

Website Style Guide

For Pot of Gold Coffee Roasting Co.

Created by Rebecca Baumann

Color(s)

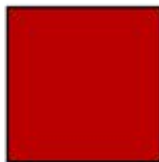
List all colors used in the site as well as acceptable tints and shades. Include both swatches and hexadecimal numbers in your color list.



White
ffffff



Light Gray
f0f0f0



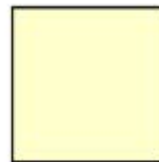
Red
ba0000



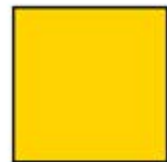
Med Brown
500000



Dark Brown
330000



Cream
ffffcc



Gold
ffd300



Black
000000



Green
336600

Logo and Logotype

Include a sample of the logo and all acceptable variations. Also include a sample of the type used in the logo (if any) and any acceptable variations (bold, italic, etc.). Be sure to state explicitly where the logo can and cannot be used.

The typefaces used in the logotype are Princess Sofia and Arvo. Examples of the logotype on a light and dark background are provided on the next page. The logomark is a gold coffee pot, and it should always be placed to the right of the logotype.

In the website, the logo is only displayed at the top, in the masthead area.



Graphics

Make a list of all non-logo graphics that appear in your design (persistent navigation, accents, pictures, etc.) along with all acceptable variations of those graphics. Be sure to state explicitly where these graphics can and cannot be used.

The following **header** graphics must be used in the top, left-hand corner of the webpage, right underneath the masthead, and adjacent to the navigation menu:

art_of_roasting_header.gif
header_about_pot_of_gold.gif
header_contact_us.gif
header_our_coffee_list.gif
header_place_your_order.gif
how_to_brew_header.gif
where_coffee_grows_header.gif

The following **menu navigation buttons** must be used in the navigation menu only:

about_button_link.gif
about_button_rollover.gif

about_button_you_are_here.gif
coffee_button_link.gif
coffee_button_rollover.gif
coffee_button_you_are_here.gif
contact_button_link.gif
contact_button_rollover.gif
contact_button_you_are_here.gif
home_button_link.gif
home_button_rollover.gif
home_button_you_are_here.gif
order_button_link.gif
order_button_rollover.gif
order_button_you_are_here.gif

The following **article buttons** must be used on the home page, within the content body only:

art_of_roasting.gif
how_to_brew.gif
where_our_coffee_grows.gif

The following **graphic elements** are used for the background image elements only:

background_pattern.gif
brown_double_scallop.png
gray_double_scallop.png
logomark.gif
logotype.gif

The following **graphic elements and pictures** can be used throughout the website in the body content area:

beans_on_scale_med.jpeg
chris_french__perky_med.jpeg
coffee_in_greenhouse_med.jpeg
coffee_pots_6_med.jpeg

coffee_pots2_med.jpeg
cooling_beans_med.jpeg
dell_med.jpeg
drawing_of_world_map_med.jpg
joanne_med.jpeg
lucy_med.jpeg
nan_on_phone_med.jpeg
pierreand_ferdinand_med.jpeg
sign_at_ferry_med.jpeg
sue_med.jpeg
we_roast.gif
welcome_sign.gif

Typography

Include visual samples of the typefaces (primary, secondary and default) used in the site and any acceptable variations (bold, italic, etc.).

There are three typeface families used:

- 1) *Princess Sofia* is a script font used in the logotype and some of the headers. There is only one style.
- 2) **Arvo** is a serif-font used in the logotype, the headers, and in the navigation menu. The following styles are used: **Regular**, *Italic*, **Bold** & **Bold Italic**.
- 3) **Georgia** is the default body text for the website content. Setting is 16 px, normal font weight, text-align Left, in color #330000.

Design

Attach a dummy to the style guide for each variation of the overall design.

Home page and interior page follows:

Pot of Gold

COFFEE ROASTING CO.

Old Fashioned Roasters of Fancy Coffees since 1976



We roast delicious coffees

- and ship them postage free -
on a convenient schedule to match your needs

Join our happy customers and you'll never have to worry about running out of coffee again. Our personal customer service means that you can adjust your order at anytime.

HOW to brew the perfect cup of coffee



WHERE OWL COFFEE grows

the Art of roasting


[HOME](#)
[our
COFFEE
list](#)
[place
your
ORDER](#)
[ABOUT
pot of
gold](#)
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We are a small, family-owned business located on Thetis Island in British Columbia. We have been roasting and selling our coffee in Canada for well over 30 years now. We love our wonderful customers, many of whom have become friends over the years.

Our Pot of Gold Coffee is not sold in any stores. We roast to order and sell directly to our customers so that we can guarantee our quality and freshness and still maintain reasonable prices.

Our stained glass mosaic sign was handcrafted by Charlotte Aaberg

Our "Welcome" illustration was created by Christopher French

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Pot of Gold

COFFEE ROASTING CO.

Old Fashioned Roasters of Fancy Coffees since 1976



the *Art* of roasting


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Fresh Roasting is just as important as the quality of the bean. When a baker bakes a fine quality loaf, there is no comparison between its flavour right out of the oven and two weeks later. It is the same with coffee - freshness is No.1.



Green coffee beans are similar to small green pebbles. They are extremely hard, tasteless, and can be stored for long periods. During roasting they gradually turn brown, 'pop' into a bigger size and become lighter. This magical process releases the wonderful flavour, aroma, and oils.

Unfortunately these flavours and aromas are extremely volatile. In fact, coffee is at its peak a mere two hours after roasting. A second burst of aroma and flavour is released as soon as the coffee is ground, and a third burst is released

Another most important consideration is the roasting itself. There are actually two "roasters" - the art and skill of the "human roaster" combined with the design and experience of the "machine roaster" make as much difference to the coffee as the Chef and stove to a meal.



Some roasters don't roast the coffee long enough to develop all of the flavors. Others roast too much making all of the coffee taste alike. We have two of the best roasters - they are Pierre, who was taught by Gene and has been doing a fantastic job for twelve years. Dear old Gertrude, who turned out great coffee since 1953 is now retired and we have a big new roaster named Ferdinand carrying on her tradition.

