Font Version

Playfair Display

01

Many business in the Kitchen & Bath Remodeling industry focus on finished project photography or lead-generation almost exclusively.

Use the website to establish a brand tha aligns with a desire for more space, modernization, style, and value.

What if we used images and typography to connect our design to the styles they are considering in a remodel?

* * *

Kitchens are the high-traffic social area, the homework area, It's wh we find nourishment. Kitchens are where we connect with creativity, community, and ❤️.

t

An affluent homeowner should feel like they have found the right designer and partner. An expert in establishing a feeling.

Relax In
Style

ere

Imagine Your
Space

The website should feel both familiar and inspirational.

We want to align with aspirational brands in other categories while standing out in our industry.

Colors

Before

■ ■ ■ ■

After

■ ■ ■ ■

Fonts

Lora
Kitchen & Bath Remodeling

Playfair Display
Kitchen & Bath Remodeling

Gabriela
Kitchen & Bath Remodeling

Bodoni
Kitchen & Bath Remodeling

WILLIAMS SONOMA
CALIFORNIA

SUB-ZERO WOLF

LAND ROVER

TIFFANY & CO.

An approachable & practical service business that exudes quality.

- ✦ *Softer fonts*
- ✦ *More feminine*
- ✦ *Softer color scheme*

Literata
Kitchen & Bath Remodeling

dear ivy
Kitchen & Bath Remodeling

Abril Fatface
Kitchen & Bath Remodeling

Prata
Kitchen & Bath Remodeling

Playfair Display

& ! Aa

Italics

Design
For Life

Gabriela

& ! Aa

Italics

Style
& Comfort