

BLUE WHALE



AULA MUSEU
IES JOAN RAMIS

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CFGS DAW 24-25

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Brand and Logo

This website will be based on a blog and articles especially focused on everything related to the discovery of the blue whale at IES JOAN RAMIS I RAMIS.

We will have both a light and dark version



Light Version

Dark Version



Typography

Source to use:

The font for the web page will be “Changa”. The font is free and can be obtained at Google Fonts.

Medium 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789¿?()".;

Regular 400

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789¿?()".;

Bold 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789¿?()".;

Text size:

The text size on the web page will be 12px

Other sizes for the website are:

h1: 32px

h2: 24px

h3: 18px

Colour Palette

Although a color palette will be used for the web page, for the text, a blue color will be used.
For the page itself, the color palette seen below will be used:

Text color: #000000

Child Elements or Buttons: #64A0BA

Header will resemble the color: #395C6B

Body will resemble the color: #B5E1D9

Footer will resemble the color: #395C6B



Structure and Spacing Rules

This will be a website where the necessary information about the discovery of the blue whale at the IES Joan Ramis i Ramis will be provided, giving the right information in each section that will be available.

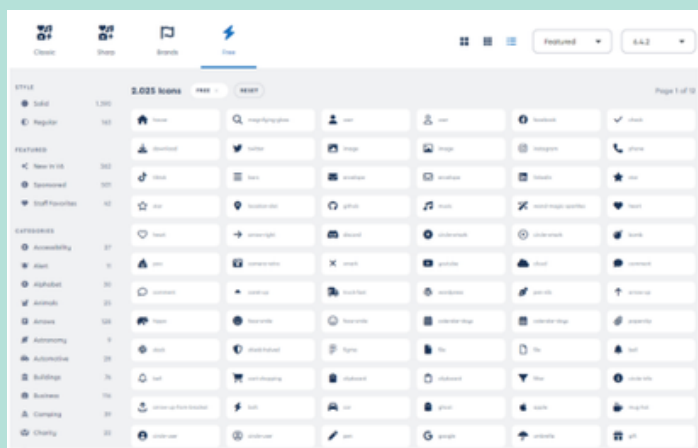
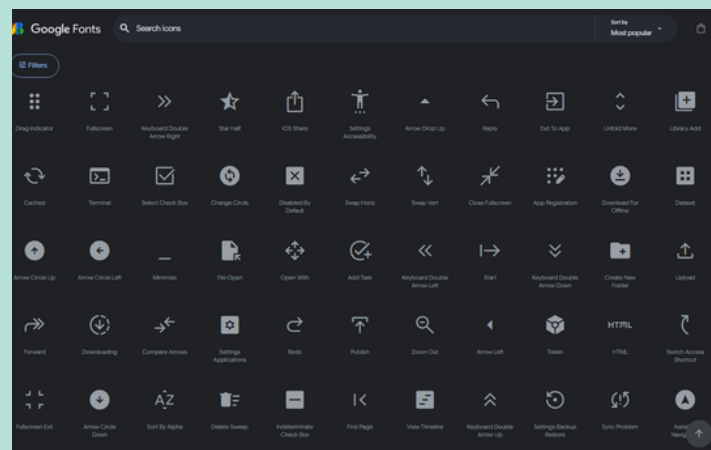


The website will be minimalist so that the user, upon entering the page, does not receive a lot of information at once, it will show various images and some text either with the F or Z pattern.

Icons

For icon usability, a set of Font Awesome icons and Google icons will be used. A free collection of icons, they do not lose resolution when changing size and also have the option to apply any color.

Google Icons



Font Awesome

Guidelines Illustrations / Images

High quality images of appropriate resolution will be used that reflect the brand identity. The photos will be natural, avoiding generic stock images whenever possible and preferably using images that have a color palette in line with the site's colors.

Image Ratios

Different types of images will be used for the website, some of them will be the following:

- **16:9 (Banners / Hero Images):** For large images at the top of the pages (banner or hero images). This format will be used to highlight visual content that fills the entire width of the site.
- **1:1 (Profile or Thumbnail Pictures):** A square format (1:1) will be used for profile photos, team images or thumbnails of products or articles.

4:3 (Content Images): This format will be used for images that accompany the content of articles, blog posts, or galleries, where both horizontal and vertical will be used.

Interface Elements

News Button



- Color Button: #64A0BA
- Border Radius: 42px
- Padding: 15px 22px
- Text Size: 24px

Modifie Button

Modifie

- Color Button: #64A0BA
- Border Radius: 30px
- Padding: 20px 40px
- Text Size: 18px

Login Button

Login

- Color Button: #64A0BA
- Border Radius: 30px
- Padding: 20px 40px
- Text Size: 18px

Create Button

CREATE

- Color Button: #64A0BA
- Border Radius: 30px
- Padding: 20px 40px
- Text Size: 18px

Delete Button

Delete

- Color Button: #64A0BA
- Border Radius: 30px
- Padding: 20px 40px
- Text Size: 18px