

Typography

is the foundation of good web design

my name is
Samantha Warren

I am a web designer for
Viget Labs

I teach web & graphic design at
the Center for Digital Imaging Arts at Boston University

& I write a blog about design.
<http://www.badassideas.com>

A lot of people think
Typography
is just what font you use

These people tend to be crappy

Web **Typographers**

Good Web **Typography**

is the art and techniques of arranging type for an interactive interface. The arrangement of web type involves the selection of typefaces, size, line length, line height, & character-spacing to create a legible, easy to navigate, & creative online interface.

Fonts for the Screen

Safe Fonts

Arial
Arial Black
Comic Sans MS
Courier New
Georgia
Impact
Times New Roman
Trebuchet MS
Verdana

Windows

Arial
Arial Black
Comic Sans MS
Courier New
Georgia
Impact
Lucida Console
Lucida Sans Unicode
Microsoft Sans Serif
MS Mincho
Palatino Linotype
Symbol
Tahoma
Times New Roman
Trebuchet MS
Verdana

Mac Default

American Typewriter
Andale Mono
Arial
Arial Black
Arial Narrow
Brush Script MT
Capitals
Apple Chancery
Baskerville
Big Caslon
Charcoal
Chicago
Comic Sans MS
Copperplate
Courier
Courier New
Didot
Gadget
Georgia
Geneva
Gill Sans
Futura
Helvetica
Helvetica Neue
Herculanum
Hoefler Text
Impact
Lucida Grande
Marker Felt Monaco
New York
Optima
Papyrus
Sand
Skia
Techno
Textile
Times
Times New Roman
Trebuchet MS
Verdana
Zapfino

3 pillars of web Typography are

Legibility

Hierarchy

Expression

Site Redesign

with the focus on

Typography



Metamorphosis is the embodiment of one vision - unique in its unmatched quality and level of service.

Click the Join email list button below to take advantage of our exclusive membership offers

Login

Register



Your Cart is empty.

Ultimate shopping experience . . .

I want to join your
Newsletter:

Enter eMail Here

Join >>

See our new
World Fusion Menu

- Services ▶
- Products ▶
- Spa Packages ▶
- Spa Gatherings ▶
- Emailable Gift Cert. ▶
- Gift Certificates ▶
- Custom Gift Baskets ▶
- Policies ▶
- In The News ▶
- Our Client's Say... ▶
- View TV Spot ▶
- Driving Directions ▶
- Employment ▶
- Appointments ▶
- Contact Us ▶

The Metamorphosis Mind + Body

Give a Gift of Peace...

Instant Gift Certificates are Now Available!

[Click Here to Print or Email One Today](#)

Mantra



Embrace the warmth of Metamorphosis: a sanctuary where the soul is held to be sacred. Offering a wide variety of indulgent services, from passages of purification to hand + foot rituals, Metamorphosis gives Richmond its only world - fusion spa with a host of unique healing therapies and ancient wisdom from around the globe which is delivered for you to enjoy in serenity and in sensory bliss. The exotic essences of the earth are infused together

(here) in a sensory journey that offers the client an energy that transforms their very being. The secret behind Metamorphosis' calming atmosphere is simple acknowledgment and respect for its clients desire of a soulful sense of integrity in the services they seek. The purity of organic product lines and hand-blended ingredients combine with the skill of our master healers to envelope our clients in an aura of wellness and strength.

Peace & Gratitude

Owner and massage therapist, Tricia Boor's vision was to create an environment where clients could come to enjoy not only a relaxing massage or skin treatment, but to have a professional massage therapist, acupuncturist, or esthetician devote their





Metamorphosis is the embodiment of one vision - unique in its unmatched quality and level of service.

Services Products Click the Join email list button below to take advantage of our exclusive membership offers

The Metamorphosis Mind + Body

Give a Gift of Peace... Instant Gift Certificates are Now Available! Click Here to Print or Email One Today

Mantra



Embrace the warmth of Metamorphosis: a sanctuary where the soul is held to be sacred. Offering a wide variety of indulgent services, from passages of purification to hand + foot rituals, Metamorphosis gives Richmond its only world - fusion spa with a host of unique healing therapies and ancient wisdom from around the globe which is delivered for you to enjoy in serenity and in sensory bliss. The exotic essences of the earth are infused together (here) in a sensory journey that offers the client an energy that transforms their very being. The secret behind Metamorphosis' calming atmosphere is simple acknowledgment and respect for its clients desire of a soulful sense of integrity in the services they seek. The purity of organic product lines and hand-blended ingredients combine with the skill of our master healers to envelope our clients in an aura of wellness and strength.

Peace & Gratitude

Owner and massage therapist, Tricia Boor's vision was to create an environment where clients could come to enjoy not only a relaxing massage or skin treatment, but to have a professional massage therapist, aromatherapist, or esthetician devote their



What do we know about this site's Typography?

• Legibility

- Papyrus is a low legibility typeface.
• There is little breathing room
• Color and contrast make the body copy difficult to read

• Hierarchy

- There is no differentiation of a visual weight
• Does not guide a user to what they may want to do first

• Expression

- Site relies on papyrus to express it's "earthy" brand, which makes it hard to read.

First step to making a site is

Make A Grid

Grid Calculator

Change the settings (by **dragging** the sliders, **clicking** on the bars, or **editing** the values) to calculate the overall width of your grid. [View Changelog](#).

Base font size

px

Number of columns

columns

Column width

px

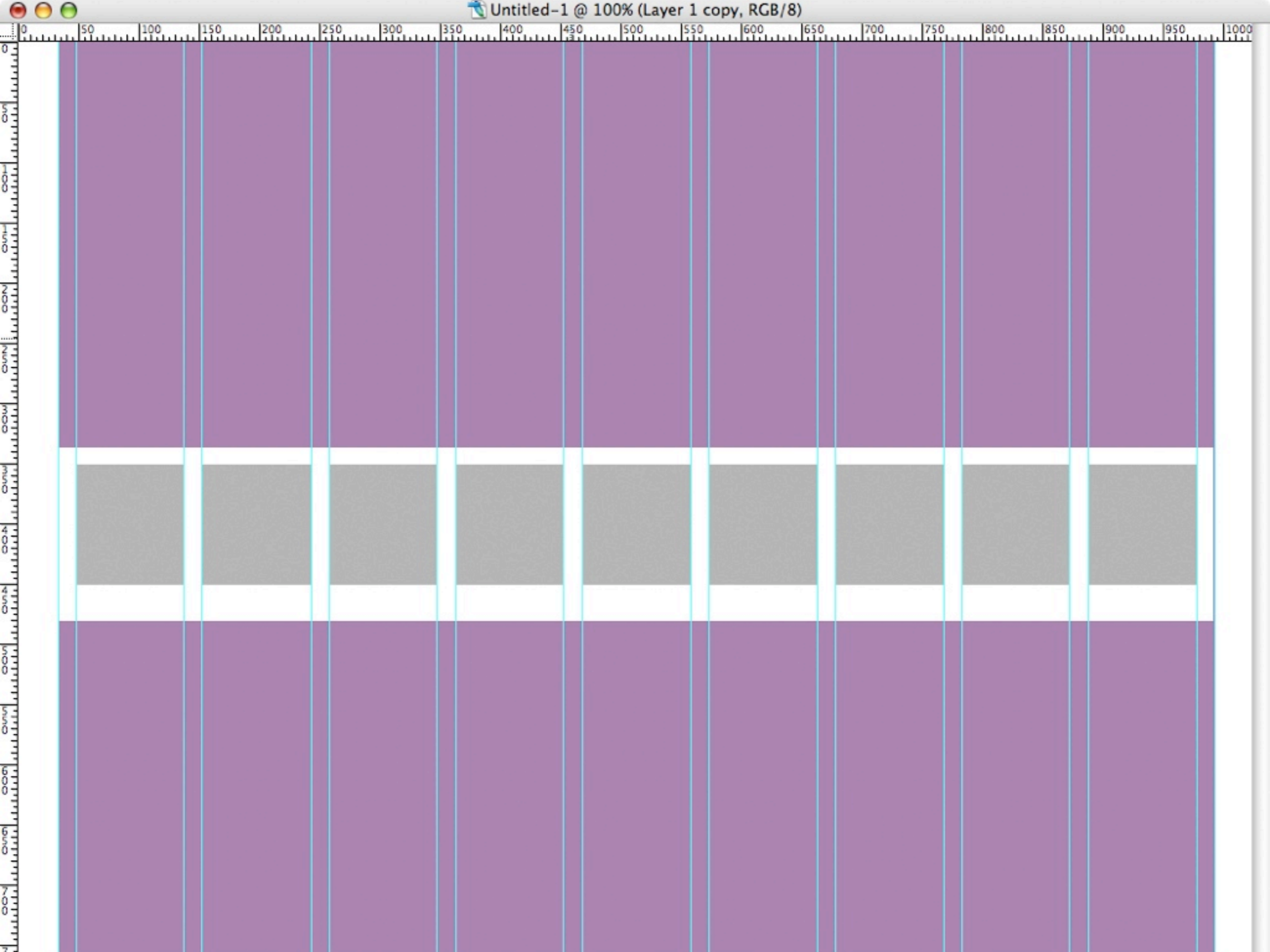
Gutter width

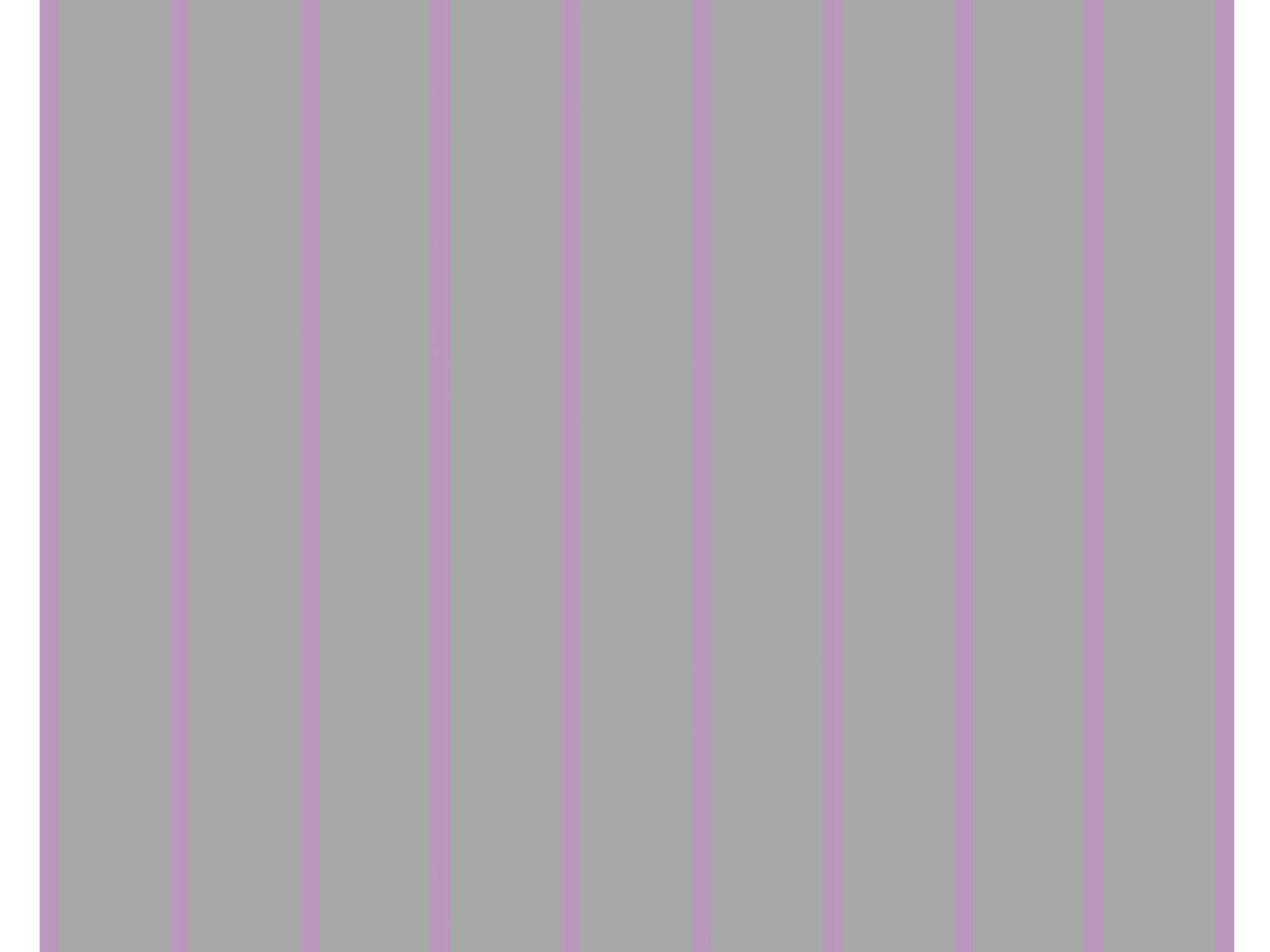
px

Total width:
930px

Grid Preview

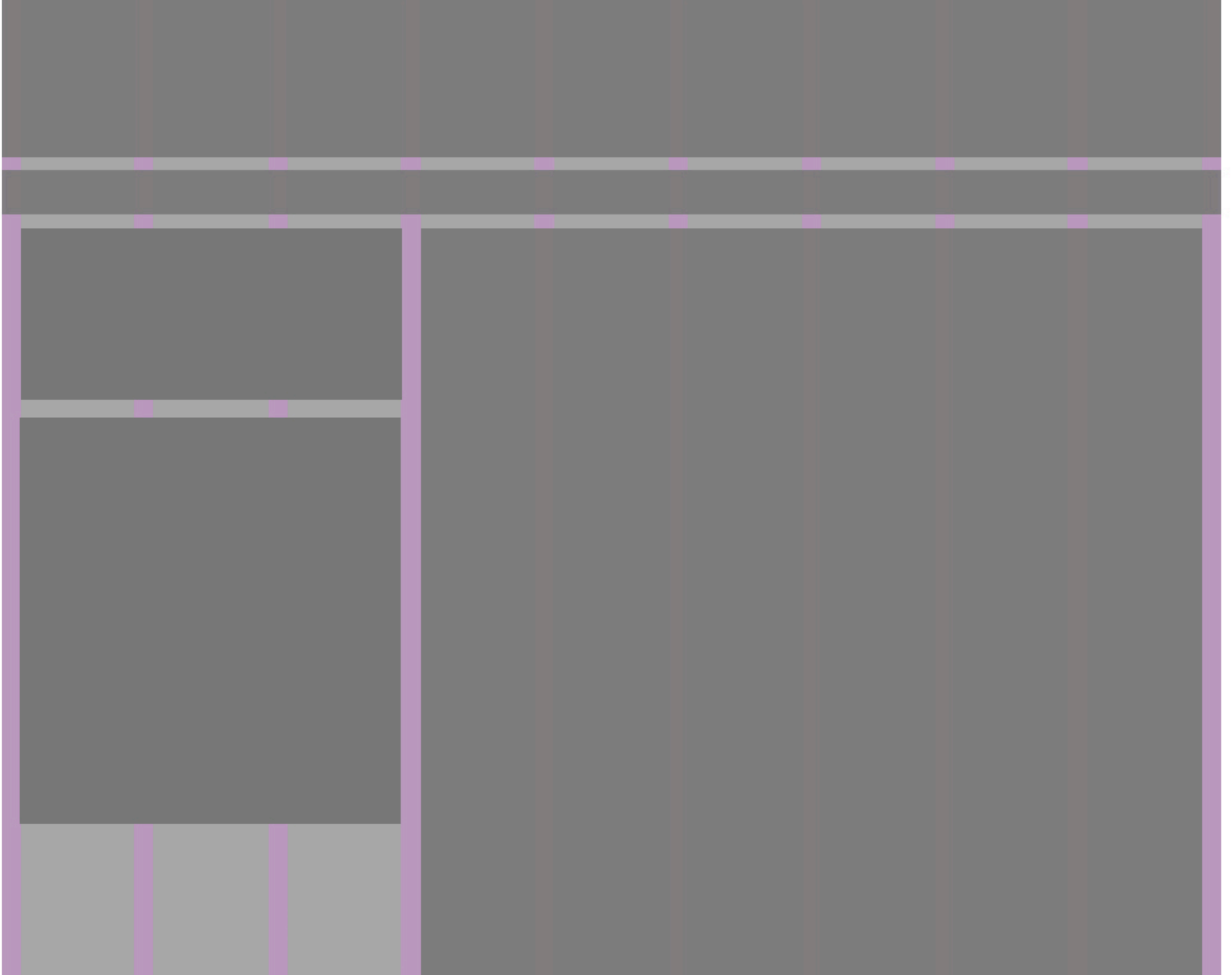






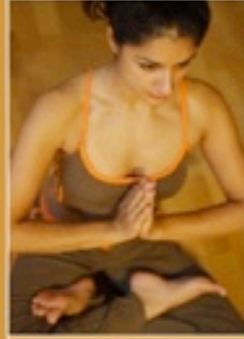
once I have my grid in place I start

Blocking out Layout



A big part of this is determining an

Order Of Importance



Metamorphosis is the embodiment of one vision - unique in its unmatched quality and level of service.

tagline 3

The Metamorphosis Mind + Body

header 1

Give a Gift of Peace...

call to action 2

Instant Gift Certificates are Now Available!

Click Here to Print or Email One Today

nav 6

- Services
- Products
- Spa Packages
- Spa Gatherings
- Emailable Gift Cert.
- Gift Certificates
- Custom Gift Baskets
- Policies
- In The News
- Our Client's Say...
- View TV Spot
- Driving Directions
- Employment
- Appointments
- Contact Us

Click the Join email list button below to take advantage of our exclusive membership offers

Login

Register



Your Cart is empty.

Ultimate shopping experience . . .

I want to join your Newsletter:

Enter eMail Here

Join >>

7 plug in shopping cart

See our new World Fusion Menu

Mantra



mission statement 4

Embrace the warmth of Metamorphosis' sanctuary where the soul is held to be sacred. Offering a wide variety of indulgent services, from passages of purification to hand + foot rituals, Metamorphosis gives Richmond its only world - fusion spa with a host of unique healing therapies and ancient wisdom from around the globe which is delivered for you to enjoy in serenity and in sensory bliss. The exotic essences of the earth are infused together

(here) in a sensory journey that offers the client an energy that transforms their very being. The secret behind Metamorphosis' calming atmosphere is simple acknowledgment and respect for its clients desire of a soulful sense of integrity in the services they seek. The purity of organic product lines and hand-blended ingredients combine with the skill of our master healers to envelope our clients in an aura of wellness and strength.

Peace & Gratitude

Owner and massage therapist, Tricia Boor's vision was to create an environment where clients could come to enjoy not only a relaxing massage or skin treatment, but to have a professional massage therapist, aromatherapist, or esthetician devote their full attention and expertise to that client on each and every visit. Metamorphosis is the embodiment of that vision - unique in its unmatched quality and level of service.

about the owner 5



Since 2000, Metamorphosis has relocated to its home at 318 Libbie Avenue, which has been transformed into an oasis for our clients. We are completing our fourth successful year as a part of the Shops on the Avenue.

about the company 6

Looking to the elements for inspiration, our spa is decorated in rich earth tones in a Mediterranean style. Our hand-made henna-painted sconces cast a warm glow on the golden walls, creating an

g logo

tagline 3

g nav

call to action 2

header 1

mission statement 4

about the owner 5

7 plug in shopping cart

about the company 6

g utility nav

Make sure each content block has

Breathing Room

g logo

tagline 3

g nav

20 pixels
around each
content block

call to action 2

header 1

mission statement 4

about the owner 5

7 plug in shopping cart

about the company 6

g utility nav



tagline 3

the embodiment of one vision - unique in its unmatched quality and level of service.

g nav

Services Products Spa Packages Events Gifts About Contact

Give a Gift of Peace...
Instant Gift Certificates are Now Available!
Click Here to Print or Email One Today

call to action 2

Click the Join email list button below to take advantage of our exclusive membership offers

7 plug in shopping cart

header 1

The Metamorphosis Mind + Body

Embrace the warmth of Metamorphosis: a sanctuary where the soul is held to be sacred. Offering a wide variety of indulgent services, from passages of purification to hand + foot rituals, Metamorphosis gives Rituals a with a host of unique healing therapies and ancient wisdom from around the globe which is delivered for you to enjoy in serenity and in sensory bliss. The exotic essences of the earth are infused together (here) in a sensory journey that offers the client an energy that transforms their very being. The secret behind Metamorphosis' calming atmosphere is simple acknowledgment and respect for its clients desire of a soulful sense of integrity in the services they seek. The purity of organic product lines and hand-blended ingredients combine with the skill of our master healers to envelope our clients in an aura of wellness and strength.

mission statement 4

Peace & Gratitude
Owner and massage therapist, Tricia Boor's vision was to create an environment where clients could come to enjoy not only a relaxing massage but also to have a professional aromatherapist, or esthetician devote their full attention and expertise to that client on each and every visit. Metamorphosis is the embodiment of that vision - unique in its unmatched quality and level of service.

about the owner 5

about the company 6

Since 2000, Metamorphosis has relocated to its home at 318 Libbie Avenue, which has been transformed into an oasis for our clients. We are currently completing our fourth successful year as a part of the Shops on the Avenue. Looking to the elements for inspiration, our spa is decorated in rich earth tones in a Mediterranean style. Our hand-made henna-painted sconces cast a warm glow on the golden walls, creating an intimate environment intended to provide the highest quality treatment services for men and women include facials, Eminence, an organic skin care product that is sourced from essential oils and herbs in Hungary. We also specialize in a large array of massage modalities for men and women. We are also pleased to offer pedicures and manicures like no other in our exotic menu of Hand + Foot Rituals. Metamorphosis can include the benefits of aromatherapy to any service, that can be customized using our essential oils imported from Europe. Whether you visit us to purchase a customized gift basket, get a Metamorphosis Massage, or even to have a private spa party, Metamorphosis can provide you with a complete sensory day of delight that no one will forget.

g utility nav

Products Spa Packages events Gifts Policies Driving Directions Employment Appointments Contact Us

10 pixels on each side of the 15px gutter





the embodiment of one vision - unique in its unmatched quality and level of service.

Services | Products | Spa Packages | Events | Gifts | About | Contact

Give a Gift of Peace...
Instant Gift Certificates are
Now Available!
Click Here to Print or Email One Today

The Metamorphosis Mind + Body

Embrace the warmth of Metamorphosis: a sanctuary where the soul is held to be sacred. Offering a wide variety of indulgent services, from passages of purification to hand + foot rituals, Metamorphosis gives Richmond its only world - fusion spa with a host of unique healing therapies and ancient wisdom from around the globe which is delivered for you to enjoy in serenity and in sensory bliss. The exotic essences of the earth are infused together (here) in a sensory journey that offers the client an energy that transforms their very being. The secret behind Metamorphosis' calming atmosphere is simple acknowledgment and respect for its clients desire of a soulful sense of integrity in the services they seek. The purity of organic product lines and hand-blended ingredients combine with the skill of our master healers to envelope our clients in an aura of wellness and strength.

Peace & Gratitude: Owner and massage therapist Tricia Boor's vision was to create an environment where clients could come to enjoy not only a relaxing massage or skin treatment, but to have a professional massage therapist, aromatherapist, or esthetician devote their full attention and expertise to that client on each and every visit. Metamorphosis is the embodiment of that vision - unique in its unmatched quality and level of service.

Since 2000, Metamorphosis has relocated to its home at 318 Libbie Avenue, which has been transformed into an oasis for our clients. We are currently completing our fourth successful year as a part of the Shops on the Avenue. Looking to the elements for inspiration, our spa is decorated with rich earth tones in a Mediterranean style. Our hand-made henna-painted sconces cast a warm glow on the golden walls, creating an intimate environment intended to make a client feel at home. Our treatment services for men and women include facials, body treatments, and wraps. We are proud to offer Eminence, an organic skin care product that is handmade from organically grown fruits and herbs from Hungary. We also specialize in a large array of massage modalities for men and women. We are also pleased to offer pedicures and manicures like no other with our exotic menu of Hand + Foot Rituals. Metamorphosis can include the benefits of aromatherapy to any service, that can be customized using our essential oils imported from Europe. Whether you visit us to purchase a customized gift basket, get a Metamorphosis Massage, or even to have a private spa party,

increase text size on more dominant elements

Add some line height to each block of text

Wider blocks get more line-height for legibility

Services | Products | Spa Packages | Events | Gifts Policies | Driving Directions | Employment | Appointments | Contact Us



*the embodiment of one vision -
unique in its unmatched quality and level of service.*

SERVICES | PRODUCTS | SPA PACKAGES | EVENTS | GIFTS | ABOUT | CONTACT

Give a Gift of Peace...

Refined type by
changing up “font
style” in first line
“lead-ins”

Click the Join email list button
below to take advantage of
our exclusive membership offers

The Metamorphosis MIND + BODY

EMBRACE THE WARMTH OF METAMORPHOSIS:

a sanctuary where the soul is held to be sacred. Offering a wide variety of indulgent services, from passages of purification to hand + foot rituals, Metamorphosis gives Richmond its only world - fusion spa with a host of unique healing therapies and ancient wisdom from around the globe which is delivered for you to enjoy in serenity and in sensory bliss. The exotic essences of the earth are infused together (here) in a sensory journey that offers the client an energy that transforms their very being. The secret behind Metamorphosis' calming atmosphere is simple acknowledgment and respect for its clients desire of a soulful sense of integrity in the services they seek. The purity of organic product lines and hand-blended ingredients combine with the skill of our master healers to envelope our clients in an aura of wellness and strength.

PEACE & GRATITUDE:

Owner and massage therapist, Tricia Boor's vision was to create an environment where clients could come to enjoy not only a relaxing massage or skin treatment, but to have a professional massage therapist, aromatherapist, or esthetician devote their full attention and expertise to that client on each and every visit. Metamorphosis is the embodiment of that vision - unique in its unmatched quality and level of service.

SINCE 2000, METAMORPHOSIS HAS RELOCATED TO ITS HOME AT 318 LIBBIE AVENUE, which has been transformed into an oasis for our clients. We are currently completing our fourth successful year as a part of the Shops on the Avenue. Looking to the elements for inspiration, our spa is decorated in rich earth tones in a Mediterranean style. Our hand-made henna-painted sconces cast a warm glow on the golden walls, creating an intimate environment intended to make a client feel at home. Skin treatment services for men and women include facials, body treatments, and wraps featuring Eminence, an organic skin care product that is handmade from organically grown fruits and herbs in Hungary. We also specialize in a large array of massage modalities for men and women. We are also pleased to offer pedicures and manicures like no other with our exotic menu of Hand + Foot Rituals. Metamorphosis can include the benefits of aromatherapy to any service, that can be customized using our essential oils imported from Europe. Whether you visit us to purchase a customized gift basket, get a Metamorphosis Massage, or even to have a private spa party, Metamorphosis can provide you with a complete sensory day of delight that no one will forget.

Chose a non web
font for headlines
and static areas.

Variation helps
draw interest
and more
visual weight

Uh Oh, she chose a non web font

<record stops>

Why? To add visual interest & expression

How? I will use Phark image replacement during build-out

When: For static text without eating up too much bandwidth, allowing Google to index the information, & is accessible to screenreaders.

(part of being an experienced web designer is learning the balance of how often to use Phark (or other image replacement techniques) versus html text)

```
<h3 id="header">
  The Metamorphosis Mind Plus Body
</h3>

/* css */
#header {
  text-indent: -9000px;
  background: url(header_homepage.jpg);
  height: 285px;
}
```

So, how did I pick that one font

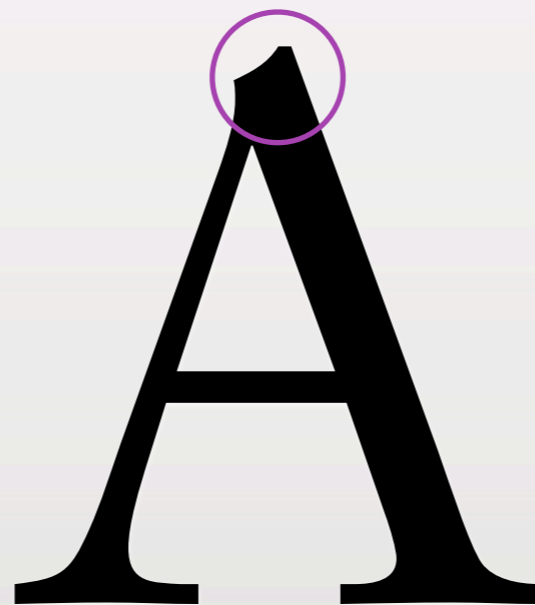
out of the *Quintillion* fonts that exist in the world?



Calligraphic Letterform

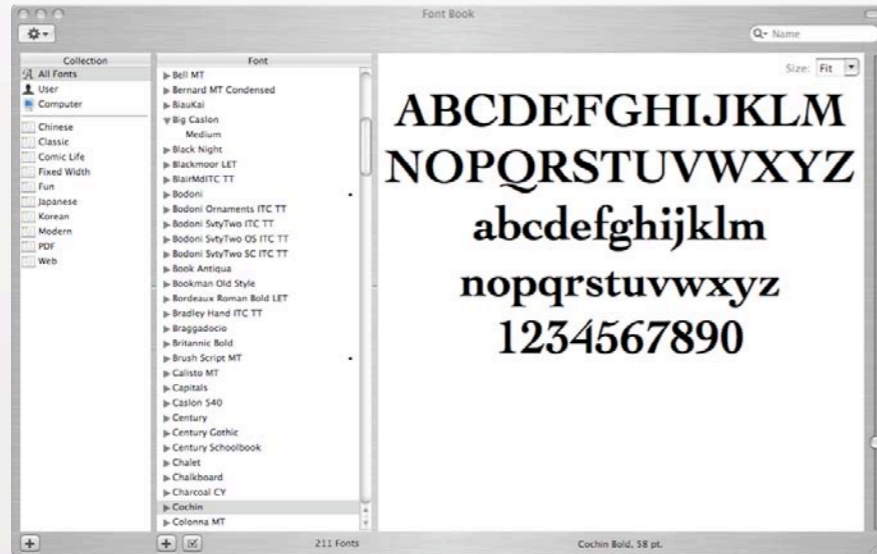
Humanist Serif Fonts

were derived from calligraphic letterforms.

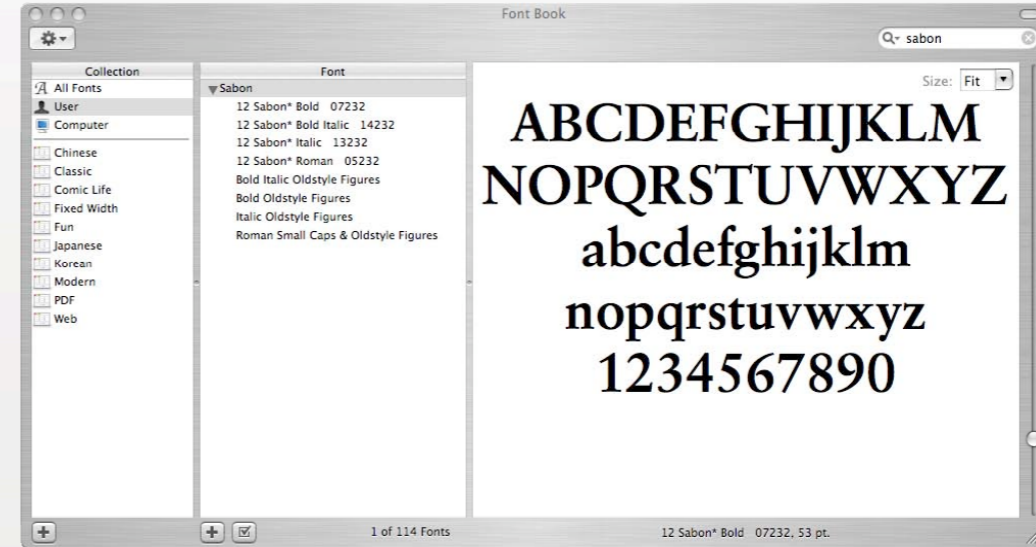


Humanist Serif Fonts

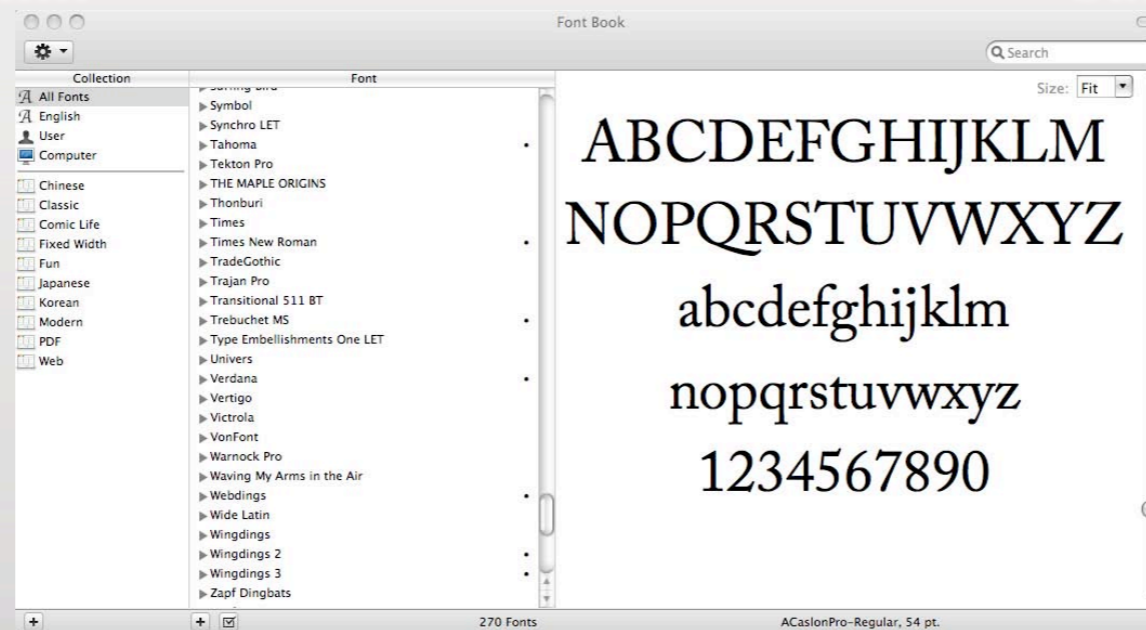
That are on my computer



Cochin



Sabon



Caslon

Sabon has nice options

for variation within the same font-family.

Sabon Roman

Sabon Italic

Sabon Bold

Sabon Bold Italic

SABON SMALL CAPS & OLDSTYLE

So back to the redesign...

Now that we have introduced a non web font, how can we break up some of that body text into more readable easy-to-digest chunks



*the embodiment of one vision -
unique in its unmatched quality and level of service.*

SERVICES | PRODUCTS | SPA PACKAGES | EVENTS | GIFTS | ABOUT | CONTACT

Give a Gift of Peace...
**INSTANT
GIFT CERTIFICATES**
are now available!

[Click Here to Print or Email One Today](#)

Join our
email list
to take advantage of
our exclusive membership offers

login or signup
to make purchases via our site

The Metamorphosis MIND + BODY

EMBRACE THE WARMTH OF METAMORPHOSIS:

a sanctuary where the soul is held to be sacred. Offering a wide variety of indulgent services, from passages of purification to hand + foot rituals, Metamorphosis gives Richmond its only world - fusion spa with a host of unique healing therapies and ancient wisdom from around the globe which is delivered for you to enjoy in serenity and in sensory bliss. The exotic essences of the earth are infused together (here) in a sensory journey that offers the client an energy that transforms their very being. The secret behind Metamorphosis' calming atmosphere is simple acknowledgment and respect for its clients desire of a soulful sense of integrity in the services they seek. The purity of organic product lines and hand-blended ingredients combine with the skill of our master healers to envelope our clients in an aura of wellness and strength.

PEACE & GRATITUDE:

Owner and massage therapist, Tricia Boor's vision was to create an environment where clients could come to enjoy not only a relaxing massage or skin treatment, but to have a professional massage therapist, aromatherapist, or esthetician devote their full attention and expertise to that client on each and every visit. Metamorphosis is the embodiment of that vision - unique in its unmatched quality and level of service.

“The exotic essences of the earth are infused together in a sensory journey that offers the client an energy that transforms their very being.”

Pull a Quote

SINCE 2000, METAMORPHOSIS HAS RELOCATED TO ITS HOME AT 318 LIBBIE AVENUE, which has been transformed into an oasis for our clients. We are currently completing our fourth successful year as a part of the Shops on the Avenue. Looking to the elements for inspiration, our spa is decorated in rich earth tones in a Mediterranean style. Our hand-made henna-painted sconces cast a warm glow on the golden walls, creating an intimate environment intended to make a client feel at home. Skin treatment services for men and women include facials, body treatments, and wraps featuring Eminence, an organic skin care product that is handmade from organically grown fruits and herbs in Hungary. We also specialize in a large array of massage modalities for men and women. We are also pleased to offer pedicures and manicures like no other with our exotic menu of Hand + Foot Rituals. Metamorphosis can include the benefits of aromatherapy to any service, that can be customized using our essential oils imported from Europe. Whether you visit us to purchase a customized gift basket, get a Metamorphosis Massage, or even to have a private spa party, Metamorphosis can provide you with a complete sensory day of delight that no one will forget.

Time to Add Color

which can be leveraged for hierarchy, legibility, and expression



*the embodiment of one vision -
unique in its unmatched quality and level of service.*

[SERVICES](#) | [PRODUCTS](#) | [SPA PACKAGES](#) | [EVENTS](#) | [GIFTS](#) | [ABOUT](#) | [CONTACT](#)

Give a Gift of Peace...
**INSTANT
GIFT CERTIFICATES**
are now available!

[Click Here to Print or Email One Today](#)

Join our
email list
to take advantage of
our exclusive membership offers

login or [signup](#)
to make purchases via our site

The Metamorphosis **MIND + BODY**

EMBRACE THE WARMTH OF METAMORPHOSIS:

a sanctuary where the soul is held to be sacred. Offering a wide variety of indulgent services, from passages of purification to hand + foot rituals, Metamorphosis gives Richmond its only world - fusion spa with a host of unique healing therapies and ancient wisdom from around the globe which is delivered for you to enjoy in serenity and in sensory bliss. The exotic essences of the earth are infused together (here) in a sensory journey that offers the client an energy that transforms their very being. The secret behind Metamorphosis' calming atmosphere is simple acknowledgment and respect for its clients desire of a soulful sense of integrity in the services they seek. The purity of organic product lines and hand-blended ingredients combine with the skill of our master healers to envelope our clients in an aura of wellness and strength.

PEACE & GRATITUDE:

Owner and massage therapist, Tricia Boor's vision was to create an environment where clients could come to enjoy not only a relaxing massage or skin treatment, but to have a professional massage therapist, aromatherapist, or esthetician devote their full attention and expertise to that client on each and every visit. Metamorphosis is the embodiment of that vision - unique in its unmatched quality and level of service.

“The exotic essences of the earth are infused together in a sensory journey that offers the client an energy that transforms their very being.”

SINCE 2000, METAMORPHOSIS HAS RELOCATED TO ITS HOME AT 318 LIBBIE AVENUE, which has been transformed into an oasis for our clients. We are currently completing our fourth successful year as a part of the Shops on the Avenue. Looking to the elements for inspiration, our spa is decorated in rich earth tones in a Mediterranean style. Our hand-made henna-painted sconces cast a warm glow on the golden walls, creating an intimate environment intended to make a client feel at home. Skin treatment services for men and women include facials, body treatments, and wraps featuring Eminence, an organic skin care product that is handmade from organically grown fruits and herbs in Hungary. We also specialize in a large array of massage modalities for men and women. We are also pleased to offer pedicures and manicures like no other with our exotic menu of Hand + Foot Rituals. Metamorphosis can include the benefits of aromatherapy to any service, that can be customized using our essential oils imported from Europe. Whether you visit us to purchase a customized gift basket, get a Metamorphosis Massage, or even to have a private spa party, Metamorphosis can provide you with a complete sensory day of delight that no one will forget.



the embodiment of one vision -
unique in its unmatched quality and level of service.

SERVICES | PRODUCTS | SPA PACKAGES | EVENTS | GIFTS | ABOUT | CONTACT

Give a Gift of Peace...

INSTANT
GIFT CERTIFICATES
are now available!

[Click Here »](#)

to Print or Email One Today

Join our
email list
to take advantage of
our exclusive membership offers

login or signup

to make purchases via our site

The Metamorphosis MIND + BODY

EMBRACE THE WARMTH OF METAMORPHOSIS:

a sanctuary where the soul is held to be sacred. Offering a wide variety of indulgent services, from passages of purification to hand + foot rituals, Metamorphosis gives Richmond its only world - fusion spa with a host of unique healing therapies and ancient wisdom from around the globe which is delivered for you to enjoy in serenity and in sensory bliss. The exotic essences of the earth are infused together (here) in a sensory journey that offers the client an energy that transforms their very being. The secret behind Metamorphosis' calming atmosphere is simple acknowledgment and respect for its clients desire of a soulful sense of integrity in the services they seek. The purity of organic product lines and hand-blended ingredients combine with the skill of our master healers to envelope our clients in an aura of wellness and strength.

PEACE & GRATITUDE:

Owner and massage therapist, Tricia Boor's vision was to create an environment where clients could come to enjoy not only a relaxing massage or skin treatment, but to have a professional massage therapist, aromatherapist, or esthetician devote their full attention and expertise to that client on each and every visit. Metamorphosis is the embodiment of that vision - unique in its unmatched quality and level of service.

*“ The exotic essences of the earth are infused together in a **sensory journey** that offers the client an energy that transforms their very being.”*

SINCE 2000, METAMORPHOSIS HAS RELOCATED TO ITS HOME AT 318 LIBBIE AVENUE, which has been transformed into an oasis for our clients. We are currently completing our fourth successful year as a part of the Shops on the Avenue. Looking to the elements for inspiration, our spa is decorated in rich earth tones in a Mediterranean style. Our hand-made henna-painted sconces cast a warm glow on the golden walls, creating an intimate environment intended to make a client feel at home. Skin treatment services for men and women include facials, body treatments, and wraps featuring Eminence, an organic skin care product that is handmade from organically grown fruits and herbs in Hungary. We also specialize in a large array of massage modalities for men and women. We are also pleased to offer pedicures and manicures like no other with our exotic menu of Hand + Foot Rituals. Metamorphosis can include the benefits of aromatherapy to any service, that can be customized using our essential oils imported from Europe. Whether you visit us to purchase a customized gift basket, get a Metamorphosis Massage, or even to have a private spa party, Metamorphosis can provide you with a complete sensory day of delight that no one will forget.

Once adding color legibility can change in body copy. Line-height is added to account for that.

Hierarchy needs to be Refined.

Getting creative with chunks of text. Pulled quote is not working

Give a Gift of Peace...

**INSTANT
GIFT CERTIFICATES**
are now available!

[Click Here >](#)
[to Print or Email One Today](#)

Join our
email list
to take advantage of
our exclusive membership offers

login or signup
to make purchases via our site

The Metamorphosis **MIND + BODY**

EMBRACE *the* WARMTH of METAMORPHOSIS:

a sanctuary where the soul is held to be sacred. Offering a wide variety of indulgent services, from passages of purification to hand + foot rituals, Metamorphosis gives Richmond its only world - fusion spa with a host of unique healing therapies and ancient wisdom from around the globe which is delivered for you to enjoy in serenity and in sensory bliss. The exotic essences of the earth are infused together (here) in a sensory journey that offers the client an energy that transforms their very being. The secret behind Metamorphosis' calming atmosphere is simple acknowledgment and respect for its clients desire of a soulful sense of integrity in the services they seek. The purity of organic product lines and hand-blended ingredients combine with the skill of our master healers to envelope our clients in an aura of wellness and strength.

PEACE + GRATITUDE

Owner and massage therapist, Tricia Boor's vision was to create an environment where clients could come to enjoy not only a relaxing massage or skin treatment, but to have a professional massage therapist, aromatherapist, or esthetician devote their full attention and expertise to that client on each and every visit. Metamorphosis is the embodiment of that vision - unique in its unmatched quality and level of service.

Since 2000, Metamorphosis has relocated to its home at 318 Libbie Avenue, which has been transformed into an oasis for our clients. We are currently completing our fourth successful year as a part of the Shops on the Avenue. Looking to the elements for inspiration, our spa is decorated in rich earth tones in a Mediterranean style. Our hand-made henna-painted sconces cast a warm glow on the golden walls, creating an intimate environment intended to make a client feel at home. Skin treatment services for men and women include facials, body treatments, and wraps featuring Eminence, an organic skin care product that is handmade from organically grown fruits and herbs in Hungary. We also specialize in a large array of massage modalities for men and women. We are also pleased to offer pedicures and manicures like no other with our exotic menu of Hand + Foot Rituals. Metamorphosis can include the benefits of aromatherapy to any service, that can be customized using our essential oils imported from Europe. Whether you visit us to purchase a customized gift basket, get a Metamorphosis Massage, or even to have a private spa party, Metamorphosis can provide you with a complete sensory day of delight that no one will forget.

Now this logo is killing me



*the embodiment of one vision -
unique in its unmatched quality and level of service.*

SERVICES | PRODUCTS | SPA PACKAGES | EVENTS | GIFTS | ABOUT | CONTACT

Give a Gift of Peace...

**INSTANT
GIFT CERTIFICATES**
are now available!

[Click Here »](#)
to Print or Email One Today

Join our
email list
to take advantage of
our exclusive membership offers

login or [signup](#)
to make purchases via our site

The Metamorphosis **MIND + BODY**

EMBRACE *the* WARMTH of METAMORPHOSIS:

a sanctuary where the soul is held to be sacred. Offering a wide variety of indulgent services, from passages of purification to hand + foot rituals, Metamorphosis gives Richmond its only world - fusion spa with a host of unique healing therapies and ancient wisdom from around the globe which is delivered for you to enjoy in serenity and in sensory bliss. The exotic essences of the earth are infused together (here) in a sensory journey that offers the client an energy that transforms their very being. The secret behind Metamorphosis' calming atmosphere is simple acknowledgment and respect for its clients desire of a soulful sense of integrity in the services they seek. The purity of organic product lines and hand-blended ingredients combine with the skill of our master healers to envelope our clients in an aura of wellness and strength.

**PEACE +
GRATITUDE**

Owner and massage therapist, Tricia Boor's vision was to create an environment where clients could come to enjoy not only a relaxing massage or skin treatment, but to have a professional massage therapist, aromatherapist, or esthetician devote their full attention and expertise to that client on each and every visit. Metamorphosis is the embodiment of that vision - unique in its unmatched quality and level of service.

Since 2000, Metamorphosis has relocated to its home at 318 Libbie Avenue, which has been transformed into an oasis for our clients. We are currently completing our fourth successful year as a part of the Shops on the Avenue. Looking to the elements for inspiration, our spa is decorated in rich earth tones in a Mediterranean style. Our hand-made henna-painted sconces cast a warm glow on the golden walls, creating an intimate environment intended to make a client feel at home. Skin treatment services for men and women include facials, body treatments, and wraps featuring Eminence, an organic skin care product that is handmade from organically grown fruits and herbs in Hungary. We also specialize in a large array of massage modalities for men and women. We are also pleased to offer pedicures and manicures like no other with our exotic menu of Hand + Foot Rituals. Metamorphosis can include the benefits of aromatherapy to any service, that can be customized using our essential oils imported from Europe. Whether you visit us to purchase a customized gift basket, get a Metamorphosis Massage, or even to have a private spa party, Metamorphosis can provide you with a complete sensory day of delight that no one will forget.

header is enlarged for more interest

about section refined as "lead-in" using italics

2nd paragraph isolated for interest & variety

more line-height is added to body copy of last paragraph

Updated Logo



*the embodiment of one vision -
unique in its unmatched quality and level of service.*

SERVICES | PRODUCTS | SPA PACKAGES | EVENTS | GIFTS | ABOUT | CONTACT

The Metamorphosis MIND + BODY

Give a Gift of Peace...

**INSTANT
GIFT CERTIFICATES
are now available!**

[Click Here »](#)
to Print or Email One Today

Join our
email list
to take advantage of
our exclusive membership offers

login or [signup](#)
to make purchases via our site

EMBRACE *the* WARMTH of METAMORPHOSIS:

a sanctuary where the soul is held to be sacred. Offering a wide variety of indulgent services, from passages of purification to hand + foot rituals, Metamorphosis gives Richmond its only world - fusion spa with a host of unique healing therapies and ancient wisdom from around the globe which is delivered for you to enjoy in serenity and in sensory bliss. The exotic essences of the earth are infused together (here) in a sensory journey that offers the client an energy that transforms their very being. The secret behind Metamorphosis' calming atmosphere is simple acknowledgment and respect for its clients desire of a soulful sense of integrity in the services they seek. The purity of organic product lines and hand-blended ingredients combine with the skill of our master healers to envelope our clients in an aura of wellness and strength.

PEACE + GRATITUDE

Owner and massage therapist, Tricia Boor's vision was to create an environment where clients could come to enjoy not only a relaxing massage or skin treatment, but to have a professional massage therapist, aromatherapist, or esthetician devote their full attention and expertise to that client on each and every visit. Metamorphosis is the embodiment of that vision - unique in its unmatched quality and level of service.

Since 2000, Metamorphosis has relocated to its home at 318 Libbie Avenue, which has been transformed into an oasis for our clients. We are currently completing our fourth successful year as a part of the Shops on the Avenue. Looking to the elements for inspiration, our spa is decorated in rich earth tones in a Mediterranean style. Our hand-made henna-painted sconces cast a warm glow on the golden walls, creating an intimate environment intended to make a client feel at home. Skin treatment services for men and women include facials, body treatments, and wraps featuring Eminence, an organic skin care product that is handmade from organically grown fruits and herbs in Hungary. We also specialize in a large array of massage modalities for men and women. We are also pleased to offer pedicures and manicures like no other with our exotic menu of Hand + Foot Rituals. Metamorphosis can include the benefits of aromatherapy to any service, that can be customized using our essential oils imported from Europe. Whether you visit us to purchase a customized gift basket, get a Metamorphosis Massage, or even to have a private spa party, Metamorphosis can provide you with a complete sensory day of delight that no one will forget.

Tagline does
not have
enough visual
interest

Texture & Depth

Two elements of design that can assist in adding visual weight and interest to typography



*Metemorphosis is the embodiment of one vision -
unique in its unmatched quality and level of service.*

SERVICES | PRODUCTS | SPA PACKAGES | EVENTS | GIFTS | ABOUT | CONTACT

The Metamorphosis MIND + BODY

Give a Gift of Peace...

INSTANT
GIFT CERTIFICATES
are now available!

[Click Here »](#)
to Print or Email One Today

Join our
email list
to take advantage of
our exclusive membership offers

login or [signup](#)
to make purchases via our site

EMBRACE *the* WARMTH of METAMORPHOSIS:

a sanctuary where the soul is held to be sacred. Offering a wide variety of indulgent services, from passages of purification to hand + foot rituals, Metamorphosis gives Richmond its only world - fusion spa with a host of unique healing therapies and ancient wisdom from around the globe which is delivered for you to enjoy in serenity and in sensory bliss. The exotic essences of the earth are infused together (here) in a sensory journey that offers the client an energy that transforms their very being. The secret behind Metamorphosis' calming atmosphere is simple acknowledgment and respect for its clients desire of a soulful sense of integrity in the services they seek. The purity of organic product lines and hand-blended ingredients combine with the skill of our master healers to envelope our clients in an aura of wellness and strength.

Owner and massage therapist, Tricia Boor's vision was to create an environment where clients could come to enjoy not only a relaxing massage or skin treatment, but to have a professional massage therapist, aromatherapist, or esthetician devote their full attention and expertise to that client on each and every visit. Metamorphosis is the embodiment of that vision - unique in its unmatched quality and level of service.

PEACE + GRATITUDE

Since 2000, Metamorphosis has relocated to its home at 318 Libbie Avenue, which has been transformed into an oasis for our clients. We are currently completing our fourth successful year as a part of the Shops on the Avenue. Looking to the elements for inspiration, our spa is decorated in rich earth tones in a Mediterranean style. Our hand-made henna-painted sconces cast a warm glow on the golden walls, creating an intimate environment intended to make a client feel at home. Skin treatment services for men and women include facials, body treatments, and wraps featuring Eminence, an organic skin care product that is handmade from organically grown fruits and herbs in Hungary. We also specialize in a large array of massage modalities for men and women. We are also pleased to offer pedicures and manicures like no other with our exotic menu of Hand + Foot Rituals. Metamorphosis can include the benefits of aromatherapy to any service, that can be customized using our essential oils imported from Europe. Whether you visit us to purchase a customized gift basket, get a Metamorphosis Massage, or even to have a private spa party, Metamorphosis can provide you with a complete sensory day of delight that no one will forget.

Navigation not prominent enough



Metemorphosis is the embodiment of one vision - unique in its unmatched quality and level of service.

- SERVICES
- PRODUCTS
- SPA PACKAGES
- EVENTS
- GIFTS
- ABOUT
- CONTACT

The Metamorphosis MIND + BODY

EMBRACE *the* WARMTH of METAMORPHOSIS:

a sanctuary where the soul is held to be sacred. Offering a wide variety of indulgent services, from passages of purification to hand + foot rituals, Metamorphosis gives Richmond its only world - fusion spa with a host of unique healing therapies and ancient wisdom from around the globe which is delivered for you to enjoy in serenity and in sensory bliss. The exotic essences of the earth are infused together (here) in a sensory journey that offers the client an energy that transforms their very being. The secret behind Metamorphosis' calming atmosphere is simple acknowledgment and respect for its clients desire of a soulful sense of integrity in the services they seek. The purity of organic product lines and hand-blended ingredients combine with the skill of our master healers to envelope our clients in an aura of wellness and strength.

Owner and massage therapist, Tricia Boor's vision was to create an environment where clients could come to enjoy not only a relaxing massage or skin treatment, but to have a professional massage therapist, aromatherapist, or esthetician devote their full attention and expertise to that client on each and every visit. Metamorphosis is the embodiment of that vision - unique in its unmatched quality and level of service.

PEACE + GRATITUDE

Since 2000, Metamorphosis has relocated to its home at 318 Libbie Avenue, which has been transformed into an oasis for our clients. We are currently completing our fourth successful year as a part of the Shops on the Avenue. Looking to the elements for inspiration, our spa is decorated in rich earth tones in a Mediterranean style. Our hand-made henna-painted sconces cast a warm glow on the golden walls, creating an intimate environment intended to make a client feel at home. Skin treatment services for men and women include facials, body treatments, and wraps featuring Eminence, an organic skin care product that is handmade from organically grown fruits and herbs in Hungary. We also specialize in a large array of massage modalities for men and women. We are also pleased to offer pedicures and manicures like no other with our exotic menu of Hand + Foot Rituals. Metamorphosis can include the benefits of aromatherapy to any service, that can be customized using our essential oils imported from Europe. Whether you visit us to purchase a customized gift basket, get a Metamorphosis Massage, or even to have a private spa party, Metamorphosis can provide you with a complete sensory day of delight that no one will forget.

Our Call To Action needs to be higher in priority

Give a Gift of Peace...

INSTANT GIFT CERTIFICATES are now available!

[Click Here »](#)
to Print or Email One Today

Join our **email list** to take advantage of our exclusive membership offers

submit

go

login or signup

to make purchases via our site



metemorphosis
MIND + BODY BOUTIQUE

Metemorphosis is the embodiment of one vision -
unique in its unmatched quality and level of service.

SERVICES

PRODUCTS

SPA PACKAGES

EVENTS

GIFTS

ABOUT

CONTACT

The Metamorphosis MIND + BODY

EMBRACE *the* WARMTH of METAMORPHOSIS:

a sanctuary where the soul is held to be sacred. Offering a wide variety of indulgent services, from passages of purification to hand + foot rituals, Metamorphosis gives Richmond its only world - fusion spa with a host of unique healing therapies and ancient wisdom from around the globe which is delivered for you to enjoy in serenity and in sensory bliss. The exotic essences of the earth are infused together (here) in a sensory journey that offers the client an energy that transforms their very being. The secret behind Metamorphosis' calming atmosphere is simple acknowledgment and respect for its clients desire of a soulful sense of integrity in the services they seek. The purity of organic product lines and hand-blended ingredients combine with the skill of our master healers to envelope our clients in an aura of wellness and strength.

Owner and massage therapist, Tricia Boor's vision was to create an environment where clients could come to enjoy not only a relaxing massage or skin treatment, but to have a professional massage therapist, aromatherapist, or esthetician devote their full attention and expertise to that client on each and every visit. Metamorphosis is the embodiment of that vision - unique in its unmatched quality and level of service.

PEACE + GRATITUDE

Since 2000, Metamorphosis has relocated to its home at 318 Libbie Avenue, which has been transformed into an oasis for our clients. We are currently completing our fourth successful year as a part of the Shops on the Avenue. Looking to the elements for inspiration, our spa is decorated in rich earth tones in a Mediterranean style. Our hand-made henna-painted sconces cast a warm glow on the golden walls, creating an intimate environment intended to make a client feel at home. Skin treatment services for men and women include facials, body treatments, and wraps featuring Eminence, an organic skin care product that is handmade from organically grown fruits and herbs in Hungary. We also specialize in a large array of massage modalities for men and women. We are also pleased to offer pedicures and manicures like no other with our exotic menu of Hand + Foot Rituals. Metamorphosis can include the benefits of aromatherapy to any service, that can be customized using our essential oils imported from Europe. Whether you visit us to purchase a customized gift basket, get a Metamorphosis Massage, or even to have a private spa party, Metamorphosis can provide you with a complete sensory day of delight that no one will forget.

INSTANT
gift
click here »
CERTIFICATES
ARE NOW AVAILABLE

Join our
email list
to take advantage of
our exclusive membership offers

submit

login or signup
to make purchases via our site

e-mail address

go

Created visual interest in alternating fonts & Colors as while adding texture for depth



metemorphosis
MIND + BODY BOUTIQUE

Metemorphosis is the embodiment of one vision -
unique in its unmatched quality and level of service.

SERVICES PRODUCTS SPA PACKAGES EVENTS GIFTS ABOUT CONTACT

The Metamorphosis MIND + BODY

EMBRACE *the* WARMTH of METAMORPHOSIS:

a sanctuary where the soul is held to be sacred. Offering a wide variety of indulgent services, from passages of purification to hand + foot rituals, Metamorphosis gives Richmond its only world - fusion spa with a host of unique healing therapies and ancient wisdom from around the globe which is delivered for you to enjoy in serenity and in sensory bliss. The exotic essences of the earth are infused together (here) in a sensory journey that offers the client an energy that transforms their very being. The secret behind Metamorphosis' calming atmosphere is simple acknowledgment and respect for its clients desire of a soulful sense of integrity in the services they seek. The purity of organic product lines and hand-blended ingredients combine with the skill of our master healers to envelope our clients in an aura of wellness and strength.

Owner and massage therapist, Tricia Boor's vision was to create an environment where clients could come to enjoy not only a relaxing massage or skin treatment, but to have a professional massage therapist, aromatherapist, or esthetician devote their full attention and expertise to that client on each and every visit. Metamorphosis is the embodiment of that vision - unique in its unmatched quality and level of service.

PEACE + GRATITUDE

Since 2000, Metamorphosis has relocated to its home at 318 Libbie Avenue, which has been transformed into an oasis for our clients. We are currently completing our fourth successful year as a part of the Shops on the Avenue. Looking to the elements for inspiration, our spa is decorated in rich earth tones in a Mediterranean style. Our hand-made henna-painted sconces cast a warm glow on the golden walls, creating an intimate environment intended to make a client feel at home. Skin treatment services for men and women include facials, body treatments, and wraps featuring Eminence, an organic skin care product that is handmade from organically grown fruits and herbs in Hungary. We also specialize in a large array of massage modalities for men and women. We are also pleased to offer pedicures and manicures like no other with our exotic menu of Hand + Foot Rituals. Metamorphosis can include the benefits of aromatherapy to any service, that can be customized using our essential oils imported from Europe. Whether you visit us to purchase a customized gift basket, get a Metamorphosis Massage, or even to have a private spa party, Metamorphosis can provide you with a complete sensory day of delight that no one will forget.

INSTANT
gift click here »
CERTIFICATES
ARE NOW AVAILABLE

Join our
email list
to take advantage of
our exclusive membership offers

submit

login or signup
to make purchases via our site

e-mail address

go

The headline is not prominent enough

The body copy could still stand to be more legible

Created visual interest in alternating fonts & Colors as while adding texture for depth



Metemorphosis is the embodiment of one vision - unique in its unmatched quality and level of service.

- SERVICES
- PRODUCTS
- SPA PACKAGES
- EVENTS
- GIFTS
- ABOUT
- CONTACT

The Metamorphosis MIND + BODY

EMBRACE *the* WARMTH of METAMORPHOSIS:

a sanctuary where the soul is held to be sacred. Offering a wide variety of indulgent services, from passages of purification to hand + foot rituals, Metamorphosis gives Richmond its only world - fusion spa with a host of unique healing therapies and ancient wisdom from around the globe which is delivered for you to enjoy in serenity and in sensory bliss. The exotic essences of the earth are infused together (here) in a sensory journey that offers the client an energy that transforms their very being. The secret behind Metamorphosis' calming atmosphere is simple acknowledgment and respect for its clients desire of a soulful sense of integrity in the services they seek. The purity of organic product lines and hand-blended ingredients combine with the skill of our master healers to envelope our clients in an aura of wellness and stre

Added texture & contrast to help bring out the headline

lighter background helps make text more legible

INSTANT *gift* click here »
CERTIFICATES
ARE NOW AVAILABLE

Join our **email list**
to take advantage of
our exclusive membership offers

submit

login or signup
to make purchases via our site

go

PEACE + GRATITUDE

Owner and massage therapist, Tricia Boor's vision was to create an environment where clients could come to enjoy not only a relaxing massage or skin treatment, but to have a professional massage therapist, aromatherapist, or esthetician devote their full attention and expertise to that client on each and every visit. Metamorphosis is the embodiment of that vision - unique in its unmatched quality and level of service.

Since 2000, Metamorphosis has relocated to its home at 318 Libbie Avenue, which has been transformed into an oasis for our clients. We are currently completing our fourth successful year as a part of the Shops on the Avenue. Looking to the elements for inspiration, our spa is decorated in rich earth tones in a Mediterranean style. Our hand-made henna-painted sconces cast a warm glow on the golden walls, creating an intimate environment intended to make a client feel at home. Skin treatment services for men and women include facials, body treatments, and wraps featuring Eminence, an organic skin care product that is handmade from organically grown fruits and herbs in Hungary. We also specialize in a large array of massage modalities for men and women. We are also pleased to offer pedicures and manicures like no other with our exotic menu of Hand + Foot Rituals. Metamorphosis can include the benefits of aromatherapy to any service, that can be customized using our essential oils imported from Europe. Whether you visit us to purchase a customized gift basket, get a Metamorphosis Massage, or even to have a private spa party, Metamorphosis can provide you with a complete sensory day of delight that no one will forget.



*Metemorphosis is the embodiment of one vision -
unique in its unmatched quality and level of service.*

SERVICES

PRODUCTS

SPA PACKAGES

EVENTS

GIFTS

ABOUT

CONTACT

The Metamorphosis MIND + BODY

EMBRACE *the* WARMTH of METAMORPHOSIS:

a sanctuary where the soul is held to be sacred. Offering a wide variety of indulgent services, from passages of purification to hand + foot rituals, Metamorphosis gives Richmond its only world - fusion spa with a host of unique healing therapies and ancient wisdom from around the globe which is delivered for you to enjoy in serenity and in sensory bliss. The exotic essences of the earth are infused together (here) in a sensory journey that offers the client an energy that transforms their very being. The secret behind Metamorphosis' calming atmosphere is simple acknowledgment and respect for its clients desire of a soulful sense of integrity in the services they seek. The purity of organic product lines and hand-blended ingredients combine with the skill of our master healers to envelope our clients in an aura of wellness and strength.

INSTANT
gift
click here »
CERTIFICATES
ARE NOW AVAILABLE

Join our
email list
to take advantage of
our exclusive membership offers

submit

login or signup
to make purchases via our site

e-mail address

go

PEACE + GRATITUDE

Owner and massage therapist, Tricia Boor's vision was to create an environment where clients could come to enjoy not only a relaxing massage or skin treatment, but to have a professional massage therapist, aromatherapist, or esthetician devote their full attention and expertise to that client on each and every visit. Metamorphosis is the embodiment of that vision - unique in its unmatched quality and level of service.

Since 2000, Metamorphosis has relocated to its home at 318 Libbie Avenue, which has been transformed into an oasis for our clients. We are currently completing our fourth successful year as a part of the Shops on the Avenue. Looking to the elements for inspiration, our spa is decorated in rich earth tones in a Mediterranean style. Our hand-made henna-painted sconces cast a warm glow on the golden walls, creating an intimate environment intended to make a client feel at home. Skin treatment services for men and women include facials, body treatments, and wraps featuring Eminence, an organic skin care product that is handmade from organically grown fruits and herbs in Hungary. We also specialize in a large array of massage modalities for men and women. We are also pleased to offer pedicures and manicures like no other with our exotic menu of Hand + Foot Rituals. Metamorphosis can include the benefits of aromatherapy to any service, that can be customized using our essential oils imported from Europe. Whether you visit us to purchase a customized gift basket, get a Metamorphosis Massage, or even to have a private spa party, Metamorphosis can provide you with a complete sensory day of delight that no one will forget.

got { **QUESTIONS?**
thanks for having me

Samantha@badassideas.com

<http://www.badassideas.com>

<http://www.viget.com/inspire>

<http://www.viget.com>