

Design Brief

Company: Spruce Permaculture

Location: Edmonton, Alberta, Canada

Current Website: <http://sprucepermaculture.ca/>

View Current Services: [View Google Doc](#)

Goals

1. Develop a complete graphic design for major Pages of the website that covers all UI elements, marketing objects, content objects.
2. Improve branding by:
 - establishing a brand color palette utilizing bright green and blue and a contrasting color. See <http://www.vogue.com.au/vogue+living/design/galleries/pantone+spring+2018+fashion+color+tr+end+report,43062>
 - Recolor logo to match/use the color palette
 - augmenting the imagery/symbolism of logo throughout hero sections, section backgrounds, content modules, footer section.
 - Select two primary Google fonts; title font is sans-serif
3. Create Spruce Permaculture version of the following diagram. Include separate icons for each of the 12 principles: <http://www.dailyinfographic.com/wp-content/uploads/2017/05/Principles-of-Permaculture.jpg>
4. Create icons without text for: residential perma landscaping, commercial perma landscaping, site survey, installation design, team (3 men), Workshops,

Design Notes

- Premium, professional services look
- Lots of space around text
- High quality, royalty free images with dark, rich tones
- Irregular shaped Sections (see sample)
- Irregular shaped Split Columns
- Image overlays match color palette
- Images overlap solid color backgrounds (see sample)
- [View Design Brief Sample Images](#)

Pages

Design Home Page, Services+pricing, Contact, Our Team, FAQ, Events, (Desktop/Tablet/Mobile)

- Sample services <https://divi.uplyft.ca/copywriter/services/>
- Sample pricing tables <https://www.leadpages.net/pricing>
- Sample about <https://divi.uplyft.ca/yoga/about/>
- Sample Home <https://divi.uplyft.ca/photo-market/landing-page/>
- Sample Contact <https://divi.uplyft.ca/photo-market/contact/>
- Sample Our Team
- Sample Portfolio <https://divi.uplyft.ca/design-agency/portfolio/>

- Sample Events <https://divi.uplyft.ca/yoga/classes/>
- Sample FAQ
- Sample Landing Page <https://divi.uplyft.ca/travel/landing-page/>

Create the following

1. Logo+Text (“Spruce Permaculture”) in a vertical style and a horizontal style
2. Favicon (228px x 228px PNG28)
3. Design Button & hover state (rounded buttons)
4. Design inline CTA with Button
5. Design Blurb Modules (with custom icons see <https://divi.uplyft.ca/yoga/home/>)
6. Design an opt-in popup
7. Design the single blog page (the blog + sidebar + related posts nav at bottom)
8. Facebook banner+profile picture (refer to <https://blog.snappa.com/facebook-cover-photo-size/>)

Inspiration

[Verge Permaculture](#)** The instructors and mentors of Spruce Permaculture

<http://www.denisechandler.com/> ** nice coherence top to bottom

<http://www.nixon.com/ca/en> ** nice footer for social responsibility quote by Kaz

<https://sprec.com/> ** simple, elegant design. Looks expensive.

<http://www.casangelina.com/en/rooms/eaudesea-experience> ** premium design, nice layout

<https://www.ellevest.com/>

<https://divi.uplyft.ca/carpenter/landing-page/>

Background Videos

If you can find highly relevant background video, I’d like to add some.

Sample Stock Video for Section Backgrounds

<https://stock.adobe.com/stock-photo/garden/166924162>

<https://stock.adobe.com/stock-photo/garden-plants-growing-in-soil-in-macro-detail/148919712>

<https://stock.adobe.com/stock-photo/two-women-gardening/185191660>

<https://stock.adobe.com/stock-photo/girl-walks-and-holds-hand-through-dry-flowers/158804844>

<https://stock.adobe.com/stock-photo/woman-picks-berries-in-a-beautiful-garden-on-vancouver-island-canada-narrow-depth-of-field/169127594>

<https://stock.adobe.com/stock-photo/beautiful-flower-along-on-the-road-in-the-park/166539109>

<https://stock.adobe.com/stock-photo/close-up-hand-of-asian-female-prepare-and-planting-sapling-in-the-land-ecology-concept/155541754>

<https://stock.adobe.com/stock-photo/woman-picking-ripe-organic-raspberries-in-garden/85737484>

<https://stock.adobe.com/stock-photo/waterfall-in-pond/170735995>

<https://stock.adobe.com/stock-photo/using-the-conduit-in-conjunction-with-the-plumb-line-the-landscapers-put-the-conduit-into-place-for-checking-consistent-level-for-good-drainage/178411019>