

DAY ONE

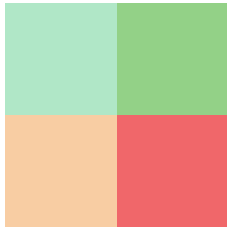
Your
STYLE

Day One

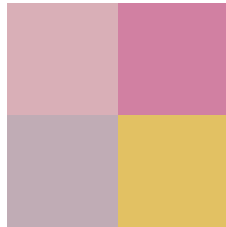
YOUR STYLE

For all of this, remember the #1 question: would your avatar like this?

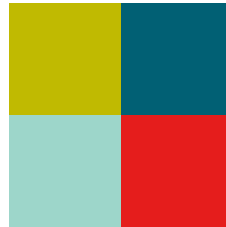
Colors: Pick a Season



Spring



Summer



Fall



Winter

Now based on the season you chose, pick a color combo that works.

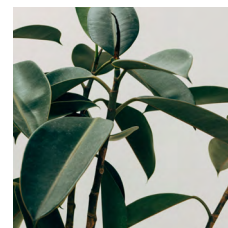
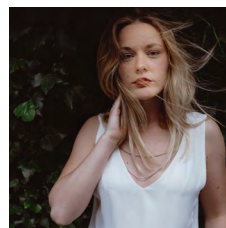
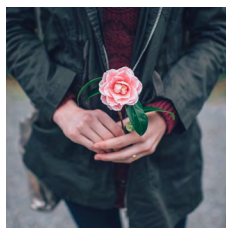
If you have a branding already, ignore this step and tailor this to your brand.

Action: Define 3-4 Colors you will use

#

Photos

What are they communicating? What is their tone?



Action: Find 4 photos from Unsplash that would work on your site.

Day One

YOUR STYLE

Fonts: Do they feel super serious, or playful?
Find a font pairing that works for your brand.

LEAGUE SPARTAN

Libre Baskerville Italic

Libre Baskerville. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec interdum vulputate magna, in consequat lorem aliquet id. Donec elementum mauris eu libero mollis, eget dignissim nulla tincidunt.

Action: Define your font pairing!

Font A: Header Font

Font B: Subtext Font

Font C: Body Font

Details (icons, textures have to repeat rule, etc.)

Action: Go to Creative Market and find a texture or icons you like.
It might be helpful to have on hand for materials later.

