

Website Branding Guidelines

1. Brand

- Brandi ju tregon klientëve për kompaninë tuaj.
- Brandi iu jep klientëve një histori për të ndjekur dhe një ndjenjë familjariteti kur ata dëgjojnë për emrin tuaj ose shohin logon tuaj.
- Webfaqet duhet të jenë të “personifikuara ose unike” pasi që i gjithë prezantimi i idesë apo kompanisë suaj gjendet brenda asaj webfaqe

2. Logo

- Fillimisht duhet të nisim punën me logon e projektit. Përcaktojmë paletën e ngjyrave dhe krijojmë logon tonë.
- Ngjyrat e përdorura në logo duhet të i përdorim vazhdimisht brenda projektit tonë pasi ato ngjyra na reprezentojnë.
- Zgjedhja e ngjyrave ka zanafillën e saj. Ka shumë teori dhe metodologji për përcaktimin e tyre

3. Ngjyrat

<h1>Blue</h1> <p>THE COLOR OF TRUST. BLUE, THE SHADE OF THE SEA AND THE SKY, IS THOUGHT TO INDUCE CALM AND CONVEY SERENITY AND PEACE. THE POPULAR COLOR INSTILS CONFIDENCE AND INSPIRES FEELINGS OF LOYALTY, INTEGRITY AND RESPONSIBILITY. COOL BLUE IS CONSERVATIVE AND CAN ALSO BE PERCEIVED AS ALOOF.</p> <p>WAVELENGTH 490 - 450 nm</p>		EMOTION TRUST RESPONSIBILITY HONESTY LOYALTY INNER SECURITY	
		USED TO REDUCE STRESS CREATE CALMNESS RELAX SECURE CREATE ORDER	
		INDUSTRY SECURITY FINANCE TECHNOLOGY HEALTH CARE ACCOUNTING	
DENIM #131E3A	PRUSSIAN #003151	YALE #0E4C92	STEEL #4682B4
			SKY #95C8D8

Brown

THE COLOR OF THE EARTH. STABILITY AND A SOLID FOUNDATION IS THE MESSAGE THAT EMANATES FROM THE COLOR BROWN. THIS COLOR RELATES TO THINGS THAT ARE NATURAL AND SIMPLE. BROWN IS THOUGHT TO BE DULL, BUT IS RELIABLE AND WHOLE-SOME. ALTHOUGH FRUGAL AND UNSOPHISTICATED, BROWN IS A COLOR OF SAFETY AND CONFIDENCE.

WAVELENGTH 585 - 620 nm

EMOTION

RELIABILITY
STABILITY
HONESTY
COMFORT
NATURAL

USED TO

STABILIZE
IMPLY COMMON SENSE
SUPPRESS EMOTIONS
CREATE WARMTH

INDUSTRY

AGRICULTURE
CONSTRUCTION
TRANSPORTATION
LEGAL
FOOD

BRUNETTE
#3A1F04

CINNAMON
#622A0F

CARAMEL
#613613

RUSSET
#7F461B

TORTILLA
#997950

Gray

THE COLOR OF COMPROMISE. GREY IS CONSIDERED TO BE AN UNEMOTIONAL, DETACHED COLOR SEEKING TO AVOID ATTENTION. IT CONVEYS GLOOM AND DEPRESSION. VERY CONSERVATIVE, GREY HAS A STABILIZING EFFECT AS IT IS VERY NEUTRAL, BUT CAN ALSO CONJURE UP FEELINGS OF FRUSTRATION. GREY IS LINKED WITH MATURITY AND PROTECTION.

EMOTION

NEUTRAL
PRACTICAL
CONSERVATIVE
FORMAL
QUIET

USED TO

DEPRESS ENERGY
ASSOCIATE TIMELESS
COMMUNICATE
MATURATION

INDUSTRY

ALL INDUSTRIES
* MOSTLY USED IN
COMBINATION WITH
OTHER COLORS

STEEL
#777B7E

LAVA
#808588

SEAL
#818380

PEWTER
#999DA0

RHINO
#B9BBB6

Green

THE COLOR OF GROWTH AND HEALTH. THINK OF NATURE AND SEE GREEN IN ALL ITS GLORY EXPRESSING RENEWAL AND LIFE. GREEN HAS A STRONG ASSOCIATION AS A REFRESHING AND PEACEFUL COLOR. IT EVOKES FEELING OF ABUNDANCE AND A PLENTIFUL ENVIRONMENT WHILE PROVIDING A RESTFUL AND SECURE FEELING.

WAVELENGTH 560 - 520 nm

EMOTION

SAFETY
HARMONY
STABILITY
RELIABILITY
BALANCE

USED TO

RELAX
BALANCE
REVITALIZE
ENCOURAGE
POSSESS

INDUSTRY

ENVIRONMENT
BANKING
REAL ESTATE
FARMING
NON PROFIT

SACRAMENTO
#043927

FOREST
#0B6623

SEA
#2E8B57

MINT
#98FB98

SAGE
#9DC183

Orange

THE COLOR OF ENCOURAGEMENT. THE COMBINATION OF YELLOW AND RED MAKES ORANGE CONVEY EXCITEMENT, WARMTH AND ENTHUSIASM. SOCIAL AND INVITING, THIS IS THE COLOR OF THE EXTROVERT, EXUDING HAPPINESS AND JOY, RELEASING INHIBITIONS. ORANGE IS A MOTIVATING AND ENCOURAGING COLOR THAT APPEALS TO YOUNG PEOPLE.

WAVELENGTH 635 - 590 nm

EMOTION

OPTIMISTIC
INDEPENDENT
ADVENTUROUS
CREATIVITY
FUN

USED TO

STIMULATE
COMMUNICATE FUN
DRAW ATTENTION
EXPRESS FREEDOM
FASCINATE

INDUSTRY

ART
ENTERTAINMENT
FOOD
SPORTS
TRANSPORTATION

BURNT OR.
#964000

TANGERINE
#CF9812A

TIGER
#FD6A02

GOLD
#F9A602

BR. AMBER
#FFBF00

Pink

THE COLOR OF SENSITIVITY – THE PASSION OF RED COMBINED WITH THE PURITY OF WHITE CREATE THIS COLOR ASSOCIATED WITH LOVE, TRANQUILLITY AND FEMININITY. PINK HAS ASSOCIATIONS WITH TENDERNESS AND NURTURING WHILE CONVEYING A SENSE OF SAFETY AND EVEN VULNERABILITY.

WAVELENGTH 700 - 635 nm

EMOTION

COMPASSION
LOVE
IMMATURE
PLAYFUL
ADMIRATION

USED TO

COMMUNICATE ENERGY
INCREASE PULSE
MOTIVATE ACTION
FASCINATE
ENCOURAGE CREATIVITY

INDUSTRY

CHILDRENS PRODUCTS
WOMANS PRODUCTS
BEAUTY
FASHION

RUBY
#E0115F

MAGENTA
#FF0090

BUBBLE GUM
#FE5BAC

THULIAN
#FDE6FA1

LAVENDER
#FBAED2

Red

THE COLOR OF PASSION AND DRAMA. THIS COLOR ATTRACTS THE MOST ATTENTION AND IS ASSOCIATED WITH STRONG EMOTIONS SUCH AS LOVE AND ANGER. RED IS THE COLOR USED UNIVERSALLY TO SIGNIFY DANGER, COURAGE, STRENGTH, AND POWER. RED IS STIMULATING, VIBRANT AND EXCITING.

WAVELENGTH 700 - 635 nm

EMOTION

EXCITEMENT
ENERGY
PASSION
COURAGE
ATTENTION

USED TO

STIMULATE
CREATE URGENCY
DRAW ATTENTION
CAUTION
ENCOURAGE

INDUSTRY

ENTERTAINMENT
FOOD
SPORT
FIRE PROTECTION
CHILDREN PRODUCTS

MAHOGANY
#420D09

MAROON
#800000

BURGUNDY
#8D021F

CRIMSON
#B80F0A

SCARLET
#FF2400

Violet

THE COLOR OF SPIRITUALITY. THE ENERGY OF RED WITH THE CALM OF BLUE COMBINE TO CREATE VIOLET, A COLOR THAT INSPIRES REFLECTION AND SELF AWARENESS. IT IS THE COLOR OF THE SENSITIVE, COMPASSIONATE INTUITIVE SOUL – THE INTROVERT. ALSO, VIOLET HAS LONG BEEN ASSOCIATED WITH ROYALTY, AND CHARACTERISTICS OF QUALITY AND LUXURY.

WAVELENGTH 450 - 400 nm

EMOTION

IMAGINATION
SPIRITUALITY
COMPASSION
SENSIVITY
MYSTERY

USED TO

ENCOURAGE CREATIVITY
INSPIRE
COMBINE WISDOM
IMPRESS WITH LUXURY

INDUSTRY

HUMANITARIAN
PSYCHIC
RELIGION

EGGPLANT
#311432

BYZANTINE
#702963

GRAPE
#6F2DA8

ORCHID
#AF69EE

FLORAL
#B47EDE

Yellow

THE COLOR OF OPTIMISM. YELLOW IS A COMPELLING COLOR THAT CONVEYS YOUTHFUL AND FRESH ENERGY. THIS COLOR OF SUNSHINE IS UPLIFTING AND ILLUMINATING AND ASSOCIATED WITH SUCCESS AND CONFIDENCE. YELLOW STIMULATES THE LEFT SIDE OF THE BRAIN, HELPING WITH CLEAR THINKING AND QUICK DECISION MAKING.

WAVELENGTH 590 - 560 nm

EMOTION

ENTHUSIASM
OPPORTUNITY
SPONTANITY
HAPPINESS
POSITIVITY

USED TO

STIMULATE
RELAX
AWAKE AWARENESS
ENERGIZE
AFFECT MOOD

INDUSTRY

FOOD
SPORTS
TRANSPORTATION
TRAVEL
LEISURE

BUMBLEBEE
#FCE205

MUSTARD
#FEDC56

LEMON
#FFFD5F

BANANA
#FCF4A3

EGG NOG
#F9E29C

Black

THE COLOR OF MYSTERY. BLACK IS ACTUALLY THE LACK OF COLOUR. IT COVERS, HIDES AND IMPLIES THAT THERE IS A BARRIER. A STRONG AND POWERFUL COLOR, BLACK IS FORMAL AND SOPHISTICATED, SEXY AND SECRETIVE. IT CONNOTES FEAR AND EVIL AND CONVEYS PESSIMISM AND A LACK OF HOPE.

EMOTION

POWER
CONTROL
AUTHORITY
DISCIPLINE
ELEGANCE

USED TO

HIDE FEELINGS
INTIMIDATE
RADIATE AUTHORITY
CREATE FEAR
ASSOCIATE WITH
MYSTERY

INDUSTRY

ALL INDUSTRIES
* MOSTLY USED IN
COMBINATION WITH
OTHER COLORS

CHARCOAL
#222021

SHADOW
#363636

IRON
#48494B

ASH
#544C4A

ANCHOR
#3E424B

4. Typography

- a. Mbani numrin e shkronjave të përdorura në minimum.

Përdorimi i më shumë se 3 llojeve të shkronjave e paraqet një webfaqe si të pastrukturuar dhe jo profesionale.

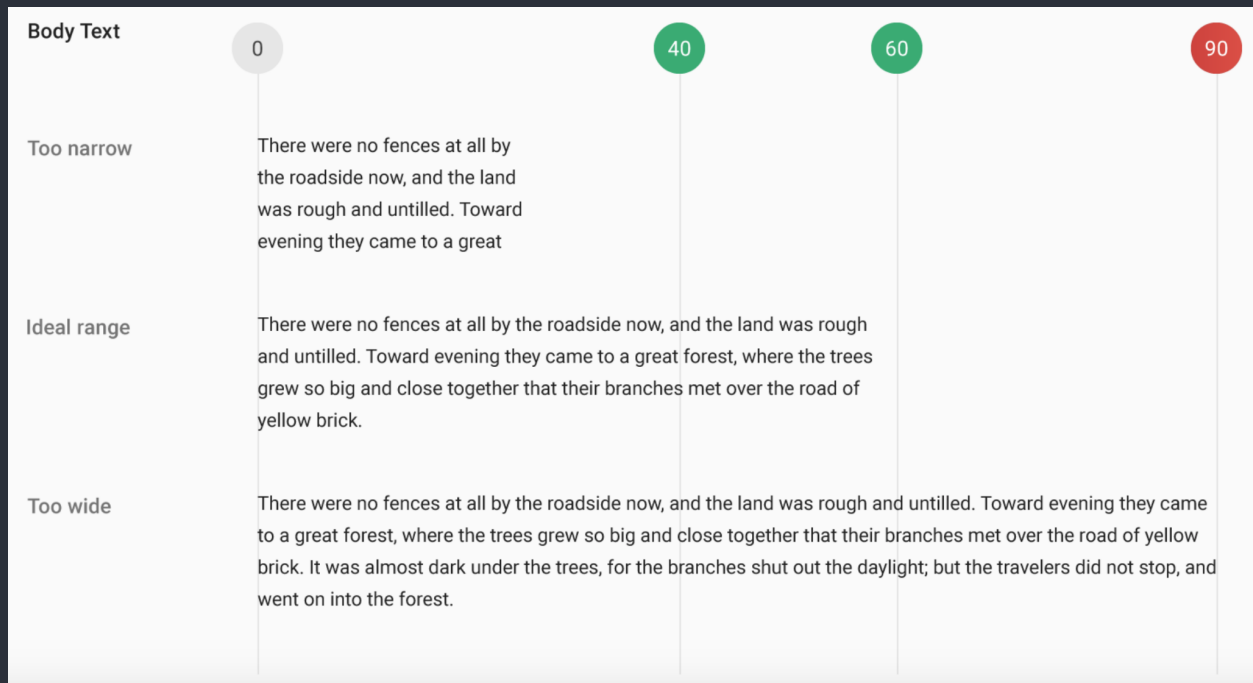
Oh dear

When you use **too many fonts**
see how they **all fight** for attention

- b. Zgjedhni një font që funksionon mirë në madhësi të ndryshme
Përdoruesit do ta vizitojnë webfaqen tuaj nga paisjet që kanë madhësi dhe rezolucione të ndryshme të ekranit.

c. Kufizoni gjatësinë e rreshtit










Duhet të keni rreth 60 shkronja apo karaktere për rresht nëse dëshironi përvojë të mirë të leximit.



5. Function

- Paleta e ngjyrave, logoja, nuk do të thonë asgjë nëse faqja nuk është totalisht funksionale.
- Webfaqja duhet të hapet shpejtë dhe duhet të jetë e lehtë për të naviguar.
- Duhet të jetë e përgjegjshme dhe e përshtatshme edhe në paisjet mobile dhe tableta (responsive) që cdo përdorues të ketë mundësi të shfletojë webfaqën.

6. Button Hierarchy

	CTA (Call To Action) Use only once per screen	Primary Use only once per group	Default For unimportant actions	Tertiary For unimportant actions
Normal				
Hover/Active				
Disabled	N/A	N/A		N/A

Resources

1. Colors

- <https://coolors.co/>
- <https://color.adobe.com/>
- <https://colorpalettes.net/>

2. Fonts

- <https://fonts.google.com/>

3. Images

- <https://unsplash.com/>
- <https://www.pexels.com/>
- <https://www.flickr.com/>

4. Inspiration

- <https://www.behance.net/>
- <https://dribbble.com/>
- <https://mediaqueri.es/>



coders