

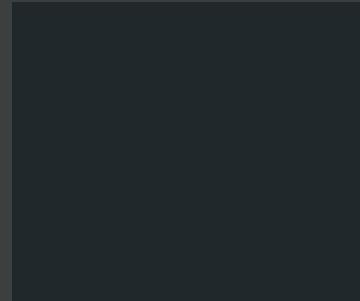
Visual Design Document

Colour Palette

In Our color palette we use the 60-30-10 Design rule, we use the Primary 60%, secondary 30% and the accent color 10%

Primary Color

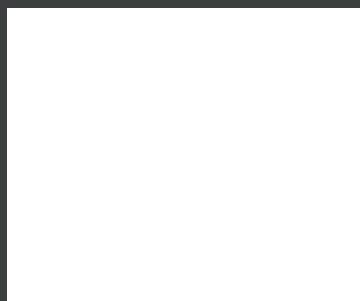
For our Primary colour we have chosen a dark grey. This sets a dark moody atmosphere which is what our brand is trying to achieve.



Name Dark Grey
Hex #20282B
RBG 32,40,43

Secondary Color

For our secondary colour we chose white. this goes nicely with our primary colour as they are different in contrast. This colour is mainly shown in our text which helps the text to stand out.



Name white
Hex #ffffff
RBG 255,255,255

Accent Color

For our accent colour we chose a red. Red is highly used in the hard rock community, it also displays passion, heat, activity, love and courage.



Name Red
Hex #E12929
RBG 225,41,41

Buttons and icons

Join our online community button



This button changes when users hover over it showing a dimmer red outline. this button takes users to our contact page where users can send us a message if they want to join the online community. this button radiates to grab user attention to click and join the online community.

Other buttons

Subscribe

Subscribe

FIND NEXT EVENT

FIND NEXT EVENT

These buttons change when users hover their mouse over them to display a transparent background. This grabs user attention to click on the button.

Social Media Icons



Our social media icons are the Instagram icon and Spotify icon. Our Instagram icon is used as its our main form of social media where users can follow, like, comment and interact with us.

Fonts

Font 1: Montserrat

Regular 400

4Rock is an online community website

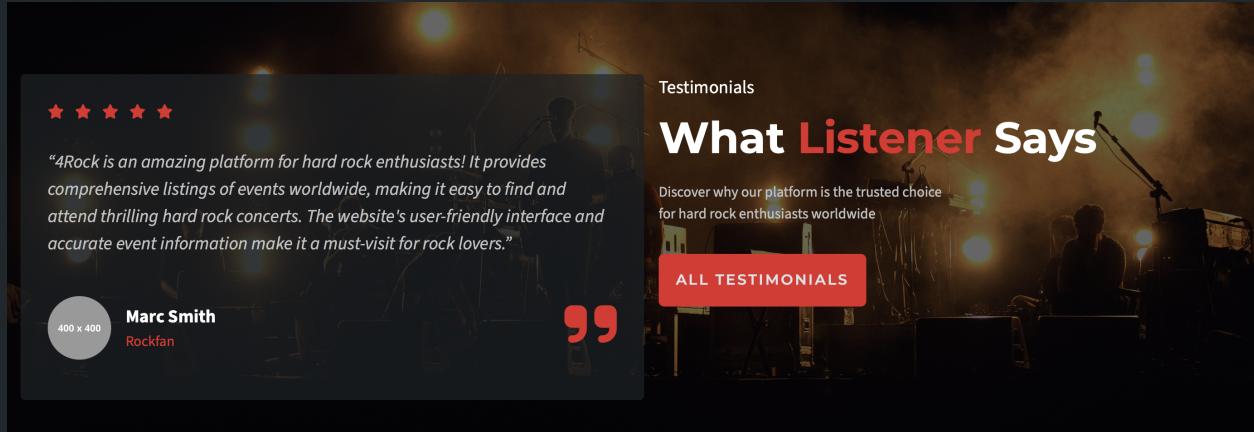
Font 2 : Source Sans 3

Regular 400

4Rock is an online community website

This was the font used in our website. its easy to read and we used different versions including bold and italics

Slider



In our website we placed a slider to show users what our other users say as well as comments from our team

Input fields

fill out form -
Contact us page

When users want to get in contact with us we have a fill out form where users can put in their name, email, subject and message.

Newsletter sign up

On home, about us and contact page users have the option of filling in their email to sign up for newsletter which contains all latest updates and information about upcoming events.