

FELLOW BARBER

Website Style Guide

2018

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Style Guide 2018

Color

Guiding Principles:

- Use the signature **Fellow Green** sparingly and strategically. It's best used when we have something important to say. The green acts as a cue to engage the user.
- Charcoal** replaces black wherever possible to soften it.
- Soft White** replaces white wherever possible to create warmth.
- Grey** is the secondary background color. It's intended to be paired with the Soft White. *Example: Blog Navigation Bar*



Fellow Green (Primary)
#00B373 (RGB 0,179,115)



Charcoal (Secondary)
#363636 (RGB 54, 54, 54)



Soft White (Background)
#FAF7F4 (RGB 250, 247, 244)



Grey (Secondary Background)
#EBE7DF (RGB 235, 231, 223)

Type

Type Rules:

- Headers: set in "Sentence case." (Not Caps.)
- Buttons: set to ALL CAPS
- Fall-back/default font: Helvetica

24pt Med

Headings
ITC Franklin Gothic, 24 Medium

16pt Reg

Body
ITC Franklin Gothic, 16 Regular

13pt Reg

Secondary Body
ITC Franklin Gothic, 13 Regular

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Buttons & CTAs

Any call-to-action is in green. This includes buttons, links, active phone numbers, or anything where an accent color is necessary to draw attention.

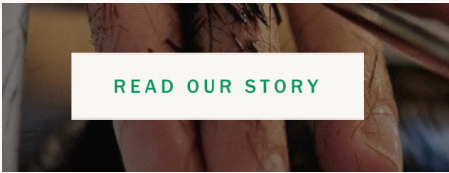
Button Rules:

- Box color: Fellow Green #00B373
- Text Color: #FAF7F4
- When button rests on top of an image, the colors are inverted: text is Fellow Green (#00B373) on box is Soft White (#FAF7F4)

Examples:



VIEW ALL PRODUCTS



READ OUR STORY

[718.522.4959](tel:718.522.4959)

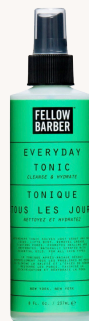
[Book an Appointment](#) with John for your next haircut, shave, or beard trim.

Product Photography

Rules:

- Remove background from all images
- Magic wand tolerance: 10% (recommended)
- Save as PNG

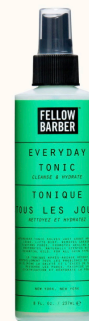
Yes



Everyday Tonic

\$22

No



Everyday Tonic

\$22

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Photography Style Guide

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Photography

Guiding Principles:

- Magnify the **humanity** through deep, saturated colors, textures, patterns.
- Get **weird**. Great styling does not look overly considered, juxtaposition appears unexpected or accidental.
- Unlike the styling, color can appear **considered**. Stick to bold, basic, warm tones (think 1970s, not 1980s).

Focus on the product

Let the aesthetic serve the product. Tell the viewer what to focus on.



Keep it real

Expose imperfections. Make the viewer your friend.



Tease in texture

Texture, used sparingly, helps the viewer feel like they're in the room with you.



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Photography

Crank up the color

Invite the viewer into a magnified reality



IRL Style

Let the set feel accidental, the way they products might look in real life



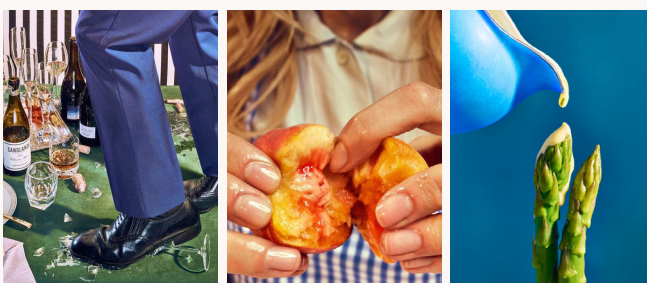
Show the goo

Be unapologetic about showing the product in all it's wet and goeey glory



Healthy Tension

Play with tension to engage and hold the viewers attention



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Newsletter Tips

2018

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Newsletter

Headers:

- Make sure there is equal space above and below headers. To achieve this, add a line-break (shift+return) after the header to add a space below it.
- Write short, catchy headers. This captures the attention of the user with content they can digest at a glance.

Buttons:

- Make clear asks of your user. Ideally, a CTA won't exceed three words and would contain an actionable verb.
Example: Read More, Shop now, RSVP, Ask a barber

Design for mobile:

- A majority of users will be reading the newsletter on mobile devices. **Test each campaign by sending it to your mobile device** to make sure it looks exactly how you want it to look.
- Avoid importing text as an image. It might look nice on screen, but there's the risk that it will not scale properly across a range of devices.

Example:

