sherwood's forest

Website Redesign | Goals and Concepts

Goals

Simplify navigation between pages and throughout individual pages

Maintain interest of additional links and resources, but present with more clarity and logic

Create a stronger and more helpful hierarchy of information on each page

Develop a grid-based system and better use of negative space for content consistency

COLOR

Simplified pelatte
Allows for more focus on photos
Neutrals with green accents

ICON

Original usage
menu decoration, not standardized, complex

Gift Certificates   Warranty Information   Contact Us

Garden Tips   Movie Clips & Testimonials   Home

Revised usage
Simplified reference to original, used only in logo

SHERWOOD'S FORREST

TYPOGRAPHY

Univers Bold

Univers Roman 12pt

UNIVERS BOLD