

Design Spec for Cloud9Walkers

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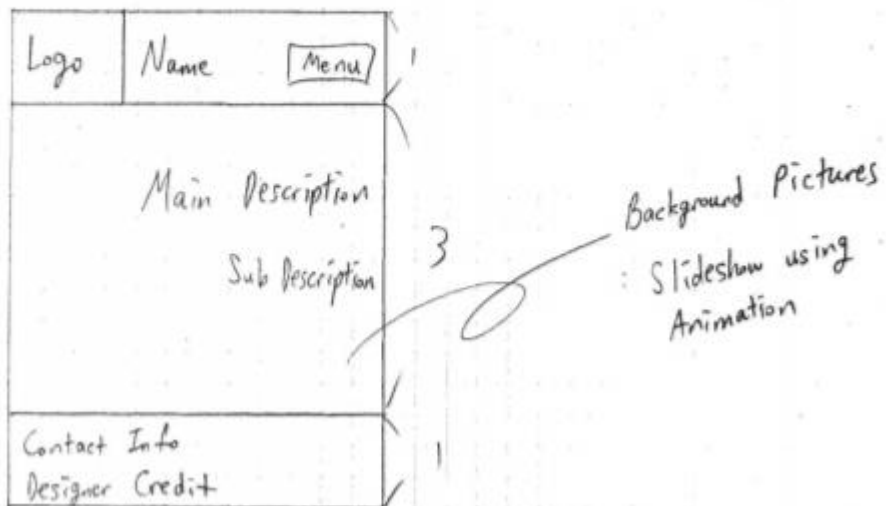
1. Summary

There will be 3 main themes to be conveyed in the new website for Cloud9Walkers. Cool breeze of walking through the clouds, friendliness, and trustworthiness. The first theme will be the focus of the design, as it could be seen from the original website that the owners of the business wanted it to stand out clear. This goal will be accomplished by using blue-toned colors throughout the website. The original background will also be used in the homepage for this purpose, but with much less opacity for delivery of texts. The other two ideas are also key aspects of the business. These will be delivered through fonts and pictures. Appropriate fonts and adequate number of pictures, in the right place, will help establish these virtues.

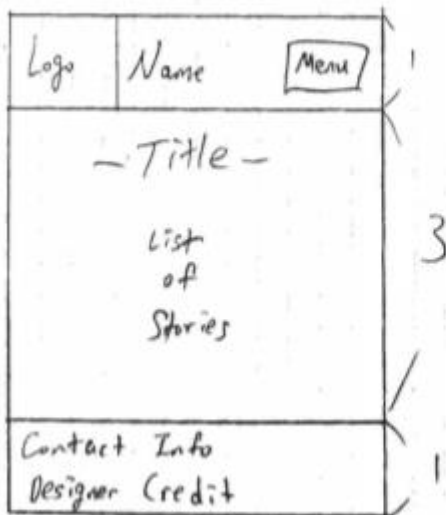
2. Layout

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a) Homepage Mobile View



b) Secondary Page Mobile View



c) Homepage Desktop View

Logo	Name	Navbar
<div> <div>Animation</div> <div>Slideshow in the Background</div> </div> <div> <div>Description</div> <div>description</div> </div>		
Info		Designer Credit

d) Secondary Page Desktop View

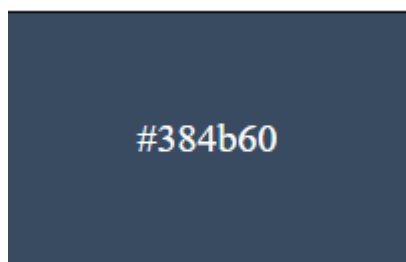
Logo	Name	Navbar
Title	<div> <div>List of</div> <div>Stories</div> </div>	
Picture		
Info		Designer Credit

3. Design Palette

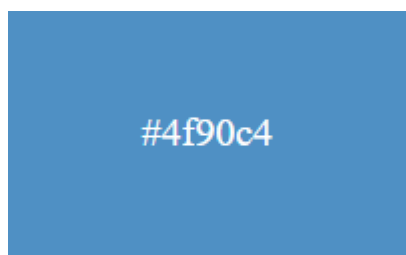
- a) Color Scheme : Colors with a blue hue are used to generate a walking-over-the-clouds feeling.



This color is not used often. It is used in the navbar for hover effects.



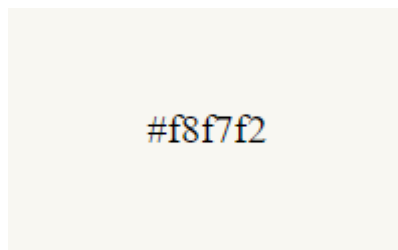
This color is used in the background of footer. It gives stability. It is also used in the background of navbar because it has good contrast with #bedafa and has a blue hue. Finally, it is used for texts in the secondary page instead of black to give a more friendly feeling.



This color is used in the navbar for hover effects. It is also used for the title in the secondary page. Together with the handwriting font, it gives a soft, cool, and friendly vibe.

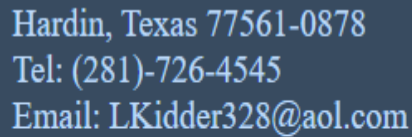


This color gives the sky blue cool breeze. It is used in the background of header to gain attention, and texts in navbar and footer.

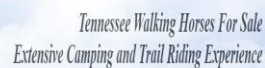


This color is used throughout the website instead of white. The slightly grayish color goes well with the pastel blues, and doesn't hurt the eyes as much as pure white.

b) Fonts : Font sizes are modified slightly from default values to improve looks.

The logo for "Cloud 9 Walkers" features the text in a bold, rounded, sans-serif font. The letters are dark blue with a slight shadow effect, giving them a three-dimensional appearance. The background is a solid light blue.This block contains contact information in a light blue, sans-serif font. The text is left-aligned and includes a phone number, a telephone number, and an email address. The background is a solid dark blue.This block contains website credit in a light blue, sans-serif font. The text is left-aligned and includes the name of the designer and a link to a design specification. The background is a solid dark blue.The logo for "Horse Stories" features the text in a light blue, cursive script font. The letters are elegant and flowing, with a slight shadow effect. The background is a solid light blue.

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- This block contains a list of eight horse stories in a light blue, sans-serif font. The list is left-aligned and includes a numbered list of titles. The background is a solid light blue.

The logo for "A Texas/National Gaited Horse Experience" features the text in a black, serif font. The letters are bold and slightly shadowed, giving them a three-dimensional appearance. The background is a solid light blue.This block contains text in a black, serif font. The text is left-aligned and includes the name of the business and a description of the services offered. The background is a solid light blue.

The main title, h1, uses the font "Luckiest Guy". The round and bold font delivers friendliness and trustworthiness.

The footer uses Times New Roman. This shows professionalism.

H2 in the secondary page uses "Amatic SC". This amiable font makes the reader think as if their own grandmother is telling them stories.

The list elements in the secondary page uses "Manrope". This is also a font that suits stories. This font is also used in the navigation, because we want the users to find the navigation friendly.

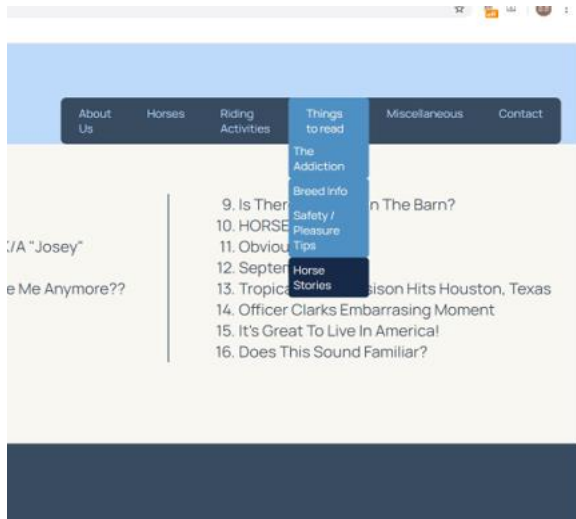
Times New Roman is used for descriptions of the site in the homepage. This is intentionally done to look like a newspaper headline in order to enhance trustworthiness in the website.

c) Buttons

There are no buttons in the two pages.

d) Hover Actions

The cursor will always change to a pointer in case of a hover action to help users. Items of the navbar change colors as well.



e) Other examples

- (1) The borders of navbars are slightly rounded to deliver a softer look.
- (2) The homepage will use an animation to alter the background pictures.

