

Corporate Design (CD) for QR Gallery Homepage



1. Logo & Branding:

- **Logo Font:**
 - The logo font for the "QR GALLERY" uses a **modern sans-serif** typeface, providing a sleek and minimalistic look. It conveys a sense of technology and innovation, matching the concept of QR codes.
 - The camera icon in the logo reinforces the idea of a gallery and exploration.

2. Color Palette:

The color scheme reflects a professional yet vibrant aesthetic:

- **Primary Color (Dark Background):**
 - Hex: #111111 (Very Dark Gray)
 - This serves as the background color across the homepage, providing a sleek, modern, and tech-focused appearance.
- **Accent Colors:**
 - **Yellow:** Hex: #FFCC04 (Golden Yellow)
 - Used for the logo outline, button borders, and thin accents around certain elements.
 - **Purple:** Hex: #621CBF #AE83EC
 - Used for button borders (Sign Up, About Us) and QR code background.
 - **White:** Hex: #FFFFFF
 - Used for text to ensure contrast and readability on the dark background.

3. Typography:

- **Primary Font:**
 - **Font Family:** "Poppins" or similar sans-serif fonts such as "Roboto" or "Open Sans".
 - **Style:** Clean, geometric, and highly readable, emphasizing a modern and approachable tone for the website.
 - **Font Color:** White (#FFFFFF) for main text, ensuring clear visibility on the dark background.
- **Header Font:**
 - **Font Style:** The header fonts are bold versions of the primary font, emphasizing clarity and simplicity.
 - **Font Color:** Yellow (#FFCC04) for key elements, like the logo and action buttons (e.g., "Sign Up").

4. UI Components & Homepage Style:

- **Navigation Bar:**
 - **Buttons:** Rounded corner buttons ("About Us", "Sign Up") with a thin border in purple (#AE83E8) and yellow (#FFCC04). The contrast helps draw attention to these actions.
- **Interactive Section:**
 - **Swipe to Explore Panel:** Minimalist, featuring simple shapes and icons, promoting an intuitive UI.
 - The "Swipe to Explore" text is set in white to maintain visibility against the black background.
- **QR Code Section:**
 - **Call to Action:** The text "Unlock Your World, Scan to Connect!" is written in white and is slightly bolder than the rest of the content to stand out.
 - The QR code is centered in a golden-yellow outline box, with a purple background behind it. The design draws attention to it, encouraging interaction.

5. Footer:

- **Information Line:** Displays placeholder text, an email, and a website link using white text (#FFFFFF), separated by soft borders in purple, maintaining the branding consistency.
- **Font Style:** Simple sans-serif and Monsterrat, matching the rest of the homepage design, maintaining consistency with the brand.