

# Al's Sweeper & Sewing Shop



Raymond Kneipp Web Design

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★ My Recommendation

## 01. Colors



Above are the colors I recommend choosing to use on your website. The color yellow (#DFBF3F) evokes feelings of **happiness** and **positivity** while the color gray (#141414) represents **neutrality** and **balance**. Both colors match your current branding and contrast very well as it passes all tests regarding Web Content Accessibility Guidelines (WCAG).

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## 02. Fonts

**Roboto Slab** - I recommend using this font for the headers on the website. It uses squared serifs which give it a soft and friendly appearance and pairs well with sans fonts.

**Open Sans** - I believe this font would work well in body paragraphs. It's not as busy as the previous font to make it easier to read for the users.

### Lorem Ipsum Dolor (Roboto Slab)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea consequat. (Open Sans)

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## 03. Logos



### Design One

I wanted to represent the air being drawn into the vacuum cleaner.



### Design Two

This is a variation of the first design. Keep in mind all designs can be altered.



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## Design Three

This design takes part of the air graphic from the first design which replaces the crossbar in the letter "A".



## Design Four

For the next design I created a vector image of a canister vacuum.





## ★ Design Five

I liked having an actual vacuum as the logo but the previous logo looked generic. I took the “A” and “L” from “Al’s” and turned the letters into a canister vacuum.

## Design Five Icon

Here is an example of what the icon would look like using design five.



## Design Six

This design is very similar to the previous design except the font is much more square to match the font used on the side.



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## Design Six Icon

Here is an example of what the icon would look like using design six.



## Icon With Text

Here is an example of what the icon would look like using design five with text circling the outside.

## 04. Business Card Example



**Front**

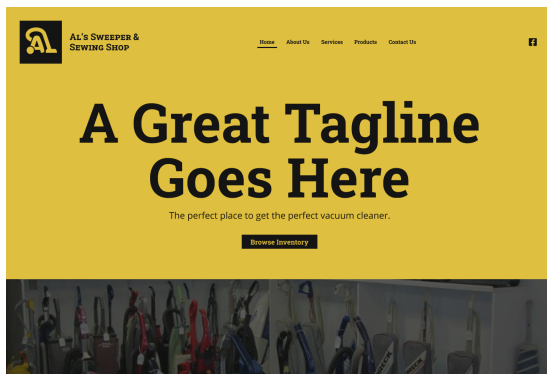


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## 05. Domains

★ <b>alssweepers.com</b>	Available \$
<b>alssweepershop.com</b>	Available \$
<b>alssweeper.shop</b>	Available \$
<b>alssweepers.shop</b>	Available \$
<b>alssweeper.com</b>	Not Available \$\$\$
<b>alssweepersales.com</b>	Available \$
<b>alssweeper.sale</b>	Available \$
<b>alssweepers.sale</b>	Available \$

## 06. Home Page Prototype



Please click [here](#) to view the design for the home page.



## 07. Visual Sitemap

Here is a graphical view for the flow of the website.

