This document is establishing the cooperate design (CD) elements for the travelling website “Railway Getaway”.

**Brand Name:** Railway Getaway

The brand name is associated with the main goal off the website which is train transportation for students using free alternatives for discovering new destinations. It is a fun and easy to remember name and its abbreviation is “RG” which is also used in the logo for the website.

**Theme & Logo:** The theme is driven by the eco-friendliest of riding with trains, exploring new places and experiencing new horizons. It is a simple style theme with a clean body and expressive text which describes our goal.

The logo is inspired from the semester ticket, which students can use for exploring the places from the websites.

A black and white logo with a train

Description automatically generated ***RAILWAY GETAWAY TRAIN***

**Color Palette:** The choice, behind the colors of the pallet that are used, because light beige colors such as the ones used are the relaxing and refreshing. They are also inspired from the scenery that Bremen has to offer.

**#001F3F font color**

**#244941**

**#a2d180**

**#C9DABF**

**Typography:** For the font we use the San Francisco as the font for the contents of the website and we use new Helvetica as the font for the Header and the brand name.

**Target Group:** students from Constructor University Bremen

**Website Scalable.**

**Website Accessible via:** [**Railway Getaway**](http://5.75.182.107/~rfelipe/project_website.html) **->** [**http://5.75.182.107/~rfelipe/project\_website.html**](http://5.75.182.107/~rfelipe/project_website.html)