

Project 3

Redesign: Renninger's

Danielle Toomer | GRA2141c — Spring 2013 — Amanda Kern

Adamstown, PA | Kutztown, PA  

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Corp. Office 570-385-0104
Home to Renningers World Famous Antiques & Collectors Extravaganzas, Antiques Markets, Farmers Markets, & Flea Markets

RENNINGER'S Adamstown
Antiques Market Adamstown, Pennsylvania Sundays 717-336-2177 [EMAIL US](#)
Indoor Market - Open Every Sunday 7:30 to 4 Located between Reading and Lancaster on Rt. 272 Adamstown, PA. Just 1/2 mile off PA tpk Exit #286.
Street address is 2500 North Reading Road Denver, PA 17517

RENNINGER'S Kutztown
Antiques & Farmers Market Kutztown, Pennsylvania Friday & Saturdays 610-683-6848 [EMAIL US](#)
Kutztown is located midway between Allentown & Reading, PA just off Rt. 222. Located at 740 Noble Street Kutztown, PA 19530 Farmers Market & Antiques Consignment Open Fri. 10 to 7 Sat. 8 to 4 Antiques & Flea Market Sat. 8 to 4

RENNINGER'S Mount Dora
Antiques Center & Farmers & Flea Market Mount Dora, Florida Antiques Center 352-383-8393 [EMAIL US](#)
Farmers & Flea Market 352-383-3141 [EMAIL US](#)
Renninger's Mount Dora Markets are just 30 minutes north of Orlando, FL, on U.S. 441, just north of Route 46. Antiques Center Open Fridays 10 to 4, Saturdays & Sundays 9 to 5. Farmers & Flea Sat. & Sun 8 to 4
Renningers Address is 20651 US-441, Mount Dora, FL 32757

RENNINGERS Melbourne
Super Flea & Farmers Market Melbourne, Florida SPACE COAST'S LARGEST OPEN AIR SHOPPING ATTRACTION 321-242-9124 [Email Us](#)
RENNINGER'S SUPER FLEA AND FARMERS MARKET has been a part of Brevard County since 1987. The Super Flea is the LARGEST open-air flea market on the Space Coast. The market is situated on over 20 acres conveniently located just off busy I-95 traveled by over 50,000 cars daily 4835 WEST EAU GALLIE BLVD MELBOURNE, FL 32934

Market Warriors Television Show
Filmed on location at Renningers Antiques Market Adamstown, Pa.

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Renninger's Antiques, Flea, Farmers Markets

www.renningers.com

Objective: Redesign Renninger's with a typography focused design that better reflects the nature of Renninger's. Provide users with a friendly, clear, consistent website to get more information on Renninger's antiques, flea, and farmers markets.

Issues with current design:

- lack of identity/branding (logo/colors/typography)
- inconsistent design page-to-page
- inconsistent navigation
- lack of hierarchy
- organization of information

itztown, PA  

Mount Dora, FL | Mel

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RENNINGERS PROMOTIONS

Calendar of Events - 2013

[March 1-3 Thundering Spirit Pow Wow, Mt. Dora, FL](#) [The Pow Wow Flyer](#)

[March 10 - Guitars & Cars Mt. Dora, FL](#)

[March 16 -17 Antiques Fair Mt. Dora FL](#)

[April 14 - Guitars & Cars Mt. Dora, FL](#)

[April 20-21 Antiques Fair Mt. Dora FL](#)

[April 20-21 - All Creatures Great & Small Pet Show with Antiques, Mt. Dora, FL](#)

[April 25-27 Antiques & Collectors Extravaganza - Kutztown, PA](#)

[April 27 - 2nd Annual Vintage Garden Show, Mt. Dora, FL](#)

[April 28 Special Sunday Adamstown, PA](#)

[May 10-11 Kutztown Radio Meet, Kutztown, Pa](#)

[May 11-12 - Mother's Day Vintage Fashion Show & Tea Mt. Dora, FL](#)

[May 12 - Guitars & Cars Mt. Dora, FL](#)

[May 18-19 Antiques Fair Mt. Dora FL](#)

[June 9 - Guitars & Cars Mt. Dora, FL](#)

[June 15-16 Antiques Fair Mt. Dora FL](#)

[June 15-16 - Father's Day Mantiques, Mt. Dora FL](#)

[June 27-29 Antiques & Collectors Extravaganza - Kutztown, PA](#)

[June 29- Something Old Something Blue Flea Market Wedding Show Mt. Dora, FL](#)

[June 30 Special Sunday Adamstown, PA](#)

[July 6 Red, White and Renninger's Americana & Quilt Show, Mt. Dora FL](#)

[July 14 - Guitars & Cars Mt. Dora, FL](#)

[July 20-21 Antiques Fair Mt. Dora FL](#)

[August 3-4- Steampunk Industrial Show, Mt. Dora, FL](#)

[August 11 - Guitars & Cars Mt. Dora, FL](#)

[Aug. 17-18 Antiques Fair Mt. Dora FL](#)

[Sept 7-8 - Where Women Create, Mt. Dora, FL](#)

[September 8 - Guitars & Cars Mt. Dora, FL](#)

[Sept. 20 - 21 Kutztown Radio Meet](#)

[Sept. 21-22 Antiques Fair Mt. Dora FL](#)

[Sept. 26-28 Antiques & Collectors Extravaganza - Kutztown, PA](#)

[Sept. 29 Special Sunday Adamstown, PA](#)

[Oct. 5 - 2nd Annual Fall in the Field, Mt. Dora, FL](#)

[October 13 - Guitars & Cars Mt. Dora, FL](#)

Renninger's Mount Dora Markets are just 30 minutes north of Orlando, FL, on U.S. 441, just north of Route 46. Antiques Center Open Fridays 10 to 4, Saturdays & Sundays 9 to 5. Farmers & Flea Sat. & Sun 8 to 4



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[Mt Dora Home](#)
[Antique Center](#)
[Extravaganza](#)
[Antique Fair](#)
[Antiques Vendors](#)
[Ant. Center Rental Info](#)
[Flea Market](#)
[Flea Vendors](#)
[Flea Mkt Rental Info](#)
[Guitars & Cars](#)
[Special Events](#)
[Directions](#)
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[Antiques ►](#)
[FL ►](#)

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Renninger's Mount Dora
 Address is 20651 US-441,
 Mount Dora, FL 32757
 Antiques Center 352-383-8393
 Farmers & Flea Market 352-383-3141

Join Our Mailing List
 Email:



Two Markets on One Property Open Every Weekend
 1. Renningers Antiques Center 2. Farmers & Flea Market

Located on 117 acres of scenic, rolling land, in beautiful Lake County, the heart of Central Florida. Amid spreading oaks, garlands of Spanish moss waving gently from their branches, you'll find the best of both worlds!





Farmers & Flea Market Open Every Sat & Sun 8 to 4.
Antiques Center Open Fridays 10 to 4
Saturday, & Sunday 9 to 5

Guitars & Cars 2nd Sunday of the Month
Special Events Nearly Every Week

Coke Merchandise on Display for Sale in the Antiques consignment area of the Antiques Center.
Renninger's Consignment Area
Open Friday, Saturday & Sunday, 352-383-8393

[Alternative Energy - BP](#)
[www.bp.com/energymix](#)
 See how BP's advanced technologies are expanding energy production.

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[www.sharebuilder.com](#)
 No Account or Investment Minimums.
 No Inactivity Fees - \$100 Bonus.

[Angie's List](#)
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 Rate & Review Local Home Service Companies. Over 500 Categories!

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Inspiration



The screenshot shows the homepage of the [Browse Happy](http://www.browsehappy.com) website. The header features a teal background with the text "BROWSE HAPPY" in large, bold, black and yellow letters. Below the header is a subtext: "Online. Worry-free. *Upgrade your browser today!*". The main content area has a brown paper-like background. It displays five browser icons: Google Chrome, Mozilla Firefox, Safari, Opera, and Internet Explorer. Each browser has a brief description, its latest version number, and a link to its website for more information. Below the browser cards are two rows of social sharing links: Facebook and Twitter. The footer is dark with yellow text. It includes sections for "WHAT IS BROWSE HAPPY" (a brief description), "SHARE THE HAPPINESS" (links to Twitter and Facebook), and "BROUGHT TO YOU BY" (a link to WordPress).

Inspiration for redesign:

- retro
- “flat” design — no or minimal gradients/drop shadows/textures
- emphasis on typography
- strong color palette
- ample use of white space

JANKO AT WARP SPEED

HOME BLOG WORK ABOUT ME CONTACT

I am an
INTERACTION DESIGNER
with
20 YEARS of EXPERIENCE
 IN DESIGNING AND DEVELOPING DIGITAL
 PRODUCTS & SERVICES

Today, I help businesses to shape their products and services through user-centered design process. And I love to write about it.

SCROLL

*** MY WORK**

Although it's always nice to see screenshots of a final product, the process of arriving at the final design is far more important. For this reason, each project in my portfolio is explained through a small case study that shows a design process and example artifacts.

[VIEW MY PORTFOLIO →](#)

*** LATEST FROM THE BLOG**

Starting my own business
 DECEMBER 18, 2011 - 30 COMMENTS

Some time ago I decided to take up new challenges and next week I am going freelance and starting my small business. I am leaving my company with which I will keep good relationship and where I met some truly great people. However, I feel it is time for me to continue chasing my dreams. [...]

[CONTINUE READING →](#)

MORE RECENT POSTS

Innovation is all about iteration and refinement
 FEBRUARY 23, 2011 - 22 COMMENTS

Prevent feature-creep by focusing on users' goals
 DECEMBER 23, 2010 - 19 COMMENTS

Opera mobile window chooser, recreated with jQuery
 NOVEMBER 18, 2010 - 10 COMMENTS

[READ MY BLOG →](#)

PUBLIC SPEAKING

I often speak on conferences in the country and sometimes in the region. My talks are focused on explaining various aspects of design processes. Besides this, I often organize design workshops for design teams and companies.

THE BOOK

I co-authored Smashing Book 2 with the chapter *Sketching, Wireframing and Prototyping*. It describes the process of moving from abstract ideas to concrete solutions and explains the workflow, tools and techniques available when designing user interfaces.

STUDIO

I run a tiny design agency with my wife. It's a harmonized team of two experienced professionals helping worldwide clients create their digital products and services.

Website coming soon

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RETRO
 OLD STYLE PORTFOLIO

RETRO WOOD MUSIC

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDUNT LABORE ET DOLORE MAGNA ALIQUA. UT ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERTATION ULLAMCO LABORIS NISI UT ALIQUIP EX EA COMMODO CONSEQUAT.

MORE

“ HELLO, I AM JOHN DOE.
 WELCOME TO RETRO, MY COOL WORDPRESS THEME! ”

ABOUT ME

PASQUALE VITELLO was born on May 5 1982 in Cimbrone di Stabia, NA (Italy). After attending Liceo Scientifico in Amalfi (SA), he graduated in Foreign Languages and Literature in 2005 and in Communications Studies in 2008 with high honors, at the 'L'Orientale' in Napoli (Italy). Since 2008 he works in video post-production, for independent projects and in Italian film industry.

MOVIES WHAT I WATCH

As you've probably noticed, I'm a Film Geek... I'm heavily into Directors and their works and I'm always interested in what Directors people tend to like.

MUSIC WHAT I LISTEN

The wonderful group from Liverpool – John, Paul, George and Ringo – **The Beatles**, is in my opinion one of the best things that have happened in music in the twentieth century.

TEXT WHAT I READ

I came up with a list of 8 books that I consider must-reads from both contemporary and classic literature:

PHOTO WHAT I SHOOT

As a photographer, I like to question everything. I like to understand how things work, why they are how they are, and how it affects what I do.

PORTFOLIO

SKILLS // Adobe After Effects, Adobe Flash, Adobe Illustrator, Adobe Lightroom, Adobe Photoshop, Adobe Premiere Pro, Apple Final Cut Pro, Apple Aperture, Apple Color, Apple DVD Studio Pro, AppleSoundtrack, Avid Media Composer, 2d3 Boujou, Imagineer System Mocha, Red Camera Workflow, The Foundry Nuke, Drupal, Wordpress, Joomla, html, css

FILTER BY:

Preliminary color study — possible color palettes



Final color palette — color interaction

Renninger's

This study shows how each color interacts as foreground and background.

I chose primary colors for a bold design. The muted tones (including a dark grey instead of black) help the design feel retro/old.

Heading

Subheading

Nisl torquent ut tristique proin eros elit blandit lectus facilisis interdum fames in sociis facilisis pellentesque rhoncus. Viverra nunc lectus vestibulum netus, cubilia taciti. Placerat orci potenti rutrum. Malesuada suscipit, taciti parturient.

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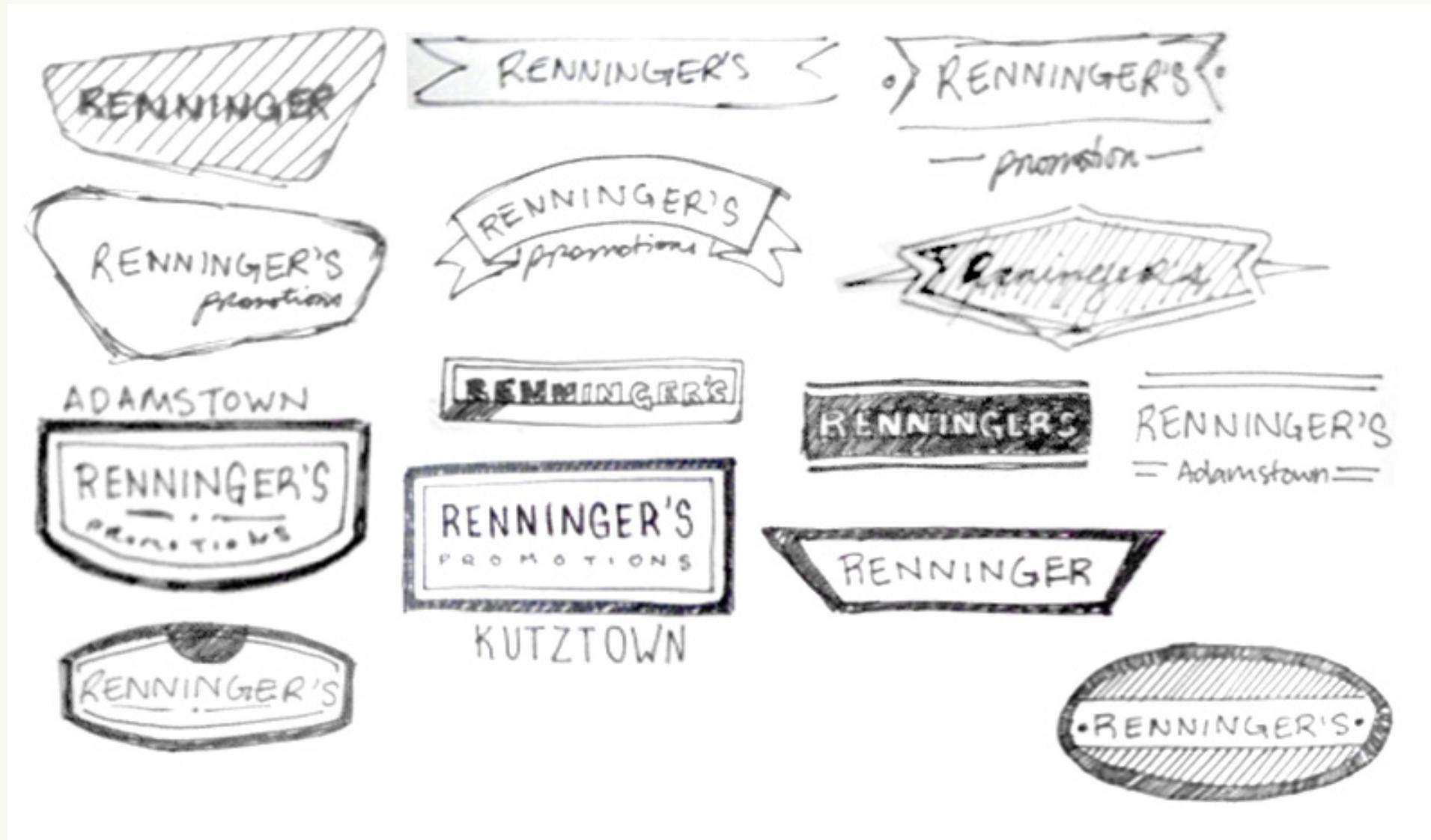
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Initial logo ideas



Ideas for the logo revolved around different shapes and a strong typeface, following the retro theme.

Logo study — choosing a typeface

1

RENNINGER'S

Renninger's

2

RENNINGER'S

Renninger's

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RENNINGER'S

Renninger's

4

RENNINGER'S

Renninger's

5

RENNINGER'S

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12

RENNINGER'S

Renninger's

9

Renninger's

Renninger's

promotions

Logo study – choosing shape & color

1



2



3



Logo study – choosing shape & color

4



5



6



Type study –headings / subheading / body copy

HEADING 1**Subheading**

Nisl torquent ut tristique proin eros elit blandit lectus facilisis interdum fames in sociis facilisis pellentesque rhoncus. Viverra nunc lectus vestibulum netus, cubilia taciti. Placerat orci potenti rutrum. Malesuada suscipit, taciti parturient.

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Heading 6**Subheading**

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Heading 7**Subheading**

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Heading 8**Subheading**

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Left

- heading: Sansita One Regular
- subheading(top): Open Sans Condensed Regular
- subheading(bottom): Helvetica
- body: Helvetica

Right

- heading: Sigmar
- subheading(top): Open Sans Condensed Regular
- subheading(bottom): Helvetica
- body: Helvetica

Home

Locations

- Adamstown
- Kutztown
- Mt. Dora
- Melbourne

Events

Useful Info

- Shopping Guide
- Vendor Guide

Contact

Adamstown

- Antiques & Collectibles
- Antiques Supplies
- Contact & Directions
- Vendor/Rental Info

Kutztown

- Antiques
- Flea & Farmers Market
- Radio Show
- Contact & Directions
- Vendor/Rental Info

Mt. Dora

- Antiques
- Flea & Farmers Market
- Guitars & Cars
- Contact & Directions
- Vendor/Rental Info

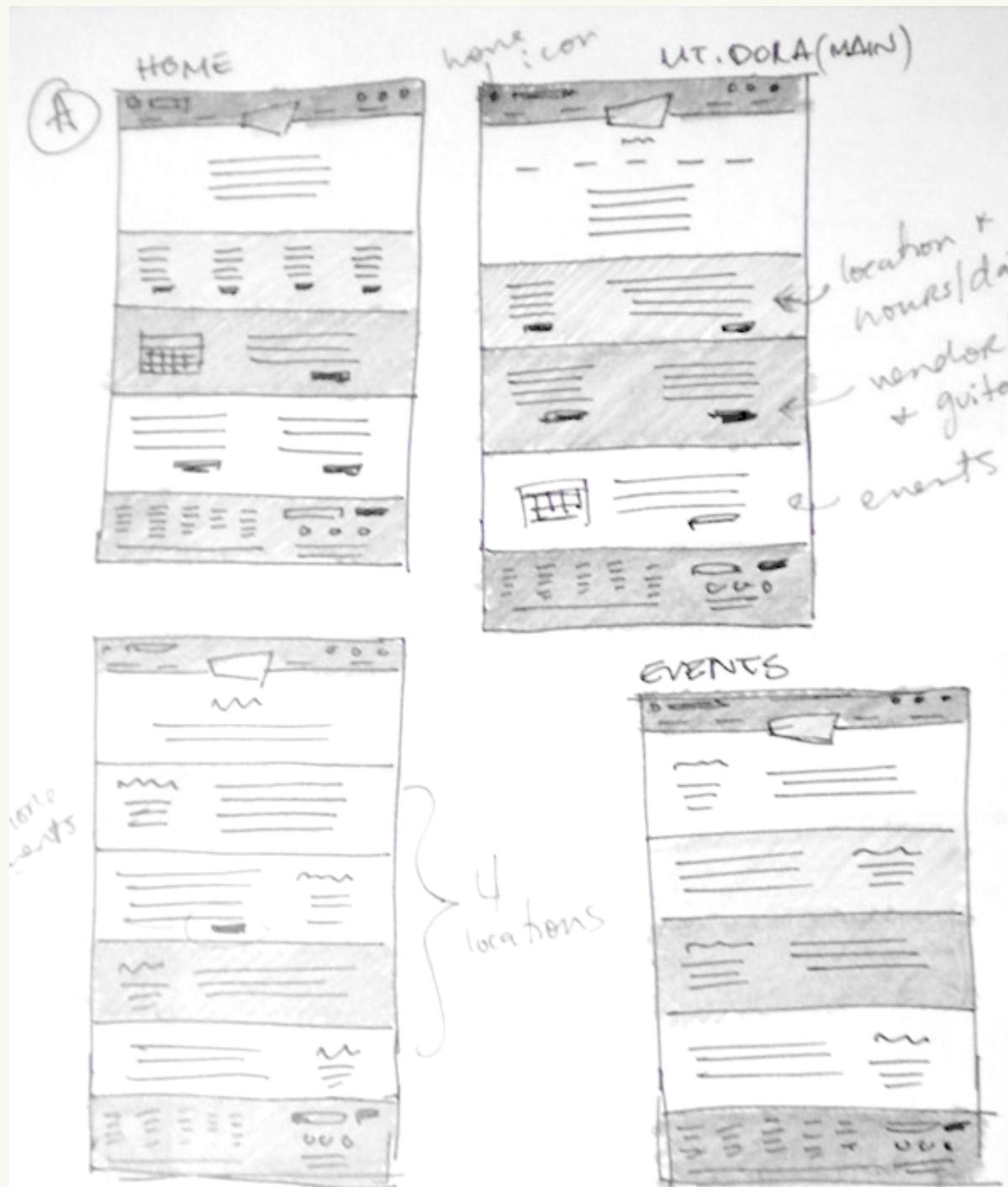
Melbourne

- Flea & Farmers Market
- Contact & Directions
- Vendor/Rental Info

Preliminary wireframe thumbnails



Wireframes — option A



Header

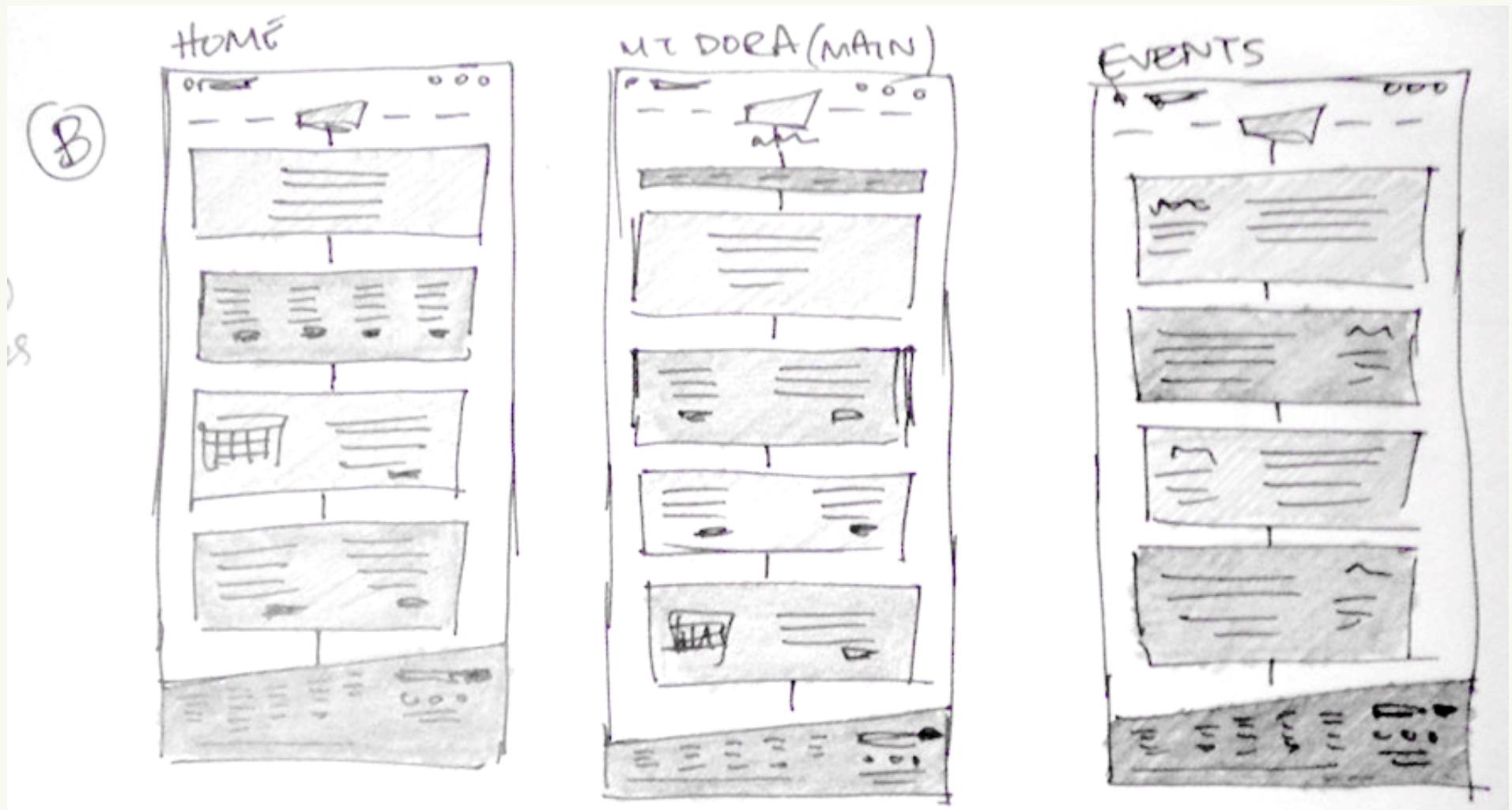
- strong header with centered logo & navigation
- search box in upper left
- social media icons upper right

Body

- content separated into sections with solid color backgrounds
- prominent call out buttons to other pages

Footer

- sitemap in footer
- mailing list form & social media icons on right with



Header

- centered logo & navigation
- search box in upper left
- social media icons upper right

Body

- content separated into boxes with solid color bg connected vertically by center line
- prominent call out buttons to other pages

Footer

- slanted to reflect shape of logo
- sitemap in footer
- mailing list form & social media icons on right with



search... 

 Locations Events **Renninger's** Useful Info Contact

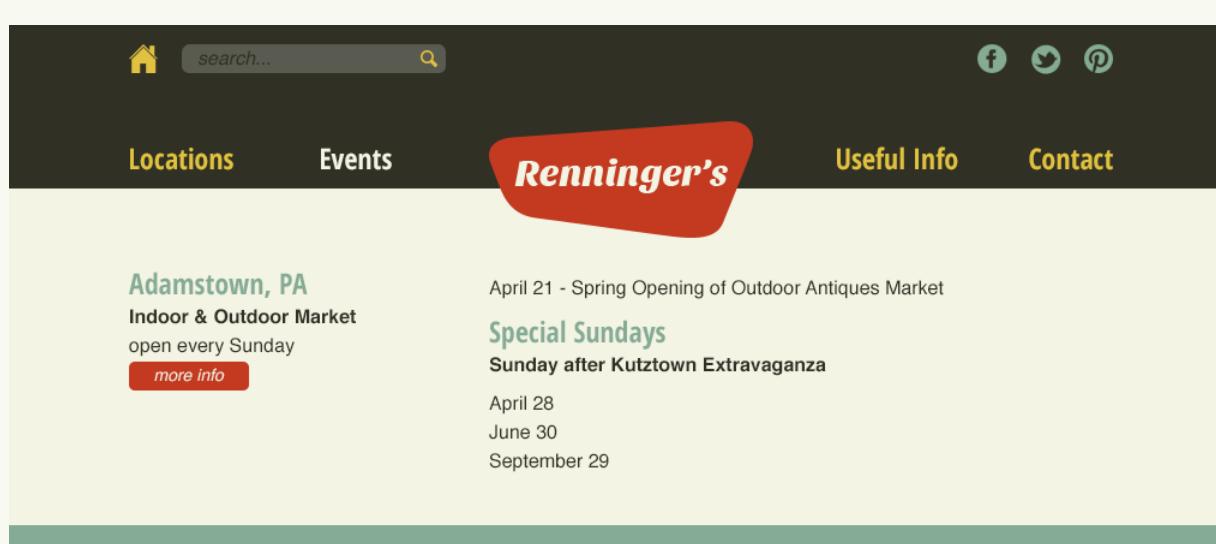
Home to Renninger's World Famous Antiques & Collectors
Extravaganzas, Antiques Markets, Farmers Markets, & Flea Markets

Renninger's promotes antiques, flea, and farmers markets. We currently have four locations in Pennsylvania and Florida. Renninger's provides a fun atmosphere where shoppers can find anything and everything they're looking for and vendors can sell all the items they've accumulated.

One man's trash is another man's treasure

So head on down to the location nearest you and join us for priceless antiques, unique flea market finds, and fresh produce from local farmers. See you there!

Adamstown, PA Kutztown, PA



search... 

Locations Events **Renninger's** Useful Info Contact

Adamstown, PA
Indoor & Outdoor Market
open every Sunday
[more info](#)

Special Sundays
Sunday after Kutztown Extravaganza

April 21 - Spring Opening of Outdoor Antiques Market
April 28
June 30
September 29

Second pass: gave navigation labels and social media icons more breathing room; lightened search box; and moved home button next to search box (to get even spacing on nav. labels)

Comps – final

Home search...

Locations Events **Renninger's** Useful Info Contact

Home to Renninger's World Famous Antiques & Collectors Extravaganzas, Antiques Markets, Farmers Markets, & Flea Markets

One man's trash is another man's treasure

Renninger's promotes antiques, flea, and farmers markets. We currently have four locations in Pennsylvania and Florida. So head on down to the location nearest you and join us for priceless antiques, unique flea market finds, and fresh produce from local farmers. See you there!

Adamstown, PA

Renninger's original antiques market. Our friendly knowledgeable dealers can acquire most anything you want in the world of Antiques & Collectibles. Weekly you will find 375 dealers indoors and up to 300 outdoors.

[more info](#)

Kutztown, PA

Renninger's has been in Kutztown since 1955. On any given weekend you can attend the Farmers Market, Antiques Market, Outdoor Flea Market, or a special event like the Antiques & Collectors Extravaganza, Antique Radio Show, or other special events.

[more info](#)

Mount Dora, FL

Located on 117 acres of scenic, rolling land, in beautiful Lake County you'll find acres of indoor and outdoor shopping potential in the antiques center and the flea & farmers market. These markets boast hundreds of vendors and thousands of customers each weekend and are just the beginning of exciting events.

[more info](#)

Melbourne, FL

Renninger's Super Flea and Farmers Market has been a part of Brevard County since 1987. The Super Flea is the largest open-air flea market on the Space Coast. There's over 900 booths of quality used and new merchandise, at bargain prices.

[more info](#)



Calendar of Events

Renninger's has antiques, flea, and farmers markets every weekend throughout the year. There's also Extravaganzas, Jewelry Shows, Americana & Quilt Shows, and other special events you'll enjoy.

[find events](#)

Shopping Guide

Looking for that perfect piece to add to your collection? Want to browse for parts for a DIY project? Need farm fresh produce for your dinner table? Not sure where to start? Our Shopping Guide gives you tips and tricks to start your market experience.

[read guide](#)

Home search...

Locations Events **Renninger's** Useful Info Contact

Adamstown, PA

Indoor & Outdoor Market open every Sunday

[more info](#)

Kutztown, PA

Antiques Market every Saturday

[more info](#)

Outdoor Flea Market every Saturday (except during Extravaganza)

[more info](#)

Farmer's Market every Friday & Saturday

[more info](#)

Antiques & Collectors Extravaganza

April 25-27
June 27-29
September 26-28

Kutztown Radio Meet

May 10-11
September 20-21

Other Events

April 13 – Spring Cleaning Flea Market Event
April 26-27 – Vintage Jewelry Show
November 16 & 17 – K-Town Cross – Cyclocross Bicycle Race

Mt. Dora, FL

Antiques Center every weekend

[more info](#)

Flea & Farmers Market every weekend

[more info](#)

Guitars & Cars Swap Meets

2nd Sunday every month
March 10 June 9 September 8 December 8
April 14 July 14 October 13
May 12 August 11 November 10

Antiques Fair

3rd weekend every month (except January, February, November)
March 16-17 June 15-16 September 21-22
April 20-21 July 20-21 October 19-20
May 18-19 August 17-18

Antiques Extravaganza

3rd weekend (January, February, November)
November 15-17

Other Events

April 20-21 – All Creatures Great & Small Pet Show with Antiques
April 27 – 2nd Annual Vintage Garden Show
May 11-12 – Mother's Day Vintage Fashion Show & Tea
June 15-16 – Father's Day Mantiques
June 29 – Something Old Something Blue Flea Market Wedding Show
July 6 – Red, White and Renninger's Americana & Quilt Show
August 3-4 – Steampunk Industrial Show
September 7-8 – Where Women Create

Home search...

Locations Events **Renninger's** Useful Info Contact

Home search...

Locations Events **Renninger's** Useful Info Contact

Antiques

Flea & Farmers Market

Guitars & Cars

Vendor/Rental Info

Directions

Mount Dora, FL

Located on 117 acres of scenic, rolling land, in beautiful Lake County you'll find acres of indoor and outdoor shopping potential in the antiques center and the flea & farmers market. These markets boast hundreds of vendors and thousands of customers each weekend and are just the beginning of exciting events.

Hours

Antiques Center

Fri – 10am to 4pm

Sat-Sun – 9am to 5pm

Farmers & Flea Market

Sat-Sun – 8am to 4pm

Contact

Antiques Center

(352) 383-8939

elizabethatkkinson@renningers.com

Farmers & Flea Market

(352) 383-3141

doraleanmk1@renningers.com

Address

20651 US-441
Mount Dora, FL 32757

Located just 30 minutes north of Orlando, FL, on U.S. 441, just north of Route 46.

[get directions](#)

Vendor's Guide

Ready to sell some items you've collected over the years? Want to bring in extra income with your produce? Not sure how to start? Our Vendor's Guide will point you in the right direction to get started and join Renninger's ever-growing community.

[read guide](#)

Guitars & Cars Swap Meets

For the price of one you get the Lake County Musician's Swap Meet and the Classic Car & Cycle Swap Meet. Held the second Sunday of every month. Come down and enjoy music, food, and classic cars.

[more info](#)

AUGUST

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

[find events](#)

Calendar of Events

Renninger's has antiques, flea, and farmers markets every weekend throughout the year. There's also Extravaganzas, Jewelry Shows, Americana & Quilt Shows, and other special events you'll enjoy.

[find events](#)

Home

Locations

Events

Useful Info

Shopping Guide

Vendor Guide

Contact

Adamstown, PA

Antiques & Collectibles

Antiques Supplies

Vendor/Rental Information

Contact & Directions

Kutztown, PA

Antiques

Flea & Farmers Market

Guitars & Cars

Vendor/Rental Information

Contact & Directions

Melbourne, FL

Antiques

Flea & Farmers Market

Vendor/Rental Information

Contact & Directions

Join our mailing list

your email...

[keep in touch](#)

Also find us on:



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Comps — Details

Markets boast hundreds of vendors and thousands of customers each weekend and are just the beginning of exciting events.

[more info](#)

Booths of quality used and new merchandise, at bargain prices.

[more info](#)

AUGUST						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Calendar of Events

Renninger's has antiques, flea, and farmers markets every weekend throughout the year. There's also Extravaganzas, Jewelry Shows, Americana & Quilt Shows, and other special events you'll enjoy.

[find events](#)

Vendor's Guide

Ready to sell some items you've collected over the years? Want to bring in extra income with

- angled section background to provide movement
- prominent call out buttons to other pages (red, rounded — reflect logo)
- contrast between headers & body copy (font & size) — headers: Open Sans Condensed Bold, body: Helvetica

Shopping Guide

Looking for that perfect piece to add to your collection? Want to browse for parts for a DIY

The screenshot shows the header of the Renninger's website. At the top left is a white house icon. To its right is a search bar with the placeholder text "search...". Further right is a magnifying glass icon. At the top right are three social media icons: a blue Facebook 'f', a light blue Twitter bird, and a red Pinterest 'p'. Below the header, there are five navigation links: "Locations", "Events", "Renninger's" (which is highlighted with a red rounded rectangle), "Useful Info", and "Contact". The main content area features a green header with the text "Home to Renninger's World Famous Antiques & Collectors Extravaganzas, Antiques Markets, Farmers Markets, & Flea Markets". Below this is a yellow sub-header with the text "One man's trash is another man's treasure". A paragraph of text follows: "Renninger's promotes antiques, flea, and farmers markets. We currently have four locations in Pennsylvania and Florida. So head on down to the location nearest you and join us for priceless antiques, unique flea market finds, and fresh produce from local farmers. See you there!"

Home to Renninger's World Famous Antiques & Collectors
Extravaganzas, Antiques Markets, Farmers Markets, & Flea Markets

One man's trash is another man's treasure

Renninger's promotes antiques, flea, and farmers markets. We currently have four locations in Pennsylvania and Florida. So head on down to the location nearest you and join us for priceless antiques, unique flea market finds, and fresh produce from local farmers. See you there!

- home button in top left (white indicates current location)
- search box
- social media icons
- logo & navigation tables centered on page

Comps — Details (footer)

Vendor's Guide will point you in right direction to get started and join Renninger's ever-growing community.

[read guide](#)

table? Not sure where to start? Our Shopping Guide gives you tips and tricks to start your market experience.

[read guide](#)

[Home](#)
[Locations](#)
[Events](#)
[Useful Info](#)

[Shopping Guide](#)
[Vendor Guide](#)

[Contact](#)

Adamstown, PA
[Antiques & Collectibles](#)
[Antiques Supplies](#)
[Vendor/Rental Information](#)
[Contact & Directions](#)

Kutztown, PA
[Antiques](#)
[Flea & Farmers Market](#)
[Radio Show](#)
[Vendor/Rental Information](#)
[Contact & Directions](#)

Mt. Dora, FL
[Antiques](#)
[Flea & Farmers Market](#)
[Guitars & Cars](#)
[Vendor/Rental Information](#)
[Contact & Directions](#)

Melbourne, FL
[Flea & Farmers Market](#)
[Vendor/Rental Information](#)
[Contact & Directions](#)

Join our mailing list

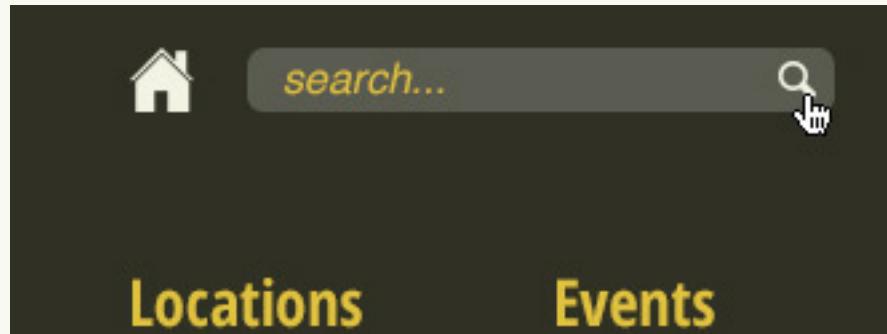
[keep in touch](#)

Also find us on:

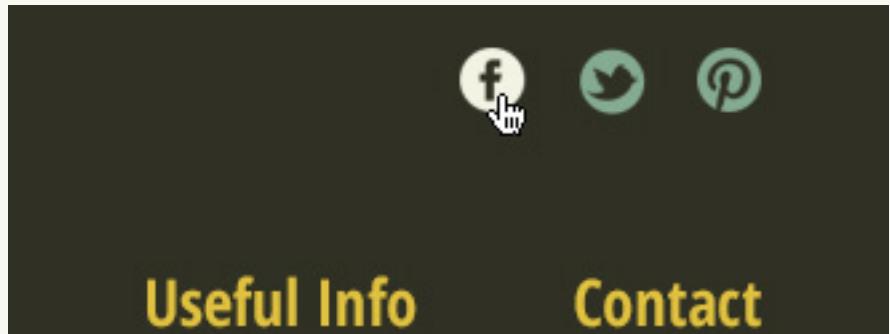


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- sitemap — general & within each location
- current location text color: blue
- mailing list form
- social media icons & copyright



A screenshot of a website showing a dropdown menu for locations. The menu items are "Adamstown", "Kutztown", "Mt. Dora", and "Melbourne". The "Mt. Dora" item is highlighted with a yellow background and a cursor icon is positioned over it. The background of the page features a large image of a garden with the text "One to Renninger's, Another to Ranzas, Another to Renninger's" and "Renninger's produce".



A screenshot of a website footer. It features a text area with placeholder text: "Want to browse for parts for a DIY project? We farm fresh produce for your dinner table. Where to start? Our Shopping Guide has you tips and tricks to start your own garden." Below this is a red "Join our mailing list" button. A form field for "your email..." is shown with a placeholder text "your email...". At the bottom is a red "keep in touch" button with a cursor icon positioned over it.

Comps — final (home)

The screenshot shows the homepage of the Renninger's website. At the top, there is a navigation bar with links for Home, search, Locations, Events, Renninger's (highlighted in red), Useful Info, and Contact. Below the navigation bar, a banner reads "Home to Renninger's World Famous Antiques & Collectors Extravaganzas, Antiques Markets, Farmers Markets, & Flea Markets". A sub-banner below it says "One man's trash is another man's treasure" and describes the company's focus on antiques, flea, and farmers markets across four locations in Pennsylvania and Florida. The main content area is divided into four sections: Adamstown, PA (original antiques market), Kutztown, PA (since 1955), Mount Dora, FL (located on 117 acres), and Melbourne, FL (Super Flea and Farmers Market since 1987). Each section includes a "more info" button. Below these is a "Calendar of Events" section with a monthly calendar for August and a "find events" button. The bottom of the page features "Vendor's Guide" and "Shopping Guide" sections, each with a "read guide" button. At the very bottom, there are links for Home, Locations, Events, Useful Info, Shopping Guide, Vendor Guide, Contact, Adamstown, PA, Mt. Dora, FL, Kutztown, PA, and Melbourne, FL, along with social media links and a mailing list sign-up form.

Home to Renninger's World Famous Antiques & Collectors
Extravaganzas, Antiques Markets, Farmers Markets, & Flea Markets

One man's trash is another man's treasure

Renninger's promotes antiques, flea, and farmers markets. We currently have four locations in Pennsylvania and Florida. So head on down to the location nearest you and join us for priceless antiques, unique flea market finds, and fresh produce from local farmers. See you there!

Adamstown, PA

Renninger's original antiques market. Our friendly knowledgeable dealers can acquire most anything you want in the world of Antiques & Collectibles. Weekly you will find 375 dealers indoors and up to 300 outdoors.

[more info](#)

Kutztown, PA

Renninger's has been in Kutztown since 1955. On any given weekend you can attend the Farmers Market, Antiques Market, Outdoor Flea Market, or a special event like the Antiques & Collectors Extravaganza, Antique Radio Show, or other special events.

[more info](#)

Mount Dora, FL

Located on 117 acres of scenic, rolling land, in beautiful Lake County you'll find acres of indoor and outdoor shopping potential in the antiques center and the flea & farmers market. These markets boast hundreds of vendors and thousands of customers each weekend and are just the beginning of exciting events.

[more info](#)

Melbourne, FL

Renninger's Super Flea and Farmers Market has been a part of Brevard County since 1987. The Super Flea is the largest open-air flea market on the Space Coast. There's over 900 booths of quality used and new merchandise, at bargain prices.

[more info](#)

AUGUST

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

[find events](#)

Calendar of Events

Renninger's has antiques, flea, and farmers markets every weekend throughout the year. There's also Extravaganzas, Jewelry Shows, Americana & Quilt Shows, and other special events you'll enjoy.

[find events](#)

Vendor's Guide

Ready to sell some items you've collected over the years? Want to bring in extra income with your produce? Not sure how to start? Our Vendor's Guide will point you in right direction to get started and join Renninger's ever-growing community.

[read guide](#)

Shopping Guide

Looking for that perfect piece to add to your collection? Want to browse for parts for a DIY project? Need farm fresh produce for your dinner table? Not sure where to start? Our Shopping Guide gives you tips and tricks to start your market experience.

[read guide](#)

[Home](#)
[Locations](#)
[Events](#)
[Useful Info](#)
[Shopping Guide](#)
[Vendor Guide](#)
[Contact](#)

Adamstown, PA

Antiques & Collectibles
Antiques Supplies
Vendor/Rental Information
Contact & Directions

Kutztown, PA

Antiques
Flea & Farmers Market
Radio Show
Vendor/Rental Information
Contact & Directions

Mt. Dora, FL

Antiques
Flea & Farmers Market
Guitars & Cars
Vendor/Rental Information
Contact & Directions

Melbourne, FL

Flea & Farmers Market
Vendor/Rental Information
Contact & Directions

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Also find us on:
[Facebook](#) [Twitter](#) [Instagram](#) [Pinterest](#)

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Comps — final (events)

The screenshot displays the Renninger's website with a dark header and a red navigation bar. The header includes a search bar and social media links. The navigation bar has links for Locations, Events, Renninger's (which is highlighted in red), Useful Info, and Contact.

Adamstown, PA
Indoor & Outdoor Market
open every Sunday
[more info](#)

April 21 - Spring Opening of Outdoor Antiques Market

Special Sundays
Sunday after Kutztown Extravaganza

April 28
June 30
September 29

Kutztown, PA

Antiques Market
every Saturday
[more info](#)

Outdoor Flea Market
every Saturday
(except during Extravaganza)
[more info](#)

Farmer's Market
every Friday & Saturday
[more info](#)

Antiques & Collectors Extravaganza
April 25-27
June 27-29
September 26-28

Kutztown Radio Meet
May 10-11
September 20-21

Other Events
April 13 — Spring Cleaning Flea Market Event
April 26-27 — Vintage Jewelry Show
November 16 & 17 — K-town Cross — Cyclocross Bicycle Race

Mt. Dora, FL

Antiques Center
every weekend
[more info](#)

Flea & Farmers Market
every weekend
[more info](#)

Guitars & Cars Swap Meets
2nd Sunday every month

March 10	June 9	September 8	December 8
April 14	July 14	October 13	
May 12	August 11	November 10	

Antiques Fair
3rd weekend every month (except January, February, November)

March 16-17	June 15-16	September 21-22
April 20-21	July 20-21	October 19-20
May 18-19	August 17-18	

Antiques Extravaganza
3rd weekend (January, February, November)

November 15-17

Other Events

April 20-21 — All Creatures Great & Small Pet Show with Antiques
April 27 — 2nd Annual Vintage Garden Show
May 11-12 — Mother's Day Vintage Fashion Show & Tea
June 15-16 — Father's Day Mantiques
June 29 — Something Old Something Blue Flea Market Wedding Show
July 6 — Red, White and Renninger's Americana & Quilt Show
August 3-4 — Steampunk Industrial Show
September 7-8 — Where Women Create

Melbourne, FL

Flea & Farmers Market
every weekend
[more info](#)

Join our mailing list

[keep in touch](#)

Also find us on:
[Facebook](#) [Twitter](#) [Pinterest](#)

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Adamstown, PA

Antiques & Collectibles
Antiques Supplies
Vendor/Rental Information
Contact & Directions

Kutztown, PA

Antiques
Flea & Farmers Market
Radio Show
Vendor/Rental Information
Contact & Directions

Mt. Dora, FL

Antiques
Flea & Farmers Market
Guitars & Cars
Vendor/Rental Information
Contact & Directions

Melbourne, FL

Flea & Farmers Market
Vendor/Rental Information
Contact & Directions

The screenshot shows the Renninger's website layout for the Mount Dora, FL location. The top navigation bar includes links for Locations, Events, Renninger's (highlighted in red), Useful Info, and Contact. Social media icons for Facebook, Twitter, and Pinterest are also present. Below the header, a sub-navigation bar offers links to Antiques, Flea & Farmers Market, Guitars & Cars, Vendor/Rental Info, and Directions. A main content area describes the Mount Dora location, mentioning 117 acres of scenic land with indoor and outdoor shopping, and links to hours, contact, and address information. A yellow sidebar on the left features a 'Vendor's Guide' button and a 'read guide' link. Another yellow sidebar on the right features a 'Guitars & Cars Swap Meets' button and a 'more info' link. A calendar for August is shown at the bottom left, and a 'Calendar of Events' section with a 'find events' button is at the bottom right. The footer contains links for Adamstown, PA, Mt. Dora, FL, and Melbourne, FL, along with a mailing list sign-up form and social media links.

Mount Dora, FL

Antiques **Flea & Farmers Market** **Guitars & Cars** **Vendor/Rental Info** **Directions**

Located on 117 acres of scenic, rolling land, in beautiful Lake County you'll find acres of indoor and outdoor shopping potential in the antiques center and the flea & farmers market. These markets boast hundreds of vendors and thousands of customers each weekend and are just the beginning of exciting events.

Hours

Antiques Center
Fri — 10am to 4pm
Sat-Sun — 9am to 5pm

Farmers & Flea Market
Sat-Sun — 8am to 4pm

Contact

Antiques Center
(352) 383-8393
elizabethatkinson@renningers.com

Farmers & Flea Market
(352) 383-3141
dorafleamkt@renningers.com

Address

20651 US-441
Mount Dora, FL 32757
Located just 30 minutes north of Orlando, FL, on U.S. 441, just north of Route 46.
[get directions](#)

Vendor's Guide

Ready to sell some items you've collected over the years? Want to bring in extra income with your produce? Not sure how to start? Our Vendor's Guide will point you in the right direction to get started and join Renninger's ever-growing community.
[read guide](#)

Guitars & Cars Swap Meets

For the price of one you get the Lake County Musician's Swap Meet and the Classic Car & Cycle Swap Meet. Held the second Sunday of every month. Come down and enjoy music, food, and classic cars.
[more info](#)

AUGUST

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Calendar of Events

Renninger's has antiques, flea, and farmers markets every weekend throughout the year. There's also Extravaganzas, Jewelry Shows, Americana & Quilt Shows, and other special events you'll enjoy.
[find events](#)

Adamstown, PA

Home
Locations
Events
Useful Info
Shopping Guide
Vendor Guide
Contact

Antiques & Collectibles
Antiques Supplies
Vendor/Rental Information
Contact & Directions

Mt. Dora, FL

Antiques
Flea & Farmers Market
Guitars & Cars
Vendor/Rental Information
Contact & Directions

Kutztown, PA

Antiques
Flea & Farmers Market
Radio Show
Vendor/Rental Information
Contact & Directions

Melbourne, FL

Flea & Farmers Market
Vendor/Rental Information
Contact & Directions

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