

**C H R I S T O P H E R  
P O R T F O L I O !**

**STYLE   GUIDE**

# PURPOSE STATEMENT

**I AM AN ASPIRING ANIMATOR AND DESIGNER. I WANT THIS WEBSITE TO SHOWCASE MY ART AND TO FIND POSSIBLE CUSTOMERS/COMPANIES THAT I COULD WORK FOR. MY GOAL IS TO WORK IN THE ANIMATION OR DESIGN INDUSTRIES, AND I BELIEVE THAT THIS IS A CRUCIAL STEP TOWARDS ACHIEVING THESE GOALS.**

# AUDIENCE

**AS STATED IN THE LAST SLIDE, THIS IS A WEBSITE TO MARKET AND PROMOTE MY ART TO POSSIBLE CLIENTS OR EXECUTIVES WILLING TO HIRE ME. THERE IS NOT A SPECIFIC AGE RANGE THAT CAN BE MOST CATERED TO HERE, THIS CAN BE USED BY PEOPLE OF ALL AGES.**

# SITE GRID

CHRISTIANS  
PORTFOLIO!

CHARACTER DESIGN

ANIMATIONS

BRAND/LOGO DESIGN

ADOBEE ART

FAN ART



I WENT WITH A CHECKERBOARD LAYOUT AND I HAD THE IDEA OF HAVING EACH BUTTON FOR EVERY SECONDARY PAGE BE A DIFFERENT COLOR SQUARE IN THE CHECKERBOARD. EACH SECONDARY PAGE BEING A DIFFERENT GALLERY. THE ONLY DIFFERENT BUTTON IS THE DRAWING OF ME WHICH BRINGS YOU TO MY BIO AND EXPLAINS MY PURPOSE STATEMENT AND SKILLSET.

# COLOR PALETTE

**FFFFFF** 

**231F20** 

**FFD43A** 

**D9D9D9** 

**CEF8AC** 

**6F9CEA** 

**53B5F1** 

**ACD7F8** 

**53E6DC** 

**A652E6** 

**04A9FF** 

**0177FF** 

**FF3E3E** 

**FF7BE7** 

**F59B0A** 

**78FA95** 

**52E6DC** 

# TYPOGRAPHY

**RUBIK MONO ONE ,  
REGULAR , 51**

**RUBIK MONO ONE , REGULAR ,  
32**

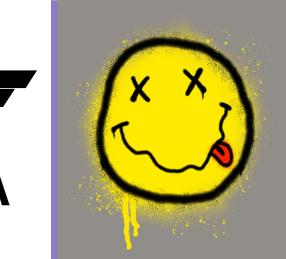
# LOGO TREATMENT



I MADE THIS LOGO IN ADOBE ILLUSTRATOR, AND I USED A COMBINATION OF THE ASPHALT, BLACK FONT, 32 WITH 622 TRACKING AND 1 KERNING. THE CHECKERED PATTERN BEHIND THE TEXT WAS MADE USING THE RECTANGLE TOOL IN ILLUSTRATOR.

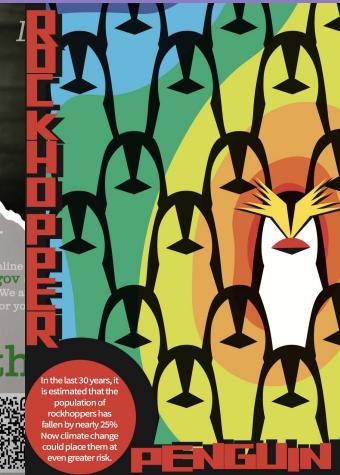
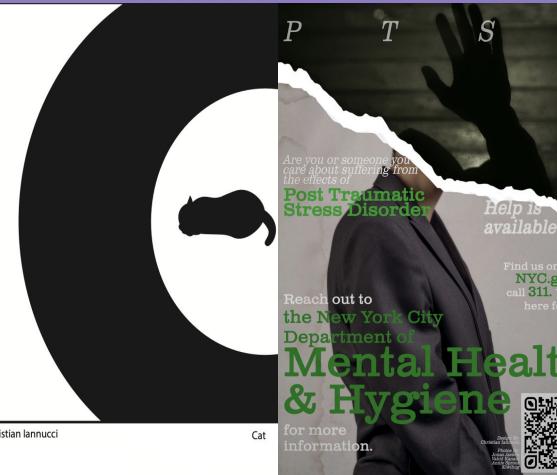
# SITE ELEMENTS

THE FOLLOWING VISUALS ARE NOT TO BE USED WITHOUT PERMISSION FROM MOZILLA.



Christian Iannucci

Cat



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