

Quatro Menswear

Style Guide & Design of E-Commerce Website

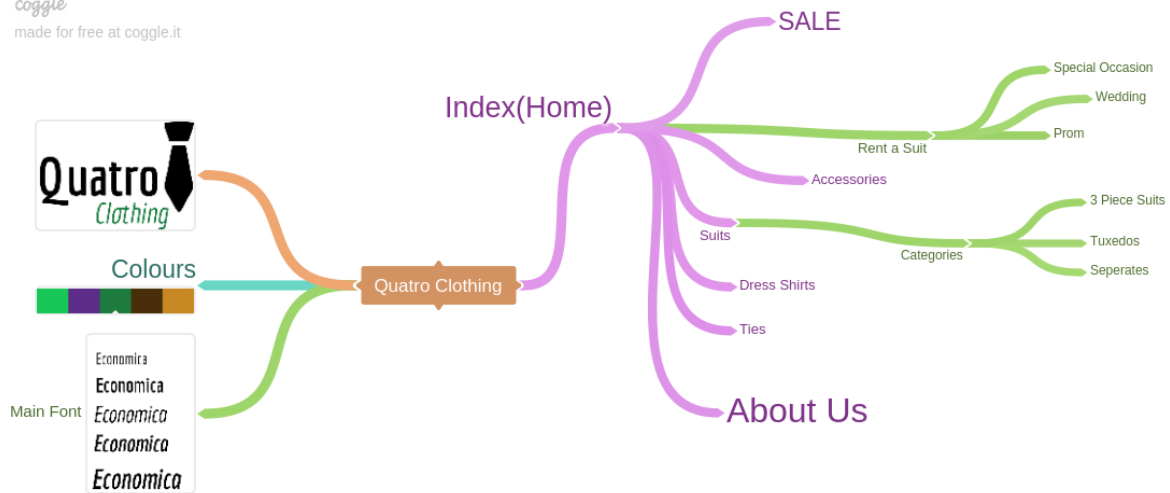
Designer: Arienne Johnson

Quatro is a designer menswear retailer, with a store located in Toronto and a fully functioning e-commerce site. Clients are required to go for a fitting before purchasing all tuxedos, or three piece suits, however other items are available to be shipped.

The **style** we are trying to convey here at Quatro is classic, sophisticated and mature. We are staying with the original colour scheme, but changing the order/layout of where the colours go. We simplified the logo to keep the look consistent, and removed one colour from that particular logo. The goal is to target men 30 years old and up, by creating a classy yet still mature look in the website and all their designs.

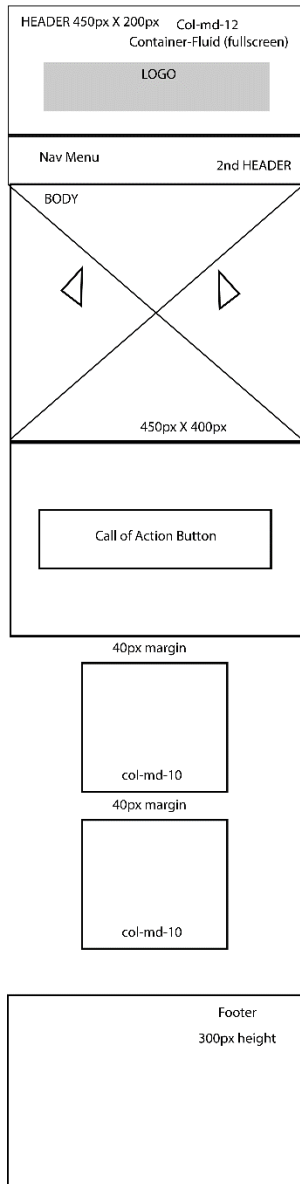
Mind Map - Quatro's Website

coggle
made for free at coggle.it

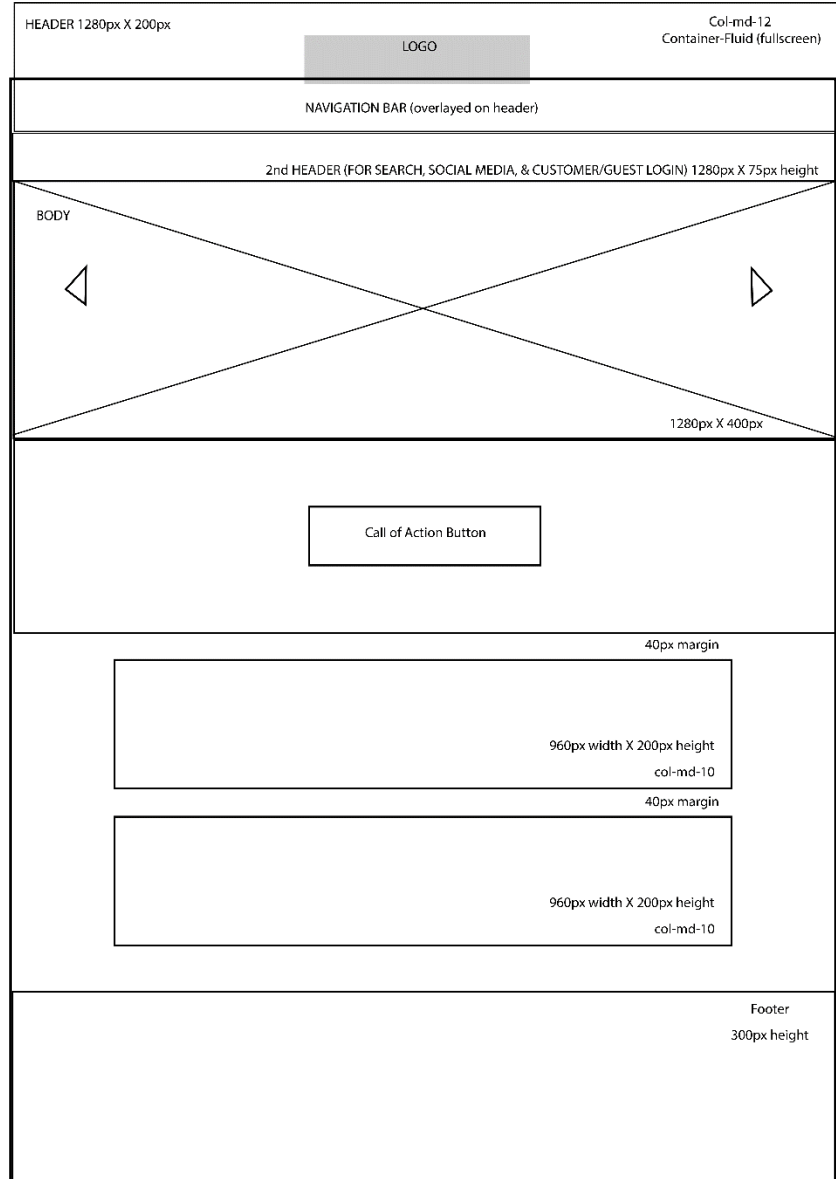


Wireframe - Home Page

Mobile

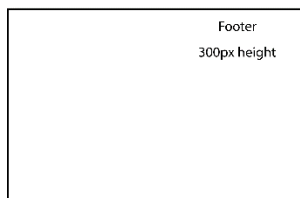
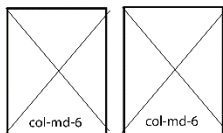
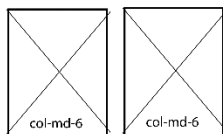
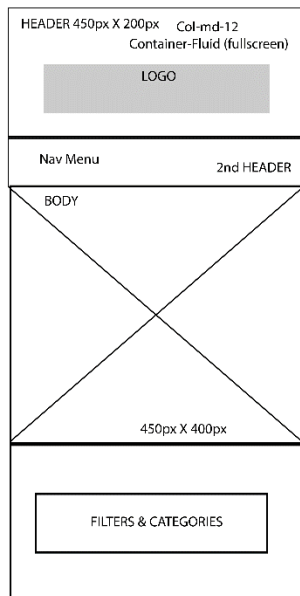


Desktop

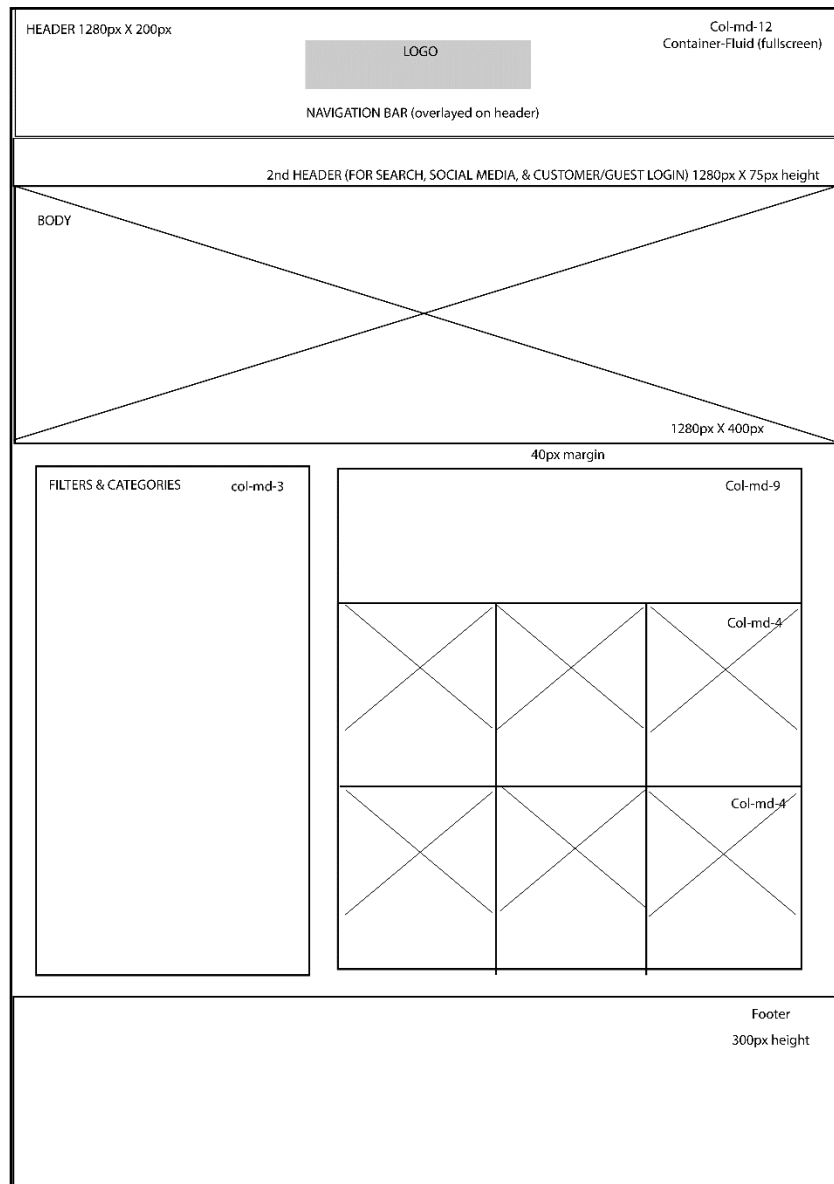


Wireframe – List of Products Page

Mobile

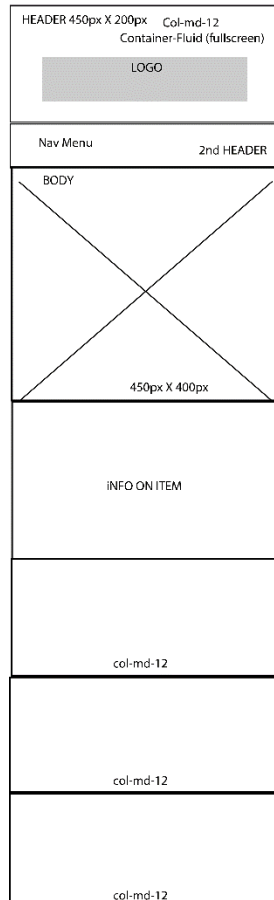


Desktop

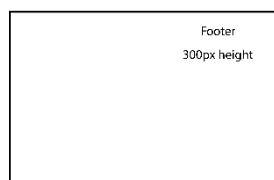
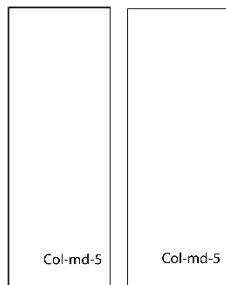


Wireframe – Individual Product Page

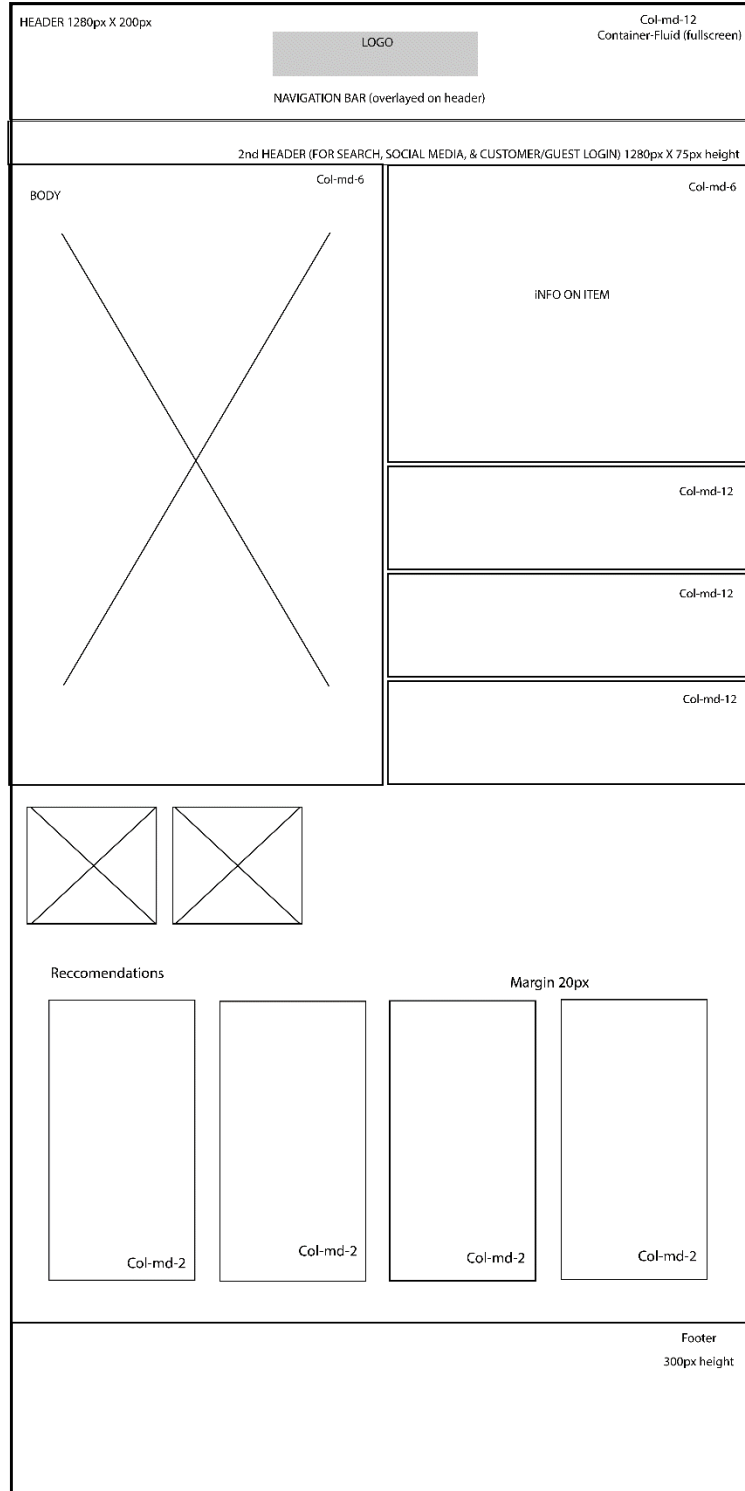
Mobile



Reccomendations

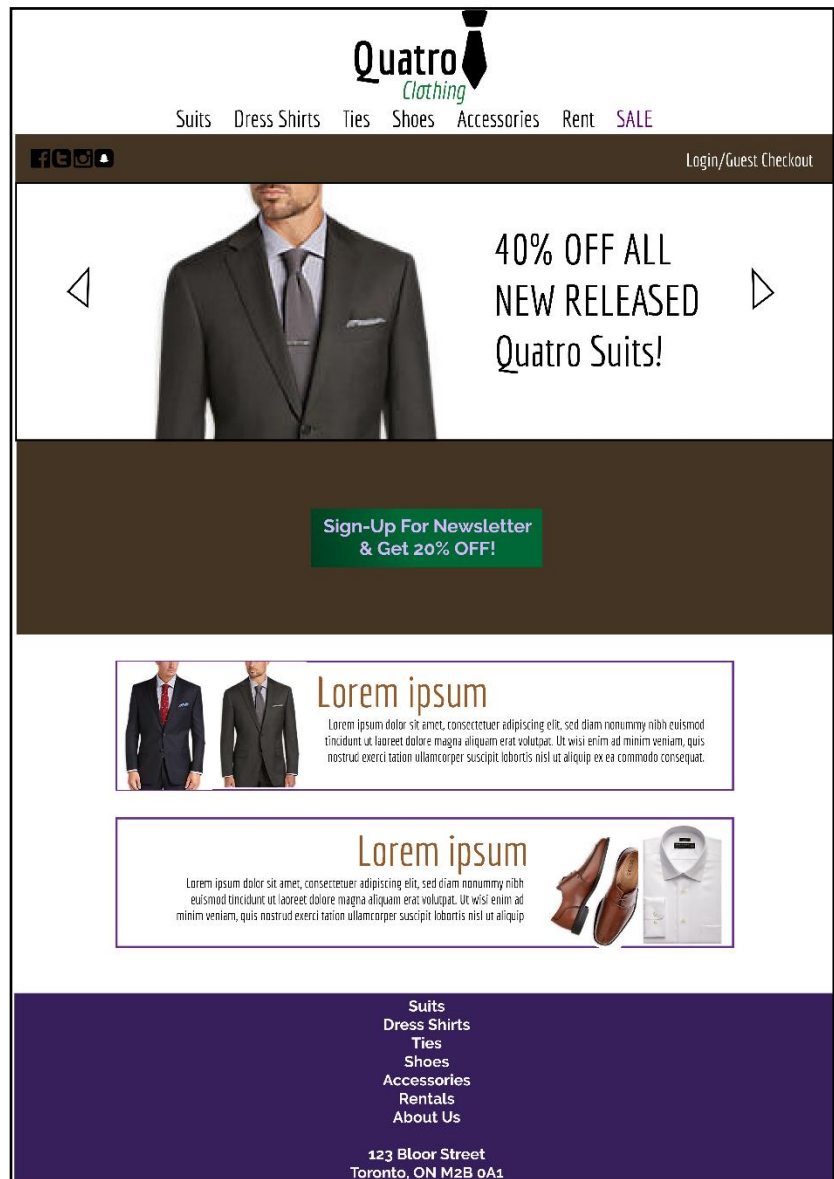
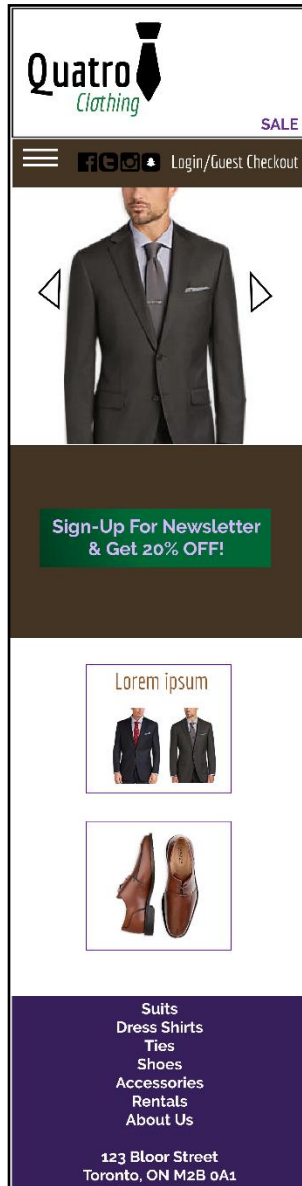


Desktop



Final Webpages Design

Home Page



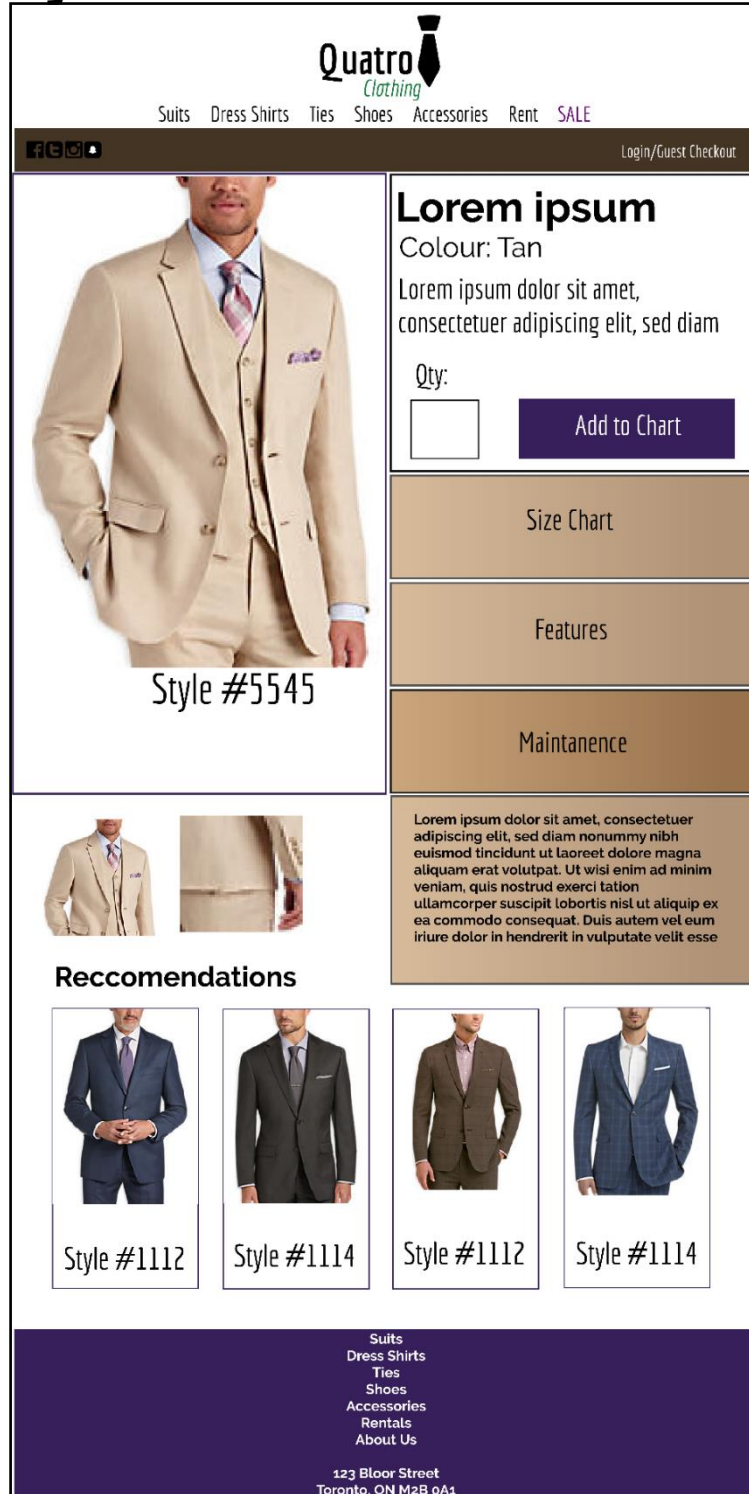
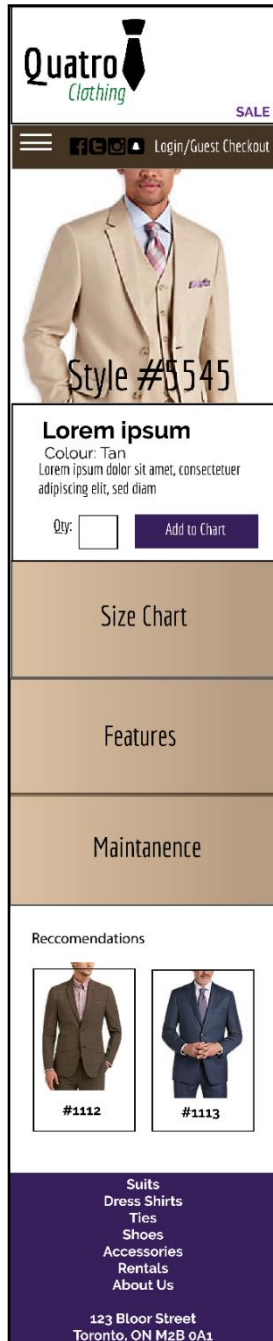
Final Webpages Design

List of Products



Final Webpages Design

Individual Product Page



Elements & Features in Webpages

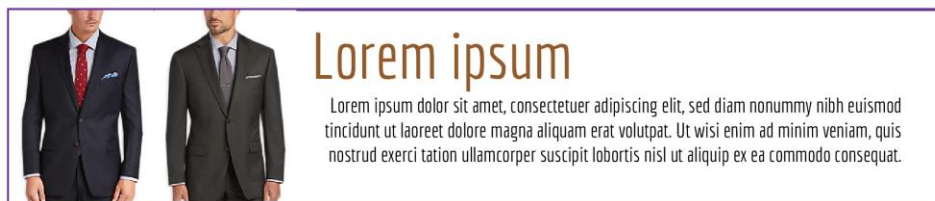
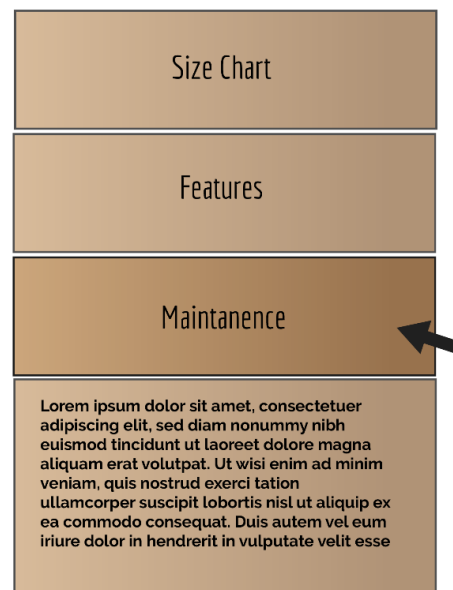
Carousel Slider – jQuery



Hover changes – CSS3 Animations

Sign-Up For Newsletter
& Get 20% OFF!

Sign-Up For Newsletter
& Get 20% OFF!



Style Guide Composition

Company: Quarto (Menswear)

Commerce Type: Men's Suits and Formal Retailer

Target: Men ages 30+

Colour Palette

Keeping the colours similar to the original, and still classic to menswear.



Hex Codes

| | | | |
|-------|--------|-----|-----|
| RGB | 25 | 199 | 86 |
| HEX | 19C756 | | |
| RGB | 92 | 44 | 136 |
| HEX | 5C2C88 | | |
| ▶ RGB | 28 | 123 | 61 |
| HEX | 1C783D | | |
| RGB | 72 | 47 | 9 |
| HEX | 482F09 | | |
| RGB | 199 | 135 | 35 |
| HEX | C78723 | | |

Typography

Typefaces used

Raleway

Economica

Times New Roman

Fonts

Raleway 14pt Regular

Raleway 14pt Bold

Economica 14pt Regular

Economica 14pt Bold

Times New Roman 14pt Regular

Times New Roman 14pt Bold

Example of Economica Typeface

Economica

Economica

Economica

Economica

Economica

Logo

Logos (variations)



Quatro Logo

Final

