

## RESEARCH DOCUMENT

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# BRAND STYLE GUIDE

2023

LIBRARY RESEARCH

PORTFOLIO

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## WHY?

Consistent branding contributes to a cohesive and professional appearance, thereby fostering a better user experience.

I chose a vintage botanic garden vibe for my portfolio because it is unique, timeless, versatile, and conveys a sense of professionalism and sophistication.

It is unique and eye-catching. A vintage botanic garden vibe is not as common as other design choices, such as a minimalist or modern look. This can make my portfolio stand out from the crowd and grab the attention of potential employers.

It is a timeless and classic style. Vintage design is always in fashion, and a botanic garden theme is both elegant and natural. This means that my portfolio will still look good even years down the road.

It is versatile and adaptable. A vintage botanic garden vibe can be used to create a variety of different looks, from traditional to whimsical. This flexibility makes it a good choice for portfolios of all kinds, whether I am a graphic designer, web designer, or artist.

It conveys a sense of professionalism and sophistication. A well-designed vintage botanic garden portfolio shows that I am creative, detail-oriented, and have a good eye for design. This can make a positive impression on potential employers and help me land my dream job.

I also chose this vibe because I personally love it. It is something that I am passionate about and that I feel reflects my personality. I believe that this passion will come through in my portfolio and make it even more effective.

Why in short:

- To create a more visually appealing and engaging website.
- To highlight the most important information on my website.
- To create a more unified and cohesive design.
- To make my website more unique and memorable.

# PROCESS

The journey of creating my book website took an unexpected turn, guided by valuable feedback and thoughtful considerations. Initially inspired by the idea of a full-page flipping effect, I envisioned a unique reading experience.



However, upon sharing the concept with my friends, they raised concerns about potential disruptions to the user's flow. Taking their advice to heart, I decided to pivot towards a classic magazine feel, aiming to maintain a balance between uniqueness and user-friendly functionality. The vintage vibe emerged as the perfect compromise, blending modern design with a touch of nostalgia. The brand style guide became my compass, shaping the initial prototype.

As I sought more feedback, suggestions surfaced for side-scrolling and a more familiar navigation structure. Integrating these ideas, the design evolved, striking a harmonious balance between innovation and usability.

During the search for free-to-use images, I stumbled upon captivating black and white visuals that sparked a significant shift in the website's aesthetic. Embracing this change, I adapted my portfolio to align with the newfound theme, infusing the site with a timeless and elegant essence.



The decision to move away from the book and magazine vibes was not solely driven by aesthetic preferences but also informed by user testing. Acknowledging the importance of user experience, I embraced a newspaper-inspired layout. This shift was influenced by insights gained through testing, ensuring that the website caters to the preferences and expectations of its audience.

In the end, this journey of exploration and adaptation led to a unique amalgamation of vintage aesthetics, modern functionality, and a user-friendly interface. The iterative process not only honed the visual appeal but also reinforced the importance of balancing creativity with practicality in web design.



# PROCESS

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# Megin

Portfolio website

Choosing Space Mono for a newspaper website is a smart decision for several reasons. Its monospaced design enhances readability for long-form content, aligning well with the traditional newspaper format. The font's timeless and distinctive aesthetic blends a classic feel with modernity, creating a unique visual identity. Additionally, Space Mono is web-safe, ensuring consistency across platforms, and its versatility makes it suitable for both headings and body text. As an open-source font, it's accessible and practical, making it an excellent choice for a well-balanced and engaging newspaper website.

Aa Space mono  
Header Font

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A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

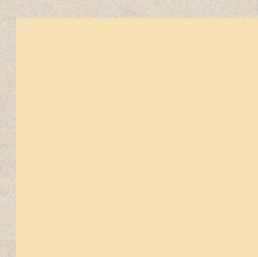
## Color Palette



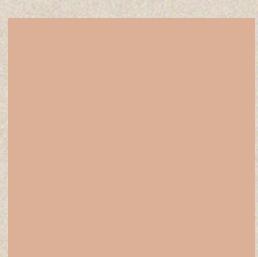
#A3A483



#DFD8BC



#F6DFB1



#DCB097



#CF778D

# CONCLUSION

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In conclusion, the design process for the website has been a dynamic journey marked by thoughtful iteration and user-centered adjustments. Starting with the ambition of a full-page flipping effect, feedback guided a shift towards a classic magazine feel. Through collaboration and adaptability, the design evolved into a vintage-inspired layout, complemented by the timeless elegance of black and white imagery.

The choice of Space Mono as the font not only enhances readability with its monospaced design but also contributes to a distinctive and versatile typographic style. Balancing tradition with modernity, the website now offers a unique visual identity that aligns seamlessly with the expectations of its audience.

User testing played a pivotal role, prompting the transition from a book and magazine vibe to a newspaper layout, prioritizing user experience. This shift ensures that the website not only captivates with its aesthetics but also facilitates an intuitive and familiar reading experience.

In essence, the design process has been a harmonious blend of creativity and practicality, resulting in a website that not only captures attention but also caters to the needs and preferences of its users. This journey underscores the importance of adaptability, user feedback, and a keen understanding of the audience in the creation of a compelling and user-friendly online presence.