

Style Guide

Purpose

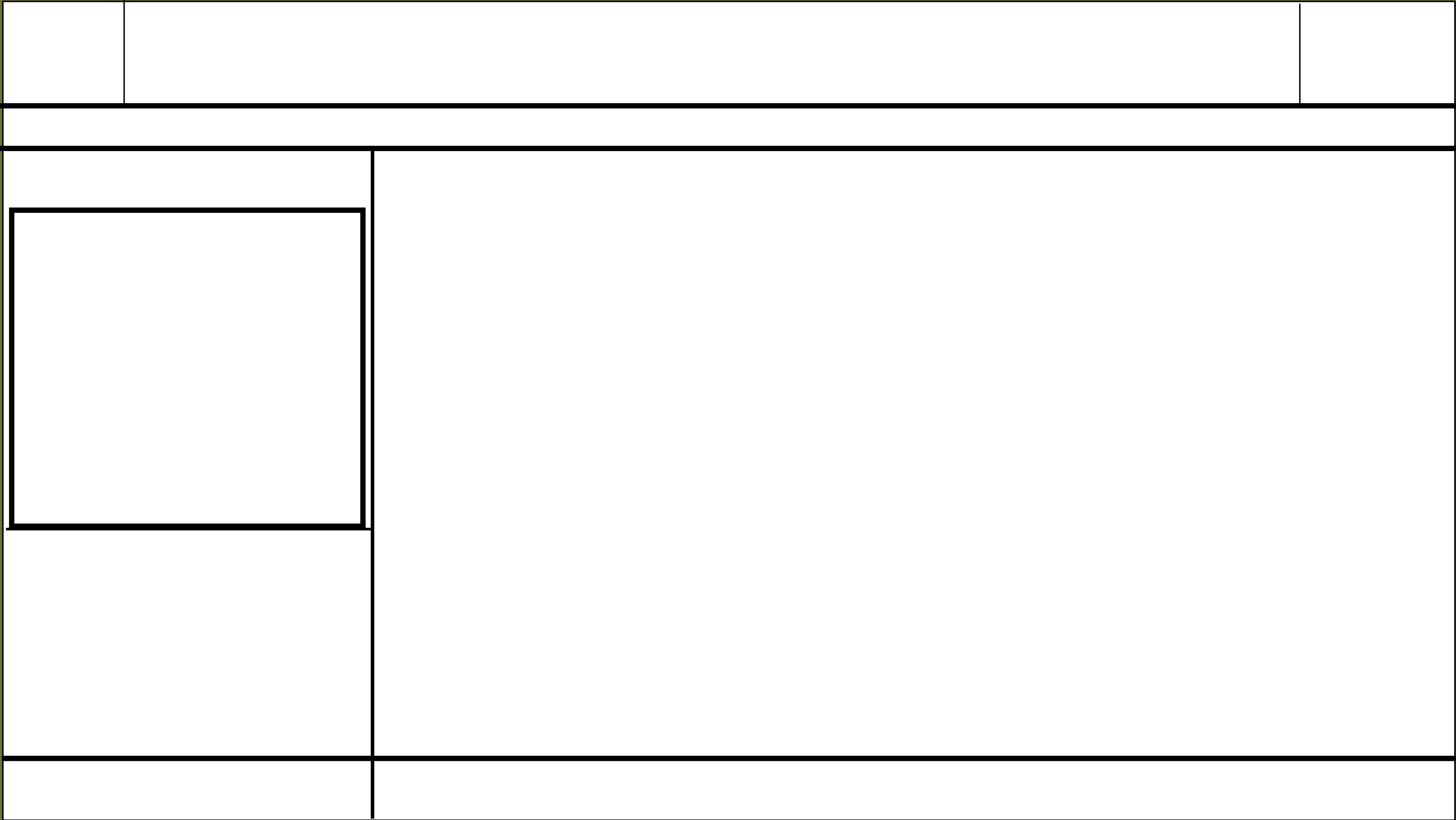
The purpose of this product is that our protective cases will help guarantee the safety of your belongings such as your phones, tablets, etc!

AUDIENCE

The audience I am trying to reach those who need better protection for their belongings and need a case better suited for whichever outdoor activities that may require good protection.

Site's Grid

This grid is site's
main page in which in
opens into

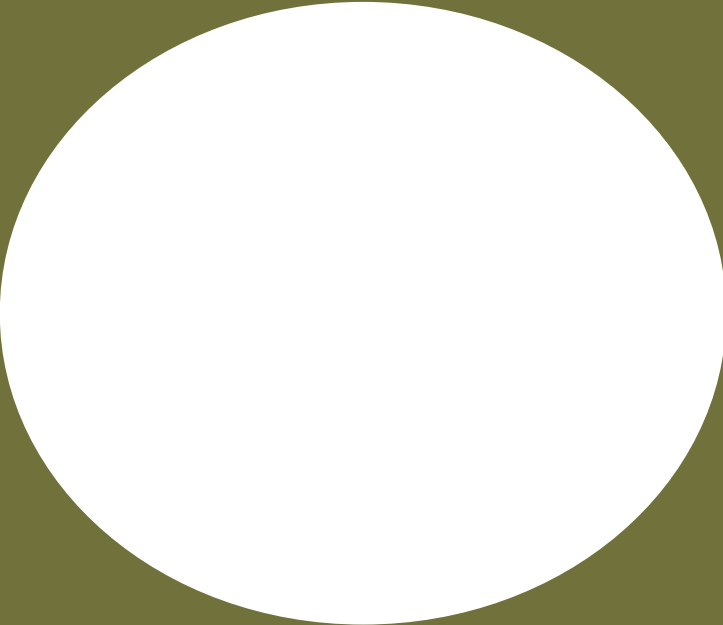


Color Palette

Logo

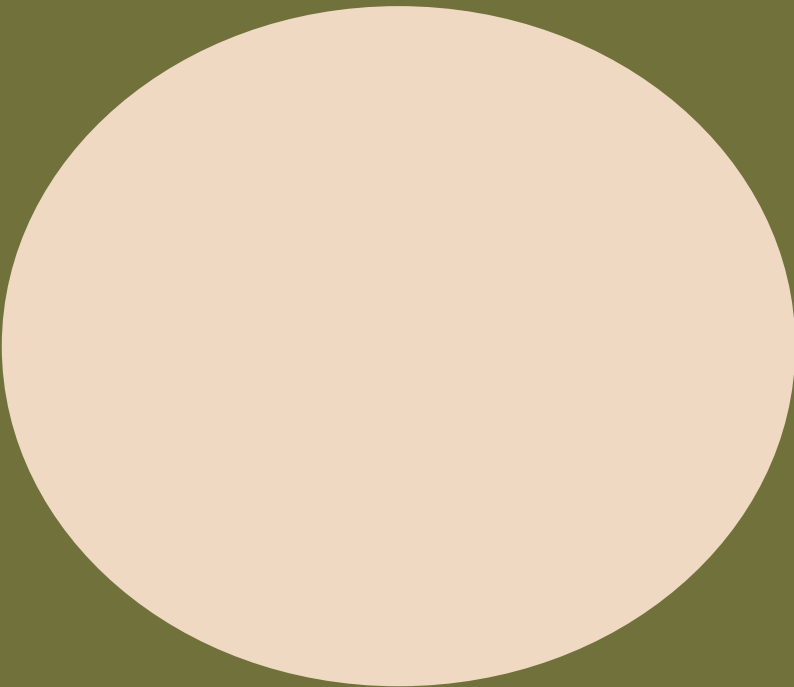


#a442f

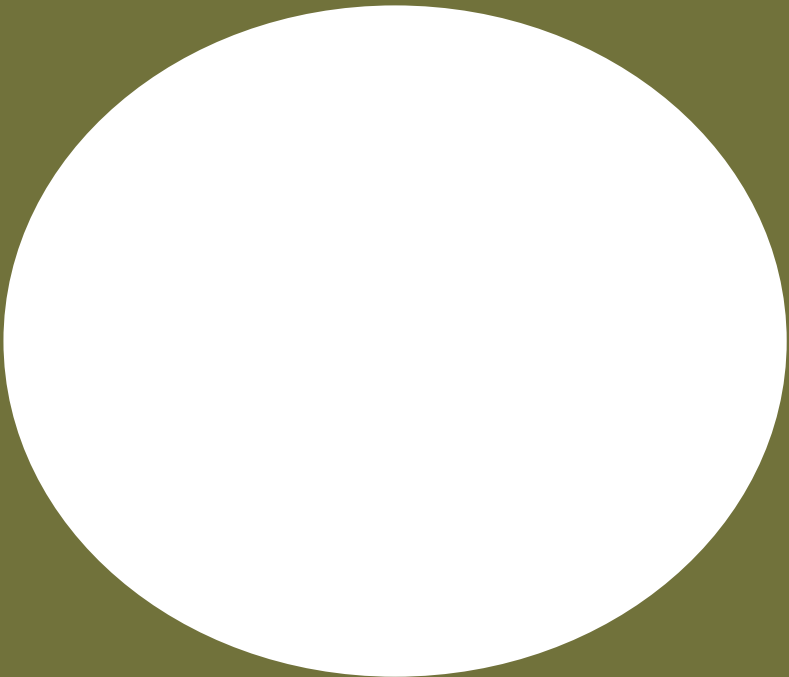


#ffffff

Site



#f0d9c2



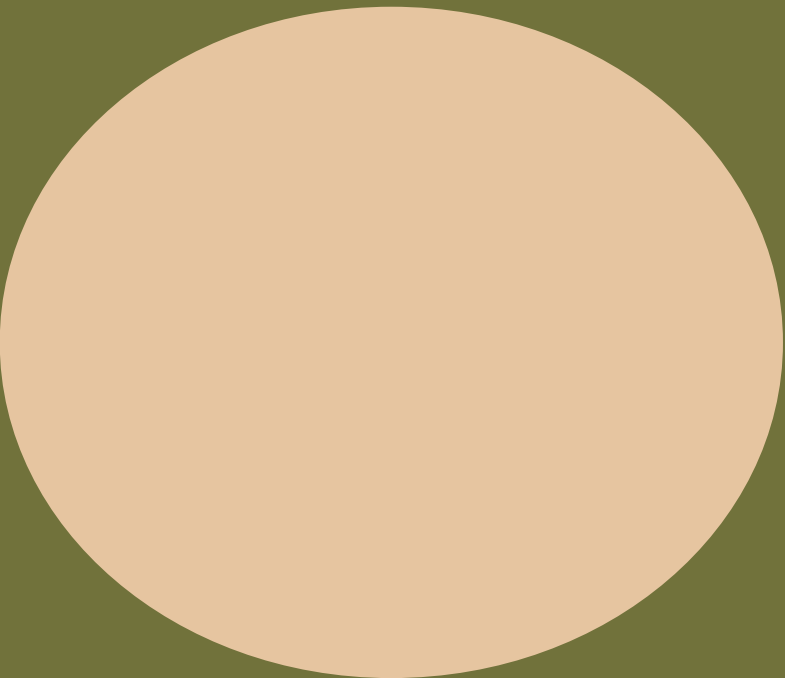
#ffffff



#a442f



#3a2825



#e6c5a0

Typography

The fonts that were chosen were Baskerville Old Face (regular) and LTC Broadway(regular). Both of them from Adobe Fonts. The baskerville font is generally used for smaller words that don't need to grab as much attention. LTC Broadway is genrally used for other pages that may be accesed and is also used in the logo itself. It can be used for bigger attention-grabbing text.

Baskerville
Old Face

AaBbCc

Lorem ipsum

LTC Broadway

Regular

AaBbCc

Lorem ipsum

Engraved

AaBbCc

Logo Treatment

This is the logo for this brand which consists of certain colors and rounded shapes that are used within the design itself. The main logo should be for lighter backgrounds whereas the secondary should be used for darker backgrounds.

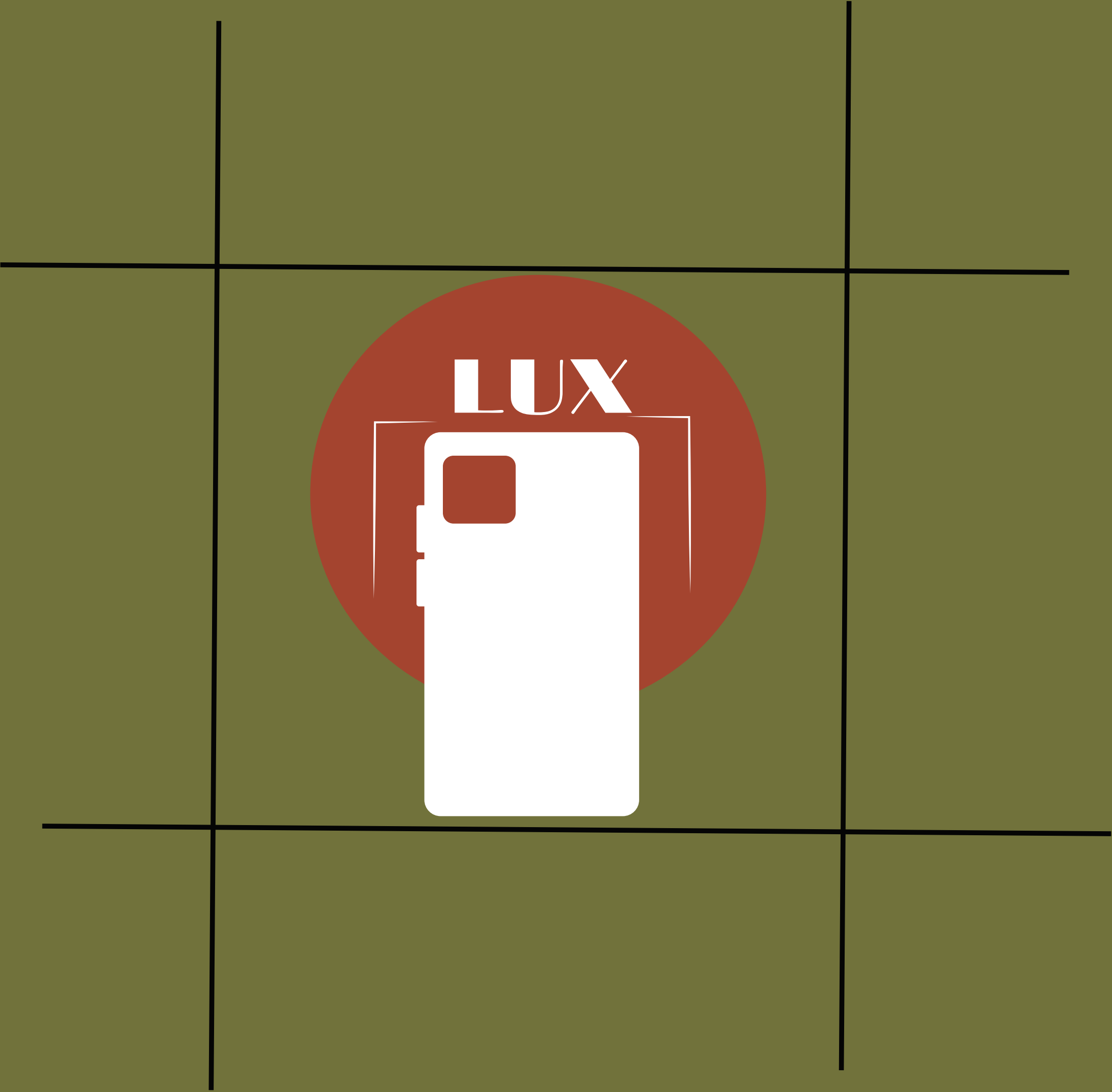
Main



Secondary



Spacing



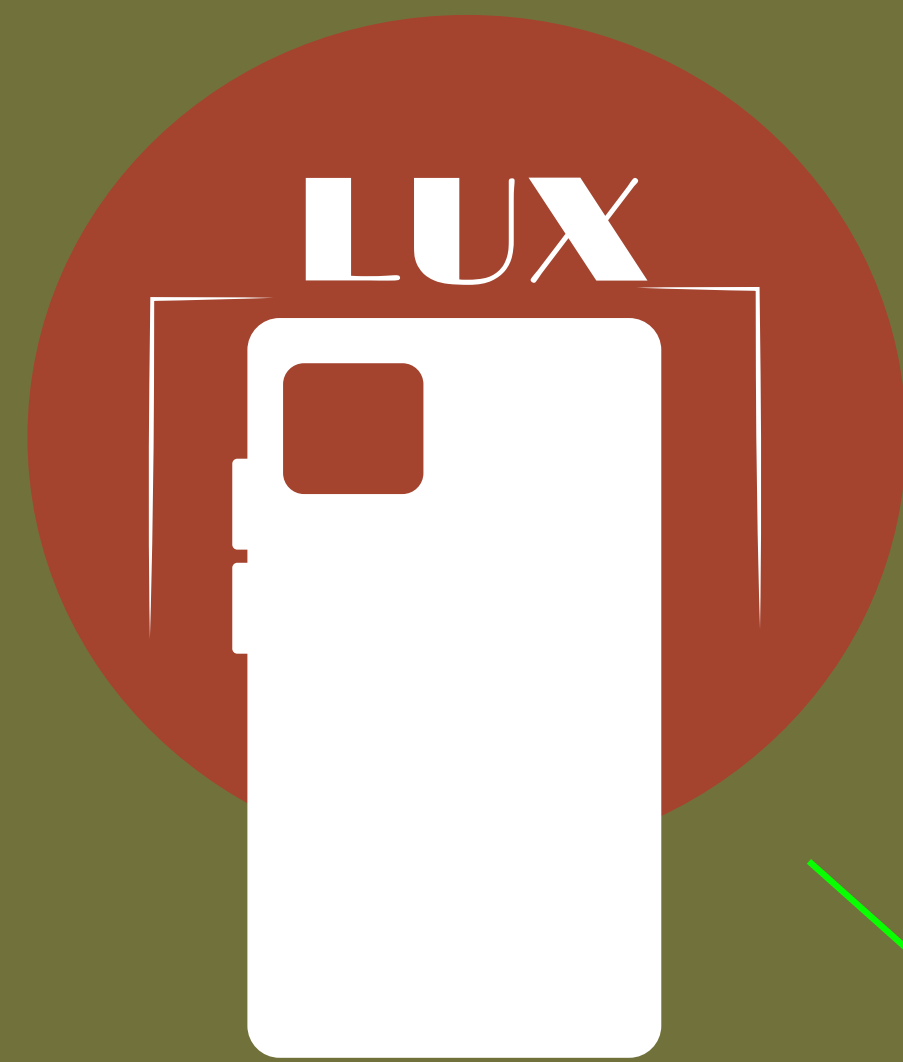
Site elements

Assesst Rules

Many of the sites elements consists of very rounded shapes all around the site
But a main rule for the logo is to keep it in it's orginal form.



Do not go outside of our color palette or font that is chosen



Orginal



No Stretching



Don't misplace the name of the brand

Please keep the logo as it is and the secondary version has the same rules applied as well!