



BOTANICAL

BOTANICAL WEBSITE - A BRIEF STYLE GUIDE

H1 APERCU MEDIUM 24PT (ALL CAPS)

H2 APERCU BOLD 15PT (ALL CAPS)

H3 APERCU BOLD 11PT (ALL CAPS)

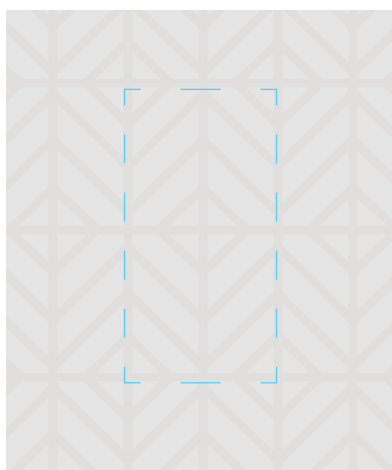
H4 GARAMOND REGULAR (ALL CAPS)

Feature Body Copy Apercu Light 14

Body Copy Apercu Light 14

Links underlined

Rollovers appear grey



BACKGROUNDS MADE OF REPEAT PATTERNS

- Should be easily editable for each page or category in CMS

HOME - ACTIVE PAGE HAS AN 'ABOVE STROKE' THE LENGTH OF THE TEXT
THIS ALSO APPEARS ON ROLLOVER OF MENU ITEMS
