**The Style Guide**

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**Client**

Our target audience for the stationery website includes teenagers, students, and office workers. Since most of them use stationery daily and everywhere. We also offer free shipping when the order exceeds a certain amount in the hopes that customers will find it more convenient and easier to look for and purchase things.

**Style**

The home page displays the products in gallery mode, and the entire website uses warm tones to convey a clean, ordered design.  
Customers can easily access the store's website for some information.  
Our website shares a few components with other well-known businesses: Cleanliness, light colours, and easy reading.

**Platform**

The website will target traditional monitor resolutions of 1024X768 and greater.

**Semantic Design Guide**

head: meta data and author information  
title: title of webpage  
body: included all content  
header: online shop’s logo, Specifies a header for a document  
nav: navigation bar to guide and link the users to difference page  
div(index): products gallery in landing page by using grid  
div(index): list products and image on page by using grid  
img: place image on website   
section: defines a section in a document  
h1: for title in specific subpage  
h2: for subtitle in specific subpage  
table: show image and content separated left and right by table  
p: define a paragraph in document  
footer: defines a footer for a document  
address: client’s information and contact

**Website Map**

**Diagram

Description automatically generated**