

LOGO

- Josefin Sans
- 42 pt.
- 19 pt.
- Left aligned
- Centred text



Moss + Fern
Pet Apparel Co.

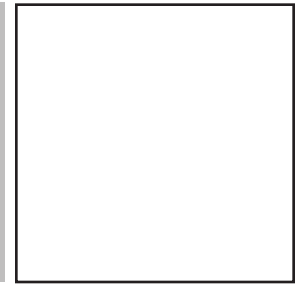
- #000000
- #FFFFFF

NAV BAR

- Corbel
- 18 pt.
- 134 px. height
- Right aligned
- Evenly spaced

- #000000
- #FFFFFF

COLOURS



- #000000
- Nav Bar Text
- Logo text
- Header Text
- Body Text
- Footer

- #043C5A
- Secondary header

- #707070
- Non-product borders
- Drop down text

- #C0C0C0
- Product borders
- Buttons
- Page Breaks

- #FFFFFF
- Header
- Social icons
- Secondary header text
- Footer text



- 30 pt
- Baskerville Old Face
- Drop Shadow: 90°, X: 0, Y: 4 Distance: 5
- Uppercase text
- Rounded corners
- 280 px width
- 71 px height

TYPOGRAPHY

H1 - 36 pt

H2 - 22 pt

H3 - 18 pt Baskerville Old Face
p -16 p

Side Nav - 20 pt, 18 pt

14 pt Times New Roman

Footer - 18 pt Corbel - #FFFFFF

DROPDOWN



- 26 pt
- 280 px width
- 37 px height
- #707070 1px border, and text

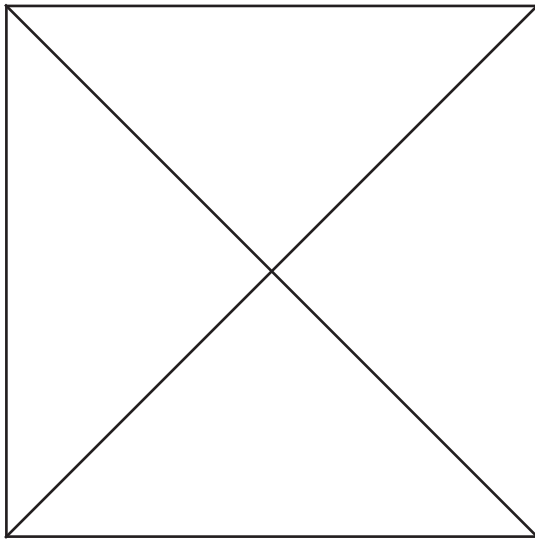
FOOTER



- Spans 100% width
- Social media icons
- 18 pt Corbel

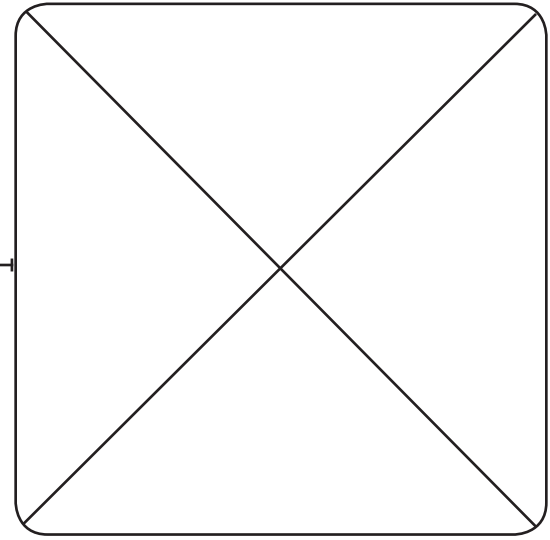
IMAGES

CATALOGUE IMAGES



- No border
- Square corners
- 200 px x 200 px
- Text centred below

CART IMAGES



- #C0C0C0 1 px border
- Rounded corners
- 200 px x 200 px
- Left aligned text to the right of image

Margin: 90 px

DETAILED PRODUCT IMAGES

- 600 px x 600 px
- No border
- Left side of page
- Text on right

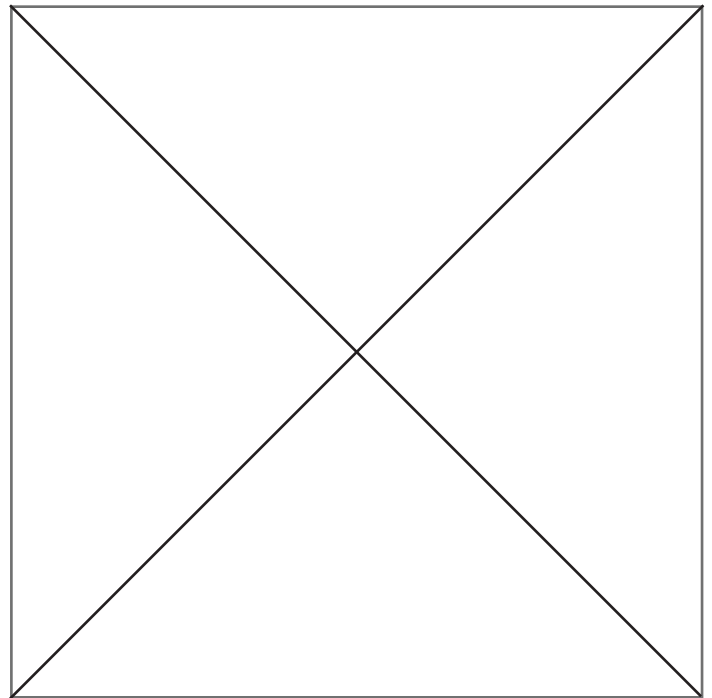
BACKGROUND IMAGES

- High resolution images
- At least 1920 x 1080
- Dogs in nature
- Should have a pleasing colour scheme

BODY

- 1180 px wide
- #FFFFFF
- 90% opacity
- Content centre aligned
- 1084 px wide, 1 px high line breaks
- line breaks are centred
- #C0C0C0 line breaks
- line breaks below H1
- line breaks between cart items

SOCIAL MEDIA IMAGES



- #707070 1 px border
- Square corners
- 260 px x 260 px
- 20 px margin