

# Style Guide

GRC 175 Web Design & Publishing  
Kyle Smith Project Two

## Colors

The main color scheme for eagle fitness will be monochromatic greenish colors. I will use mainly one green color at varying intensities to give contrast as well as simplify.



background: striped white and green(105,161,27)

dark contrast color: dark grey(25,25,25)

body copy: grey(75,75,75)

## Logo and Logotype

Logo is to be redesigned to rebrand eagle fitness and give them a real logo they can use to promote themselves.

## Graphics

Graphics for the site will be minimal and simplistic:

background will be striped green on white

there will be picture of people who would attend the gym on each of the five pages.

## Typography

Headline: **Insigna LT Std**

Subheads: **Nothing You Could Do** -google webhosted font

Body copy: **Antic** - google webhosted font

Any font weight or variation is acceptable

## Design

