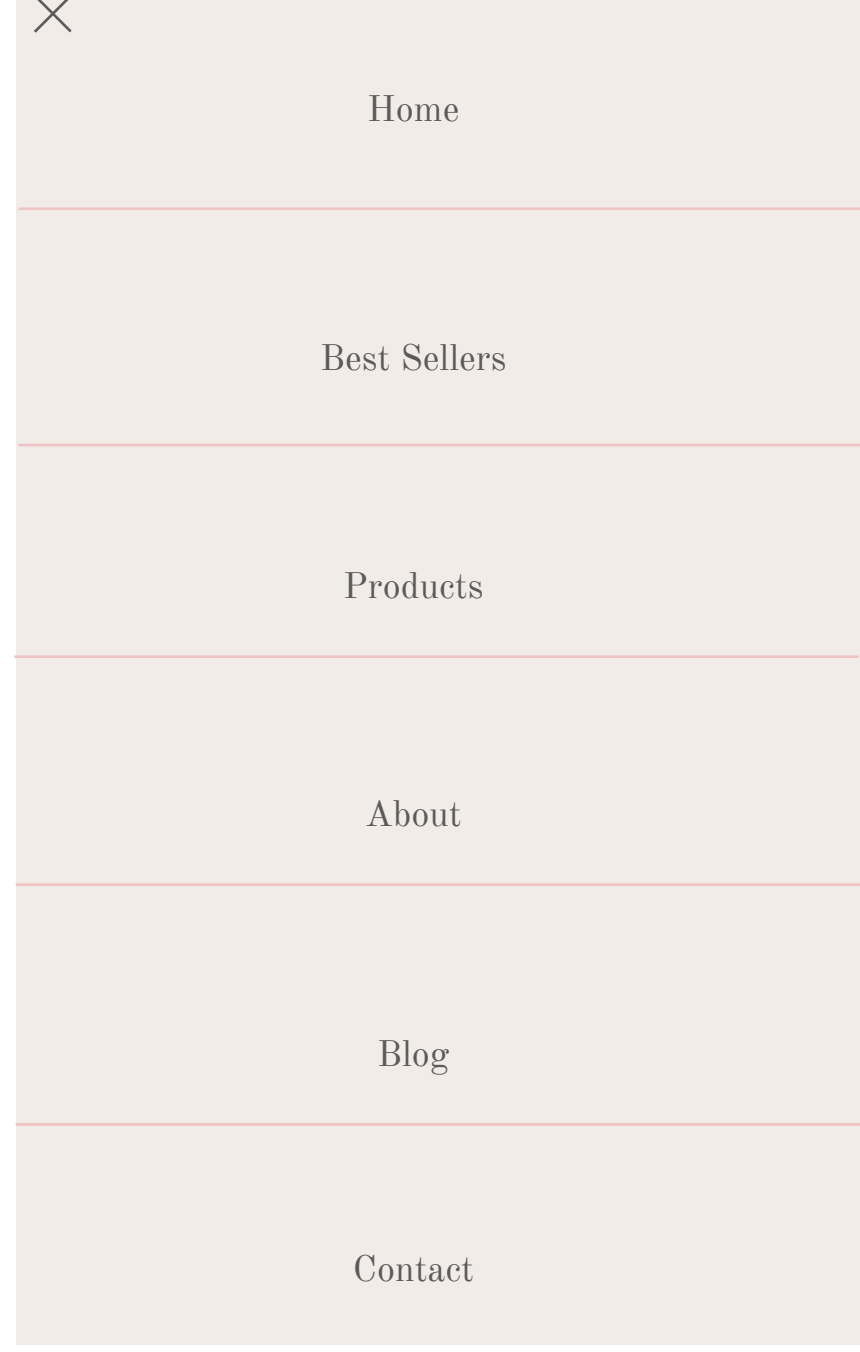
Drop Down Menu- Hover



Mobile Layout Nav Bar



Mobile Layout Nav Bar When Clicked



When clicked, this nav bar will fill the entire phone screen.

bliss

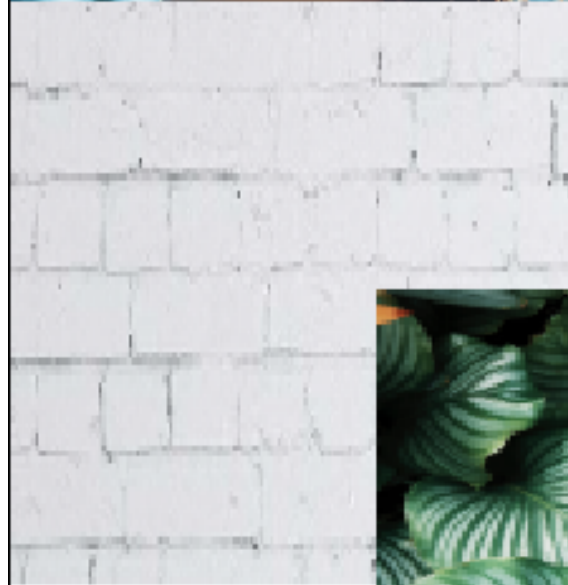
style guide



20
17



MOOD BOARD



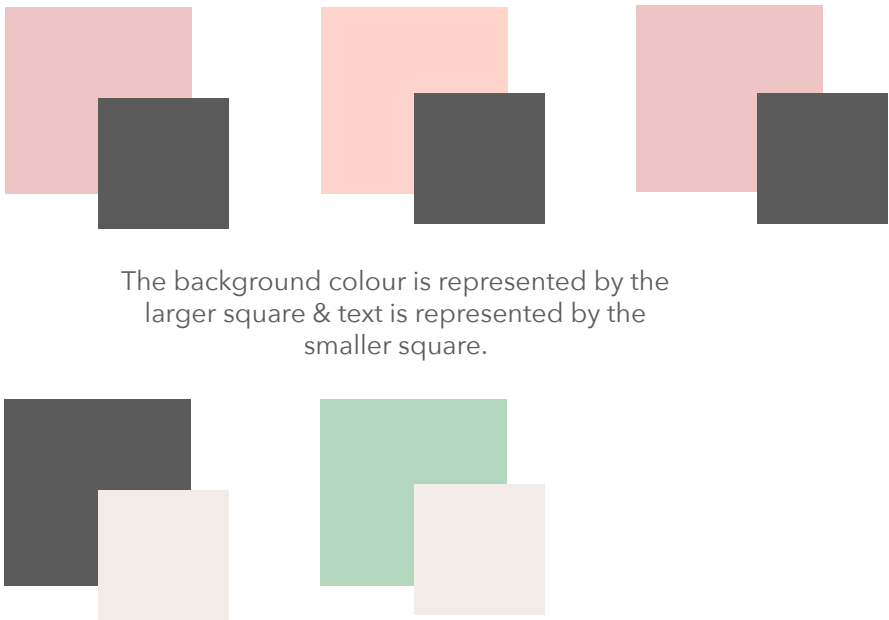
COLOUR SCHEME

primary colours

secondary colours

#5b5b5b	#f2ece8	#b3d7bd	#ffd4ca	#efc4c4
90%	90%	90%	90%	90%
80%	80%	80%	80%	80%
70%	70%	70%	70%	70%

COLOUR COMBINATIONS



The background colour is represented by the larger square & text is represented by the smaller square.

It is important to recognize which colours work well with the others. I have provided some appropriate combinations for when the company would like to use a background colour (for example for a business card). It is important to use the colours in ways that the brand and it's name will stand out from the background. The opacity of the background can be reduced if necessary to help the text stand out, (variations are shown above). However reductions should not exceed 70% to ensure vibrancy.

LOGO



The branch logo is an integral part of the *Bliss* brand. It represents nature, simplicity, and the earth, therefore clearly reflecting the ideals of *Bliss* products. The main logo to be used is the green one (#efc4c4) found above on the far left. This most clearly represents the natural state of leaves and therefore will be most effective at portraying *Bliss's* message. The logo is to be used on the website which will be the main site of traffic for the company. The pink version (#b3d7bd) of the logo is a bright and welcoming design which will be effective in targeting our age group. It should be used on campaigns or social media posts where it is believed to be appropriate. The dark version (#5b5b5b) of the logo stands out more and should be used on packaging so that the brand is easily recognizable. One of the versions of the logo should be used on all company products and campaigns in order to ensure brand consistency.

LOGO & NAME



Pairing the name and logo can be done effectively in order to link the two and show cohesion. This should only be done in the way shown above. The logo should always appear on the left hand side and should line up with the bottom of the line of text. The word soap and *Bliss* should align on the right. This combination of name and text is most effective for package branding.

A

a

A B C D E F G H I J K L
M N O P Q R S Š T U V W
X Y Z Ž a b c d e f g h i j k l m n o p q
r s š t u v w x y z ž 1 2 3 4 5 6 7 8 9
0 ‘ ’ “ ! ” (%) [#] { @ } / & ‹ -
+ ÷ × = > ® © \$ € £ ¥ † ; , . *

Font Name: Alex Brush

Styles | *Regular*

Font Style: Regular

Font Use: This font is used for the company name 'Bliss'. This is essentially it's only purpose as cursive can be difficult to read and is therefore not always effective. When used for the company name it should be used in all lowercase letters.

Font Size: Dependent on medium; for the website the font should be at a minimum of 70px.

CSS

```
@import url('https://fonts.googleapis.com/css?family=Alex+Brush');  
<link href="https://fonts.googleapis.com/css?family=Alex+Brush" rel="stylesheet">  
font-family: 'Alex Brush', cursive;  
text-transform: lowercase
```


A

a

A B C Ć Č D Đ E F G H I J K L M N O P Q R S
Š T U V W X Y Z Ž a b c ĉ č d đ e f g h i j k l m n o
p q r s š t u v w x y z ž А Б В Г Д Ё Е Ъ Ж З
С И І Й Ј К Л Љ М Н Њ О П Р С Т Ћ У Ў Ф
Х Ц Ч Џ Ш Щ Ъ Ы Ь Э Ю Я а б в г д ё е ъ ж
з с и і й ј к л љ м н њ о п р с т ћ у ў ф х ц ч џ ш щ
ъ ы ь э ю я Ă Â Ê Ô Ó Ů ǎ â ê ô σ υ 1 2 3 4 5 6 7 8
9 0 ‘ ’ ’ “ ! ” (%) [#] { @ } / & < - + ÷ × = >
® © \$ € £ ¥ ¢ : ; , . *

Font Name: Old Standard TT

Font Style: Regular

Font Use: This font is used for the nav bar and other headings on the website.
It is a serif font which means it is slightly more decorative than our body copy font, but is easier to read than our display font.

Font Size: Dependent on medium; for the nav bar the font should be around 14px.
For other headings the font should be around 25px.

CSS

```
@import url('https://fonts.googleapis.com/css?family=Old+Standard+TT');  
<link href="https://fonts.googleapis.com/css?family=Old+Standard+TT" rel="stylesheet">  
font-family: 'Old Standard TT', serif;
```

MAIN FONT

A

A B C D E F G H I J K L

M N O P Q R S T U V W

X Y Z a b c d e f g h i j k l

a

m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ' ? ' " !

" (%) [#] { @ } / & < + = \$; : *

Styles

Ultra Light
Ultra Light Italic
Regular
Italic
Medium
Medium Italic

Demi Bold
Demi Bold Italic
Bold
Bold Italic
Heavy
Heavy Italic

Font Name: Avenir Next

Font Style: Ultra Light

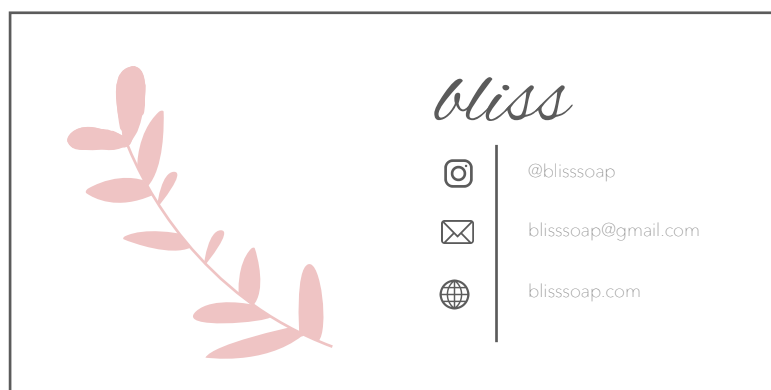
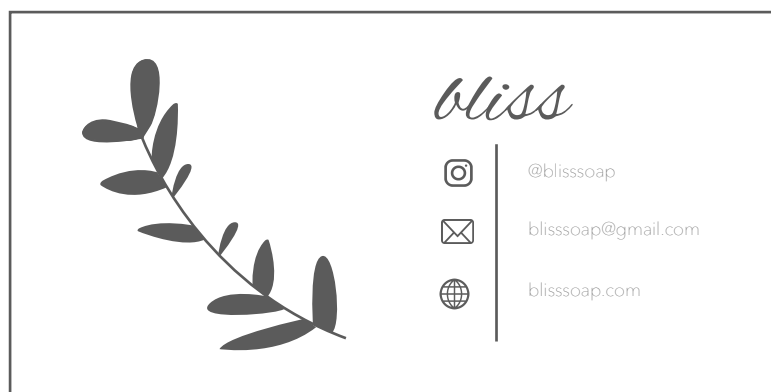
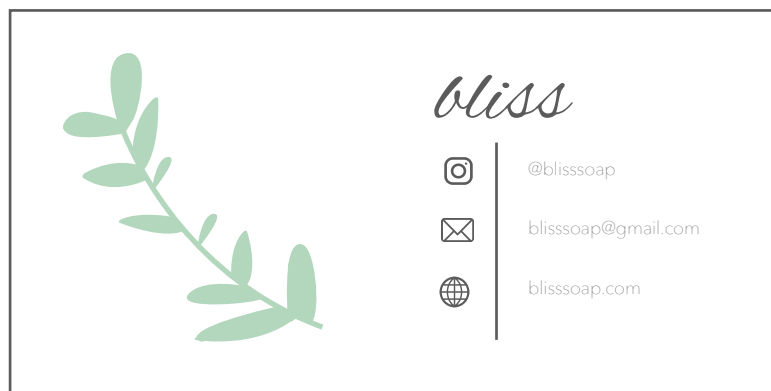
Font Use: This font is used for the text 'soap' under the company name on all packaging. It is also used for the body copy on the website. Although the style 'Ultra Light' should be used the majority of the time, 'Regular' can be used in cases where the font should stand out more, such as on packaging.

Font Size: Dependent on medium; for the website body copy the font should be at approximately 14px. Headings should be 25px.

CSS

font-family: 'Avenir Next', sans-serif;

BUSINESS CARDS



These are some examples of how the colour combinations could be implemented into a practical design. These are examples of business cards, however the same concepts could be used for product packaging. It is important to note the simplicity of the design which represents one of the main ideals of the company.