

# DEMOPETS

## STYLE GUIDE



Hi there! I'm Sammi the Kidh! Welcome to the **Demopets Style Guide**. Here you'll find information on logos, color, typography, button styles, and more! We strive for our website to look **bouncy**, **colorful**, and **exciting**, all while showcasing top design standards. Feel free to take a look around and see what we're all about!

## PRIMARY PERSONA

### Heather



"All I want is to stay at home with my laptop and a good fantasy book."

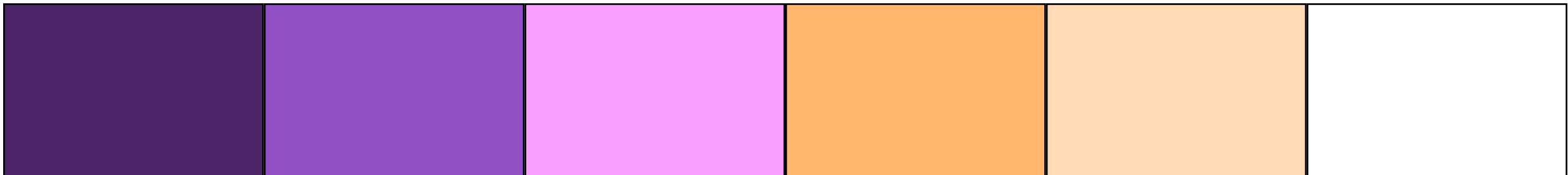
#### About:

- Female
- 16 years old
- High school student (no job/income)
- Wants to become a fiction author
- Bright and cheery but introverted

#### Likes and dislikes:

- Enjoys reading and writing long stories
- Loves spending time alone
- Dislikes spending free time on things that require a lot of effort

## COLOR



#4C2569; rgb(76, 37, 105); dark purple
#9250C5; rgb(146, 80, 197); purple
#F99FFF; rgb(249, 159, 255); magenta
#FFB56C; rgb(255, 181, 108); light gold
#FFDAB6; rgb(255, 218, 182); sand
#FFFFFF; rgb(255, 255, 255); white

Demopets is bright, bold, and fun. Purples and golds bring fantasy to life and complement each other in a way that catches the user's eye, while avoiding being overly distracting by using a full yellow.

Note that dark purple (#4C2569) is meant to be used solely for text and shadow effects, and not for main imagery. The purple (#9250C5), magenta (#F99FFF), light gold (#FFB56C), and sand (#FFDAB6) colors are the main colors of the site theme and logos, with white remaining as an accent color and as the main color of backgrounds throughout the site. Most content should have a white background with one of the main four colors as an outline. The only exceptions where white is used as the font color on a darker background are the navigation and pop ups for logging/signing in.

As the site develops other color schemes may be used for varying site themes, but the colors shown here will always be used for the base site for new visitors and for any other branding purposes. The site name/logo should always be displayed in one of the below color schemes on any and all materials, social media posts, updates, etc.

Color use should not be overly uniform but instead each page should include a variety of the available swatches. There are currently no set specifications on which color should be used where when it comes to the contents of a page as far as borders, buttons, icons, links, etc. However, the top logo, hamburger icon, and menu should all be purple (with the purple/magenta logo) rather than the light gold.

## TYPOGRAPHY