



Design Specification

PORTFOLIO WEBSITE

Brand Identity



WILLIAM KWAN

CRAFTING IDEAS INTO REALITY

Design Framework

Key Design Elements

Layout

Graphics

Typography

Assests

Branding

Persona

Layout

Use design patterns

Margins

Columns

Padding



Graphics

Resolutions

Saturations

Size

Edges

Min. Resolutions

Saturation
Temperature
Contrast

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Sizing

Edges & Padding

Typography

Sans Types

Proportions

Alignments

Largest – Smallest

Grouping

Font-Family

Weight
Distribution

Sizing

Line-
Heights

Padding

Assets

Digital Assets Collections

Logo

Captions

Images

Videos

Background
Graphics