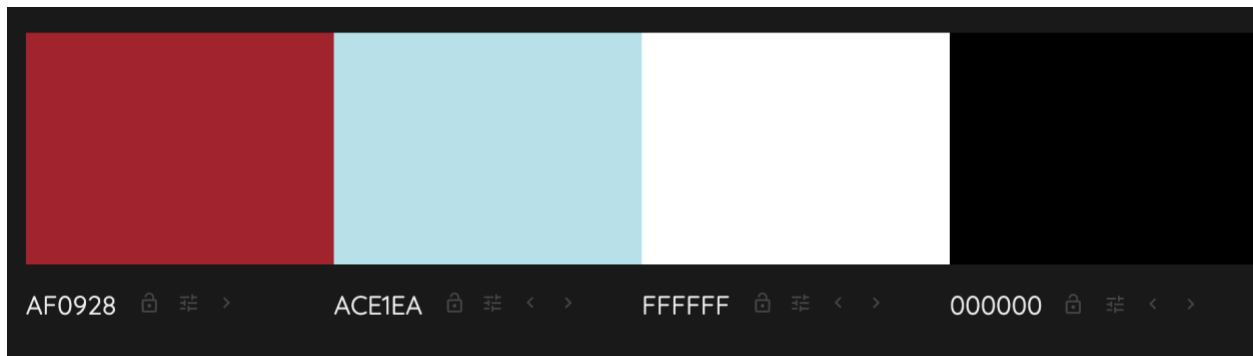


Brand:

Fonts:

- [Photoshoot](#) – purchase for commercial use
 - Used for:
 - Site logo font
 - Signature font on the home page
- DIN Condensed – available in most web content management systems
 - Used for:
 - Navigation links
 - Button text
 - Link text
 - Blog dates
- DIN Alternate - available in most web content management systems
 - Used for:
 - Headings
 - Form labels
 - Titles
 - Archive blog posts
- Roboto Regular - available in most web content management systems
 - Used for:
 - Body copy

Colors:



Deep Red: #AF0928

Light Blue: #ACE1EA at 30% opacity to achieve the softness/highlight look

White: #FFFFFF

Black: #000000

Site Copy and Content:

Home page/landing page:

Heading: Pound Cakes with Personality

You haven't tasted pound cakes quite like these before. Irresistibly moist, buttery, light and silky smooth all at once. For me, a pound cake is a classic comfort food that sparks a feeling of nostalgia and familiarity.

Pound cakes have a rich history steeped in African American culture and have long been a southern specialty. My Grandma Marvella taught me the old family recipes with her own Pittsburgh twist. Under her watchful eye, I learned what makes a cake truly memorable.

She always said what you don't put in matters as much as what you do. Not too much icing, or overly-sweet toppings... just a good moist cake that tastes amazing.

These homestyle pound cakes have been a treasured part of my family for generations and now I am happy to share them with you.

About page

Heading: Welcome to My Kitchen

Video: *a short 20 – 30 second clip of Darlynn in her kitchen completing some part of the baking process (whisking, pouring batter into a pan etc.), maybe show some pictures of her family, of her as a kid with the influential family member.*

I'm Darlynn, a cottage baker here in Minneapolis making my family's delicious homestyle pound cakes. My Grandms Marvella taught me her recipes in her Pittsburgh kitchen as soon as I was old enough to help stir the batter.

A bit of her magic – and just butter, eggs, flour and sugar with a few subtle flavorings – in the right proportions. Now I'm proud to recreate them in my own Minneapolis home.

One of my customers' favorites is the Buttery Champagne Pound Cake – people tell me they fall in love just hearing the name, and that the festive name makes it even more perfect as a gift.

[Cakes page](#)

Heading: Cakes

Let's get to the good stuff.

All cakes contain flour, butter, eggs and sugar. Some cakes contain nuts.

Cakes are made-to-order. For special requests, please see the Special Requests box on my order form.

Shapes and sizes:

Pound cakes: bundts or loaves.

Small bundt is XX inches - \$XX.XX

Large bundt is XX inches - \$XX.XX

Small loaf is XX inches - \$XX.XX

Large loaf is XX inches - \$XX.XX

[How to order page](#)

Heading: How to order

Order Form

- Name – *text input*
- Email address – *text input*
- Phone number – *text input*
- Street address – *text input*
- City – *text input*
- State – *dropdown*
- Zip code – *text input*
- Preferred form of contact - *dropdown*
- Event date – *text input*
- Cake type [Small bundt, large bundt] - *dropdown*
- Flavor: - *dropdown*
- Special instructions: - *text area, optional*
[Add any other additional comments here]
- Delivery type: [customer pick up or UPS shipping]- *dropdown*
- Add another cake? – checkbox – if checked another section will appear to add the above details for another cake
- At the end of the form, there is a button that says something like "Submit order and pay with PayPal"

Order instructions:

Cakes are ready for pick up or shipping 2 – 3 days after your order is submitted, depending on order volume. I will reach out to you via your preferred form of contact when your cake is ready.

If you have any special requests, please add comments to the 'Special instructions' field. I will do my best to accommodate any requests that you have and may need to reach out to you if I have questions.