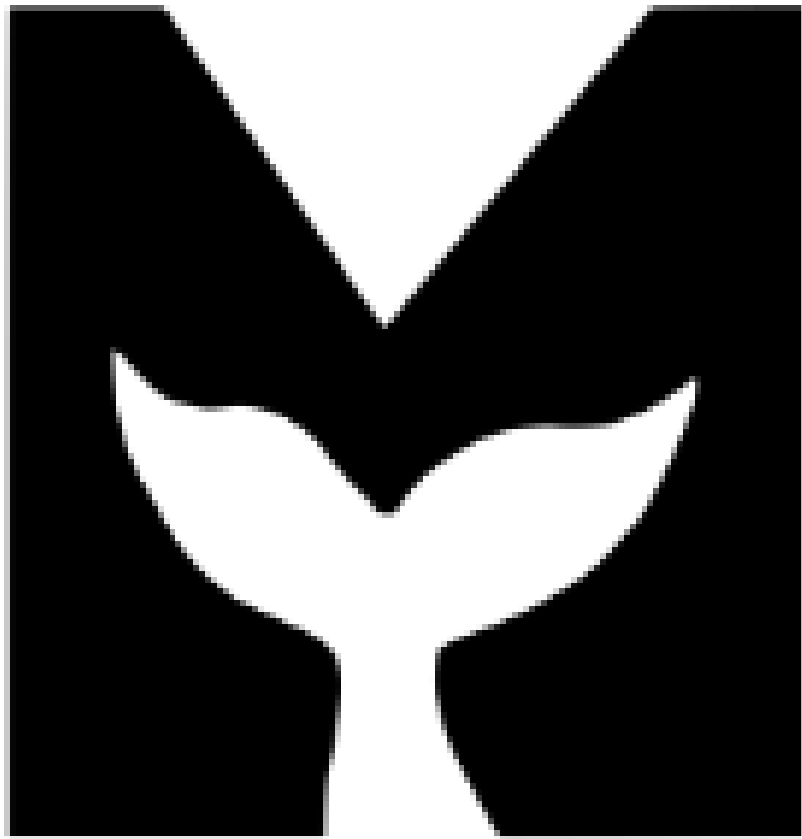


Blue Whale Project



AULA MUSEU

IES JOAN RAMIS

Blue Whale Project

INDEX:

- 1- Brand and logo
- 2- Typography
- 3-Colour palette
- 4- Structure and spacing rules
- 5- Icons
- 6- Guidelines for illustrations and images
- 7- Style of the interface elements

Blue Whale Project

Brand and logo:

I would like to use the name of the whale as the brand, it would be great and a great way to identify the user with the main point of the web, the blue whale.

Different options for the logo would be the same one but with different features:

1- All black with a white background



2- All black with no background



3- Blue with black lettering



4- All in blue



Blue Whale Project

Typography:

Logo uses: Berthold Block, Barlow condensed.

For the rest I intend to use Arial and Verdana.

logo and whale name

CONTROL DE USUARIOS

NUEVO EDITAR

NOMBRE	USUARIO	N	F

ELIMINAR

© Ester Arechavaleta Lorem ipsum dolor sit amet et delectus

In this example the title would be written in capital, bold letters, and as the background would be the #EDF2FB, a very light blue, the titles would be written with #0232A1, a dark blue.

.FONT TYPE: The general text will be in black Verdana or Arial (yet to decide).

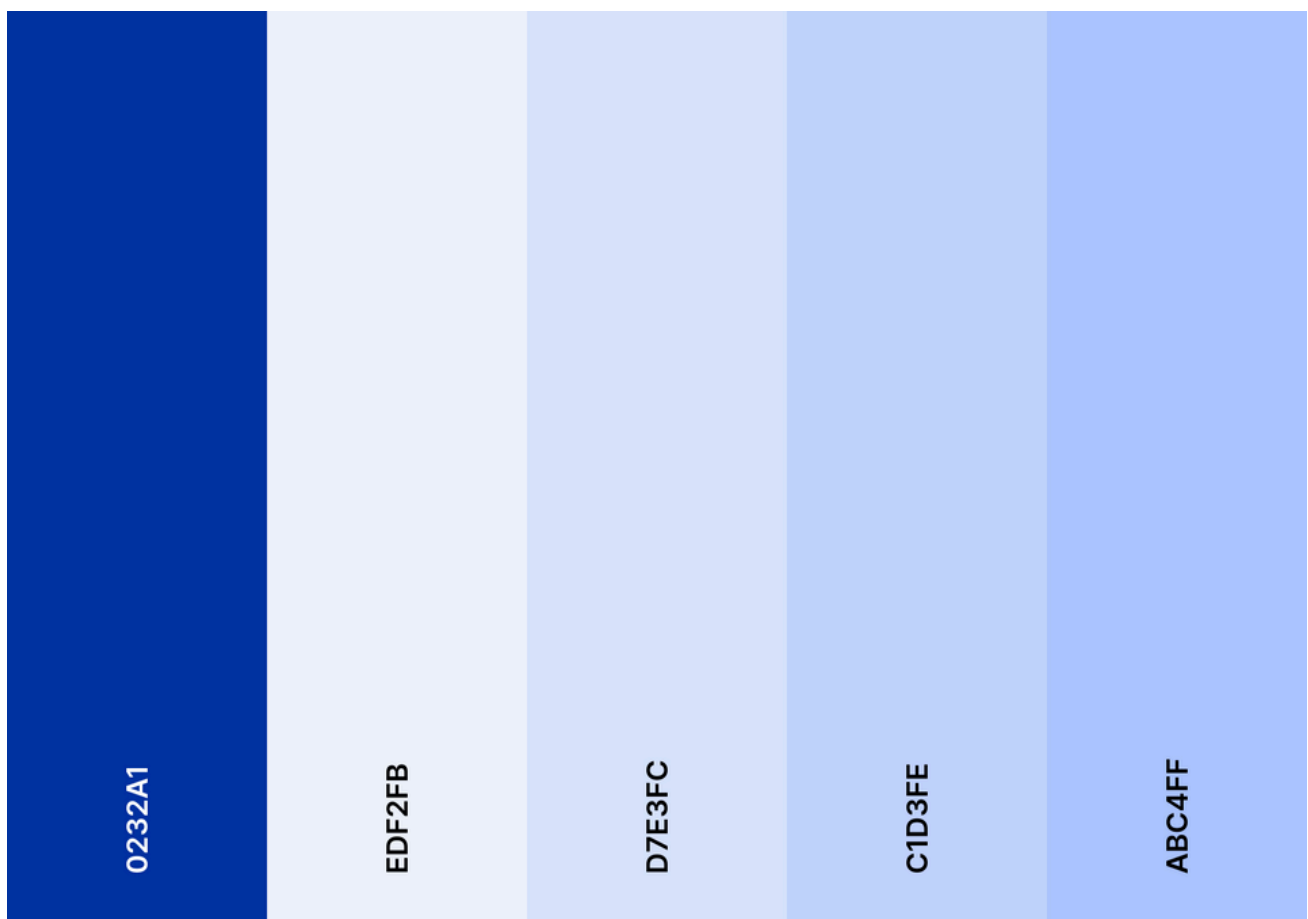
.FONT SIZE: 11 px for the general text. H2 font titles, 6 px for small comments under photos...

.FONT STYLE: General text will be normal, but my idea is for the name given to the whale, to be in bold or italic.

Blue Whale Project

Colour palette:

As The theme for the site is a whale, everything but the general text will be in this palette of blues.



color palette

colors

.Background of the pages will be in #edf2fb

.Titles of the pages will be in #0232a1

.Text will be in black

.Header background #abc4ff

Blue Whale Project

Structure and spacing rules:

At the **mobile version**, everything will be in vertical direction, as the screen is narrow, but the news, that will be a carousel with one widget.

The header will always be visible at the top of the screen, but the footer will only be seen just at the end.

The menu will appear at the left of the page, and just the icons.

At the **desktop version**, everything will be more spaced, as the screen is wider. At the news, the carousel will show 3 widgets.

The header will be visible at the top of the screen, same as the footer, that will be fixed at the bottom of the screen.

At the news the photos will be scattered between the text, to break the monotony and keep the user's attention.

The menu will appear from the left of the screen, but this time it will show the icons and the names associated.

At the portfolio (trabajando en la ballena) the photos will be placed as a collage, and will increase the size when hovering over them.

Blue Whale Project



ICONS:

Icons used for the **menu**:

	HOME
	HISTORIA
	TRABAJANDO EN LA BALLENA
	NOTICIAS
	AL VOLTANT DE LA BALENA
	INSERTAR FICHA
	INSERTAR NOTICIA

At the mobile version, it will just be the icon, whilst at the desktop one, there will be the text as well.

Icons used at the **header**:

	MENU
	LOGIN

Blue Whale Project

Guidelines for illustrations and images:

Mobile version:

Images will all be the screen's width, placing them, at the news page, in between the text to avoid boredom and help the user keep the attention.

At the "trabajando en la ballena" page, the size will be a third of the width of the screen, so 3 columns, and increase the size when hovering over them, to the whole width of the screen.

Desktop version:

At the homepage, the 3d model will be 50% of the screen's width, on the right of it, with the whale's name on the right of it.

At the news and history pages, photographs will be a 30% of the screen's width.

At the "trabajando en la ballena" page they will all be different sizes and making a collage, but increasing size to 40% of screen width when hovering over them.

Blue Whale Project

Style of the interface elements:

Buttons will be with round corners, in #0232a1 color and #edf2fb for the text in them.

The whole page will have #edf2fb as the background colour of the body, instead of white.

The widgets for the news front page, will have a thick border in the #abc4ff colour to contrast and differentiate from the header and footer.

The 3d model will have a gradient shadowbox to give it the user's attention.

Login and change of password forms, will have the #d7e3fc background colour and white input boxes. Its labels will be in #edf2fb colour.