

Context

Lumo is an independent wedding photography company, with a focus on candid and personal photography. The brand identity is aimed at LGBTQ and alternative weddings.

The font scheme uses three Google Fonts, Poiret One (Regular), Shadows Into Light Two (Regular) and Raleway (Light, Regular, Medium and Bold).

Screenshots are given as examples only and are not to scale. Please see full wireframe at

https://app.moqups.com/LightSquared/7U0ys1oqul/view?ui=0&fit_width=1

The site will use the following colours on a white background:

Lumo Violet: RGB 154 99 156, Hex #9a639c

Lumo Purple: RGB 119 76 147, Hex #774c93

Lumo Green: RGB 150 183 183, Hex #96b7b7

Lumo Gold: RGB 218 193 110, Hex #dac16e

Lumo Grey: RGB 96 96 96, Hex #606060

Lumo Lilac: RGB 228 208 240, Hex #e4d0f0

Lumo LG: RGB 146 146 146, Hex #929292

White 255 255 255 #ffffff	Lumo Violet 154 99 156 #9a639c	Lumo Purple 119 76 147 #774c93	Lumo Green 150 183 183 #96b7b7	Lumo Gold 218 193 110 #dac16e	Lumo Grey 96 96 96 #606060	Lumo LG 146 146 146 #929292	Lumo Lilac 228 208 240 #e4d0f0
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All rounded corners are rounded by 6px, unless otherwise stated

Page header: Logo & Nav Bar

Logo 'Lumo' is in Poiret One 100px, Lumo Purple, centred on page
'Photography' is in Shadows Into Darkness Two 30, Lumo Gold, centred 4px under 'Lumo' and centred
'Lavender and Violet' images are 65px to either side of text, 120px x 165 px, with bottom border of images 8px below 'Photography'

Nav Bar Poiret One, 18px in Lumo Violet, mouseover in Lumo Gold
46 px below bottom border of 'Lavender and Violet' images
Current page is highlighted in Lumo Gold

Entire page header background is white, 300px top to bottom, header ends
35px below bottom of nav bar.



Page footer

Page footer is 100px high, filled in Lumo Lilac

Impressum/ footer text is in Poiret One, 18px, centred vertically and
horizontally on footer background. Text in Lumo Purple, links in Lumo Grey

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla quam velit, vulputate eu pharetra nec, mattis ac neque. Duis vulputate commodo lectus, ac blandit elit tincidunt id. Sed rhoncus, tortor sed eleifend tristique, tortor mauris molestie elit, et lacinia ipsum quam nec dui. Quisque nec mauris sit amet elit iaculis pretium sit amet quis magna. Aenean velit odio.

All Pages

Paragraph headers are in Shadows Into Light Two, 26px, Lumo Purple

Happy Couples

Body text is in Raleway (Regular), 14px, Lumo Grey

Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Nulla quam velit, vulputate eu pharetra nec, mattis ac
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tortor mauris molestie elit, et lacinia ipsum quam nec
dui. Quisque nec mauris sit amet elit iaculis pretium sit

Pull quotes are in Raleway (Medium or Bold), 14px, Lumo Violet

Lorem ipsum dolor sit amet, consectetur **adipiscing elit**.

Buttons are filled in Lumo Lilac, bordering 10px above and below text, 20px to left and right, rounded corners, text is same as Paragraph headers

See More

Lilac Containers are filled in Lumo Lilac, bordering 10px above and below text, 20px to left and right, rounded corners

This is my boss, Jonathan Hart, a self-made millionaire, he's quite a guy. This is Mrs H., she's gorgeous, she's one lady who knows how to take care of herself.

Sian + Louise Hendrick, 17/02/2018

Forms

Form Container is filled in Lumo Lilac, all content is 20px in from edge

Form Fields are white, rounded corners, 100px x 60px, 20px from left edge of content container. Placeholder text is Lumo LG, entered text is Lumo Grey, both are Raleway (Light) 24px. Fields are spaced 16px apart vertically

Form Labels are Raleway (Regular) in Lumo Purple, 18px

Drop down buttons are filled in Lumo Gold, icons are in white

Form Submit Buttons are filled in Lumo Gold, 100px x 46px, rounded corners, text is Shadows Into Light, 26px, centred vertically and horizontally on button

Success Alert Containers are filled in gold, rounded corners. 60px x width of form minus borders. Text is Raleway (Regular) 24px, Black

The form is contained within a light purple rounded rectangle. At the top, there are two buttons: a gold button labeled 'Oops!' and a teal button labeled 'All done!'. Below these are several input fields:

- Name***: A white input field containing the text 'Finn Mertons'.
- email address***: A white input field containing the text 'finn@landof.ooo'.
- contact number**: A white input field containing the text '01874562984'.
- Approx. date***: A white input field containing '4/22/2012 (option to only have month/year?)' and a gold calendar icon button on the right.
- Event type***: A white dropdown menu with the text 'wedding/ party/ engagement/ christening/ other' and a gold arrow button on the right.
- Additional details***: A large white text area.

At the bottom of the form, there is a grey rectangular placeholder labeled 'Captcha Placeholder' and a large gold button labeled 'Submit'.