



This color palette was assembled for its rich but subdued botanical look. The colors are all on the darker side, but as they are not intended to be used on top of each other, this shouldn't pose any contrast issues. The largest blocks of color will most likely be the header and footer. Otherwise the palette will be used mainly in accents such as borders or in calls to action.

The colors here can be found in teas and herbs and have their own botanical associations. The first and last colors (#4A2F00 and #4E1507) are woody, while the second and third (#5F4E00 and #534E00) are more reminiscent of stems and leaves. The fourth color (#845F00) is more floral (as is the last color, to a degree).

The visuals from which the palette was pulled exemplify the kind that will be used on the website. Attractive photos of both prepared and loose leaf tea along with the plants they come will show off the beauty and elegance of Tigard Teahouse's products and contribute to the brand's association with nature.