



# 05.10.24

Shopify themes / Gray / Handwritten signage

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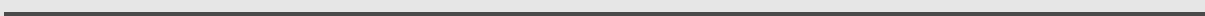
Welcome to the first edition of THE JUICE.

(may or may not stick with that name)

I wish I had a sophisticated description of what this newsletter is/will be, but to be honest I don't really know yet.

I gonna talk about building my ecom company, MAKO\_\_LAB, and whatever other topics are interesting to me, and might be interesting for other people. We'll see how it goes from there.

Enjoy!



## New MAKO\_\_LAB Website

This week I made the mistake of exploring paid Shopify themes. There are some really beautiful templates with very reasonable prices, so I did some tinkering and ended up with a site I'm really happy with.

The reason that was a mistake is because Shopify offers free site themes which would absolutely get the job done. Going with a free theme to start was initially my plan, then upgrading when the price doesn't seem so daunting.

So now I'm having an internal debate on whether upgrading from a free Shopify theme would be worth the money for MAKO\_\_LAB right now.

I do think there's a lot of importance in the way the brand is presented, especially the website. Upgrading to the paid theme would be a great way to present the brand as high quality and add some credibility to this startup.

But I do wonder how much benefit I'll see from the paid theme right now. Like I said, the free theme will get the job done. It'll just look worse doing it.

Thankfully there will still be a few weeks until the next drop, so I've got some time to think about it.

Either way there will be a new site. Not using Shopify from the beginning was a mistake.

[mako--lab.com](http://mako--lab.com)

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## ALL THE GRAYS

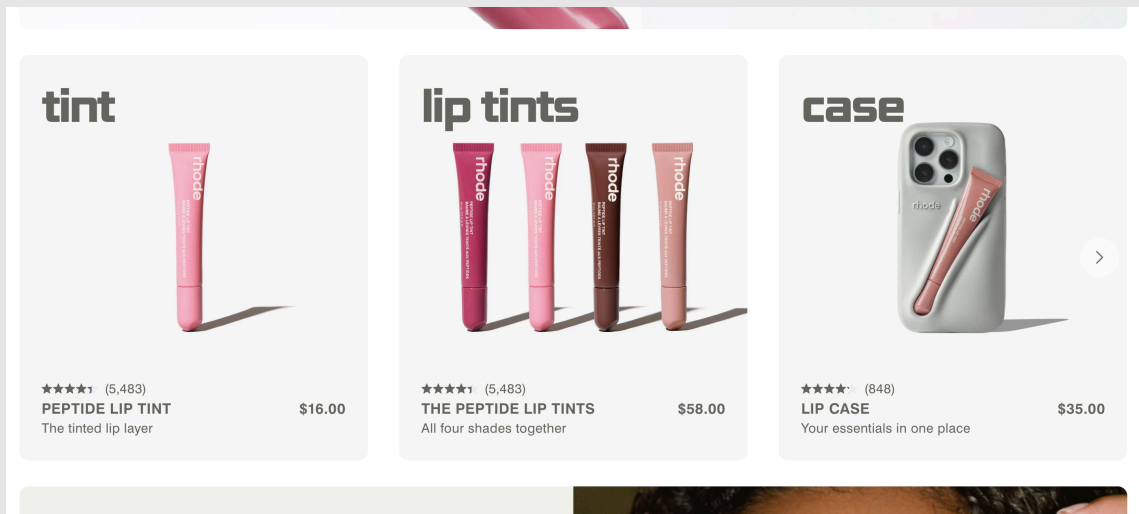
Speaking of websites, I recently became aware of the masterpiece that is the [Rhode](#) website. Specifically I love the monochromatic white/gray color palette. It's a great way to add a little spice to a standard white website.

I also love how the minimalist design allows the pink colors of the product packaging to pop, keeping the product at the center. It's got me rethinking how I implement color in my brand.

In the past, red has been the main color of the brand. I still want to keep red as an important identifier, but I think reeling it back a bit might be a good idea. Like on the rhode website, making the brand color more of an accent might make the color stand out more.

I was also originally set on the idea of red candle vessels. The idea was that the red containers would differentiate in a crowded market. But the more I think about it, the more I think it might be driving people away.

I do worry that stepping back a bit from the red would take away some of the personality of the brand. It's something I'll be thinking about for sure.



## HANDWRITTEN SIGNAGE

I really tried to find the name of this coffee shop but came up short. Anyways, I love how the menu is written right on the tiles.



Thanks for reading,  
Lukas

Follow me!

\*Links below

