

UX Design 2: Style Guide for Tailored Tranquility

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Contents

Introduction	2
Color Palette	3
Logo	4
Fonts	5
Strategies	6
Image Examples	6-7

INTRODUCTION

Tailored Tranquility

Who are we?

We are a family-owned company which provides tailored bath and home spa products to the customer's doorstep on a monthly or quarterly basis. Life is busy, we get it, that's why we are bringing the spa to you! Each month we will delight you with a variety spa products based on your product interest, fragrance preferences and skincare needs.

What's our story?

We are a mom and pop shop which was born in our home during the pandemic. We started out making boxes for friends who were sick or just having a hard time coping with the times. Bringing a little love and magic to our friends' turned into orders for other friends and relatives. Three years later we are distributing our care packages across the country.

My goals:

My overall goal of this project is to create a site which has a user-friendly interface with beautiful photos, a calming palette and a smooth and easy user experience. I want the experience of serenity to begin before the product box arrives; I want a wave of calm to roll over the customer when they open the website.

I'm trying to communicate how important self-care is for a healthy, balanced life. People can easily forget about taking care of themselves, putting their families and jobs first. This is a monthly or seasonal reminder to slow down and pamper yourself.

I am seeking to sell more products/add subscriptions. I will emphasize that the company is family-owned and operated, emphasizing a personal touch (including a personalized note for each box with copy related to the theme of the box). Premium products and all-natural ingredients as well as recyclable packaging will highlight our commitment to sustainability. The mom and pop factor and sustainability will help set us apart from our competitors.

Target market:

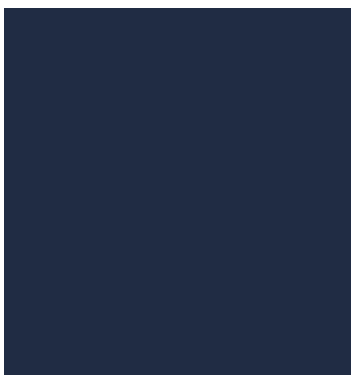
My target audience includes enthusiasts of wellness, on-the-go professionals, and home spa aficionados. The age range will be 30-60 year olds. I will cater to both men and women who are medium to high income earners and can afford premium and eco-friendly products. I imagine them to be working professionals- be it working in an office or running a family. They might be too busy to make a regular spa appointment but they can open their box, close the door, light candles and enjoy a spa experience in the comfort of their own home.

COLOR PALETTE

Tailored Tranquility

For my luxury bath and spa brand “Tailored Tranquility” I have chosen this color palette below. I picked the soft neutrals to help create a soothing and calming vibe. The rose gold adds a touch of glamour and luxury. The navy blue choice invokes a professionalism and timelessness. These colors are all associated with opulence and elegance.

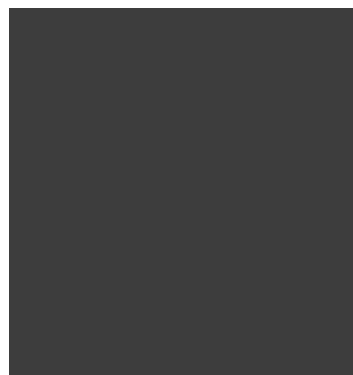
PRIMARY COLORS



LUNAR BLUE
#222D44
R34 G45 B68

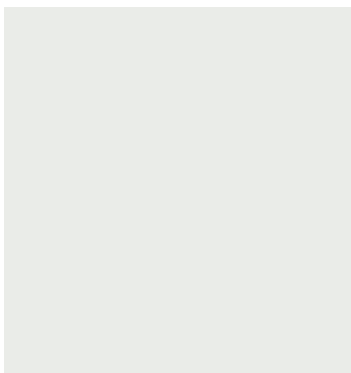


ROSE GOLD
#C48F7F
R195 G142 B127

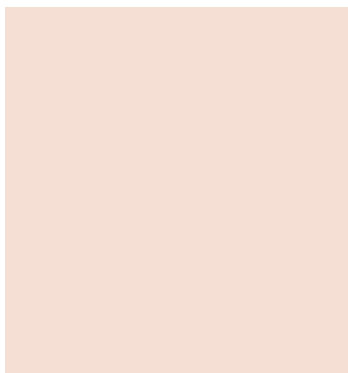


ONYX
#3D3D3D
R62 G62 B62

SECONDARY COLORS



PLATINUM
#EAE9E5
R234 G234 B230



CHAMPAGNE
#F4DDD5
R243 G221 B213

CTA/ADD TO CART COLOR



#007e7e
R0 G126 B126

LOGO
Tailored Tranquility

Tailored Tranquility

Tailored Tranquility

Tailored Tranquility

stacked option 1

Tailored
Tranquility

Tailored
Tranquility

Tailored
Tranquility

stacked option 2

Tailored
Tranquility

Tailored
Tranquility

Tailored
Tranquility

FONTS
Tailored Tranquility

Goudy Old Style PC Doormat

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

Avenir Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

Avenir Medium

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

La Paloma

*Tailored
Tranquility*

*Tailored
Tranquility*

*Tailored
Tranquility*

STRATEGIES

Tailored Tranquility

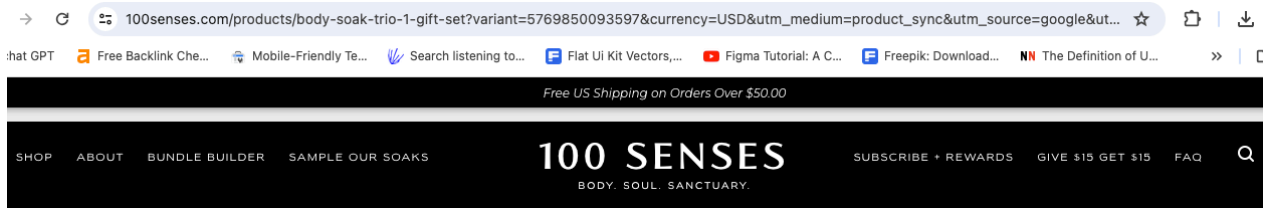
Writing Style

I will be incorporating a formal and refined tone while maintaining approachability. Conveying exclusivity and value is another way to cater to a wealthy audience.

Photography Style

The site will include images portraying elegance and sophistication. The palette throughout the site will be on the muted side, creating a peaceful and serene vibe.

Examples of Photography



Body Soak Trio 1 Gift Set

A Gorgeous Gift Set to Display Your Cylinder Soaks & Keep Them Within Easy Reach

★★★★★ 181 reviews

OVERVIEW FRAGRANCE INGREDIENTS HOW TO USE

Enjoy three amazing fragrances, elegantly presented with our hand-crafted, Trio Cylinder Soak Stand. Our **Body Soak Trio 1 Gift Set** is specifically designed to suspend your Cylinder Soaks in mid-air with its elegant gold threads, framing your beautiful glass Cylinders like jewelry and keeping them within easy reach. Each stand is made by hand with a solid marble base. A small bevel sets off the edges of the marble, with a hand-polished finish. It's a beautiful reminder to make time for your wellness, relieve tired, overworked muscles and calm the mind. Our carefully formulated muscle-soothing extracts combined with our meditative, signature fragrance notes cocoon the body in a luxurious, creamy foam, providing 12 truly restorative soaking experiences in this stunning gift set.

- **Save on all 4 items when you buy this set:**
- Memento Mori - Wild Fig
- Get Naked - Fresh Roses
- Tranquilizer - Lavender Cypress
- The Trio Cylinder Soak Stand
- Each Cylinder contains 4 servings, a total of 12 bathing experiences
- The Trio Cylinder Soak Stand is hand-crafted and polished
- Gold-plated threads suspend 3 Cylinders above a solid marble base
- Veins and color of the marble are unique to natural stone. Color may vary.

\$165.00

— 1 + **ADD TO BAG**

4 interest-free installments or from \$14.80/mo with shop



Limited Edition

