

MOOD BOARD

Mood boards are a group of **design elements** that include images, concepts, colors and styles for the direction, look and feel of your brands visual identity.

This gives you a clear understanding of the **design direction** and style that will be used when designing the website.



MOOD BOARD 1

HARBOR HOLIDAY GREETINGS

Overview:

Envisioning the new Salt Harbor Studio website, this mood board captures the essence of a crisp, contemporary aesthetic infused with a holiday spirit. It marries the brand's existing color palette with a modern design approach, aiming for a clean and inviting user experience reminiscent of Lovepop's simplicity and elegance.

Typography:

The use of the sans-serif font Montserrat, which mirrors the one used on Lovepop.com, gives the site a modern and clean feel. This font choice aligns with current web design trends, offering excellent readability and versatility across various applications.

Color Palette:

The site's color scheme draws from a harmonious blend of nautical blues—deep navy (#223b75), midnight blue (#051d36), and seafoam (#048799)—paired with neutral grays (Hex: #e9e9e9), setting a balanced backdrop that's both professional and inviting.

Imagery:

Holiday Imagery:

Nautical holiday imagery will adorn the site, providing a festive touch that aligns with the season's products, bringing joy and a sense of celebration to the browsing experience.

Product Backgrounds:

Greeting cards will be showcased against a light gray backdrop, emphasizing the intricate details and design quality, ensuring they stand out and capture attention.

Main Page Banners:

For main pages, the banners will blend in seamlessly with nautical motifs and holiday elements, striking a balance between thematic consistency and the festive character of the products.

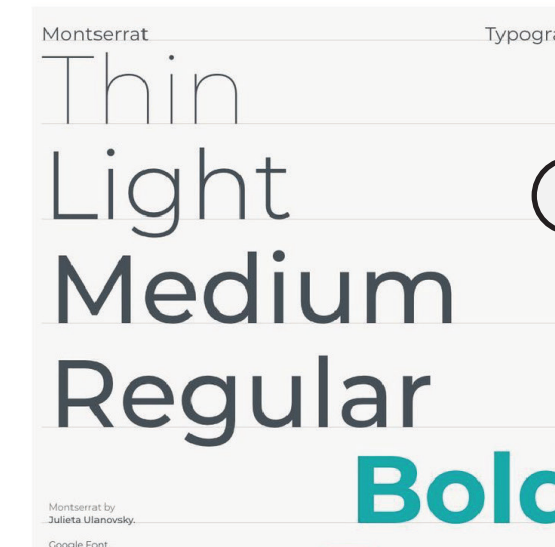
The Salt Harbor Studio logo is displayed prominently, its design signaling a commitment to brand identity and setting the tone for the site's overall look and feel.



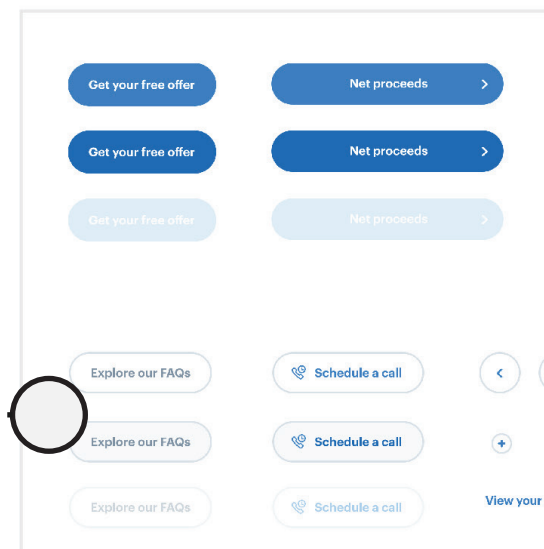
Greeting cards will be showcased against a light gray backdrop

For main pages, the banners will blend in seamlessly with nautical motifs and holiday elements

The website will be sprinkled with imagery that celebrates the sea during the holidays, infusing the pages with a cheerful, festive ambiance



Montserrat, a sans-serif font known for its clean lines and modern appeal



The interface features gently rounded buttons, a design choice that not only softens the overall aesthetic but also invites interaction in a friendly, approachable manner



Product images will be showcased against a light gray backdrop



For main pages, the banners will blend in seamlessly with nautical motifs and holiday elements,