**Design guidelines – group 12**

1. Theme: how serious or playful the design should be:

We’ve decided that the site should be pretty serious, in keeping with the image of a serious business.

1. Color scheme:
   1. Does the company have a color scheme?

We have decided on the following color scheme:

#8FC1E3 (light blue/cyan) (primary color)

#687864 (green) (secondary)

#D18E35 (tan brown) (accent)

#F5EEE0 (off-white) (accent)

#08223F (navi blue) (text color)

* 1. Which colors are suggested by the theme of the site?

The themes of the site is modernism, an urban hipster lifestyle, authenticity, individuality and freedom. The main values are easy transportation in urban areas, and a healthy lifestyle. The target audience is youth/hipsters, people with busy lives, and people who don’t like cars.

These factors suggest a blend of natural colors, such as green and blue, and hipster/urban colors, such as tan brown and off-white.

* 1. Pick the main color

We decided to use #8FC1E3 as our primary color.

* 1. Pick an accent color (optional)

We decided to use a combination of #31708E and # F7F9FB for our accent colors.

1. Hierarchy and layout:
   1. What is the most important message/product on the page?

The most important message/product of the page is the bikes we are offering rental.

We also promote ease of transportation and a healthy lifestyle.

* 1. What is the order of importance for the different elements?

1: Bike rental

2: Ease of transportation

3: Individuality/personality

* 1. What sections will there be on the page?

The page will use are a sticky navigation bar at the very top. At the top of the page proper will be a hero section with a call to action. Bellow this will be a section with information about the companies values, the products we offer etc. followed by a testimonial section. In the footer there will be an “about us” section, as well as contact information and links to social media.

1. Images:

The hero section will feature a background image with large bold letters above it.  
In the section with information about our products, the images and text will be placed side by side.

1. Icons:

We will use a black icon for the shopping cart.

1. Typography:

In standing with the modernism theme of the site, we will use a sans-serif font, bold for headlines, thin otherwise.

1. Border rounding:

As the target audience is youth and professionals with busy lives, we will use slightly rounded borders.

1. Shadows:

We will use light shadows for the website.