

Corporate Design (CD) Description

CUB Sales – Assignment 4

Constructor University, Fall 2025

Project Name: CUB Sales

Course: Databases Project 2025

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Landing Page URL: <http://10.60.36.1/~hessahli/index.html>

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1. Corporate Design Concept

CUB Sales adopts a minimal, professional corporate style emphasizing clarity, trust, and functionality. The design aims to resemble a modern e-commerce interface tailored for Constructor University students.

The overall look combines:

- A white background for openness and readability.
- Blue as the primary brand color to convey reliability and technology.
- Red–orange accents for highlights and action elements such as buttons and links.

The objective is to ensure a clean, modern, and trustworthy identity with consistent visual language across all pages (Home, Imprint, and future modules such as Products, Orders, and Customers).

2. Logo

The logo features blue and red–orange geometric shapes forming a dynamic arrow, symbolizing connection and progress within the student marketplace. It appears in the website header at a fixed height of 32 px, maintaining consistent spacing and proportion on all pages. The logo reinforces brand recognition and visual balance.

3. Color Palette

Role	Color Name	Hex Code
Primary	Blue	#078EE2
Accent	Red–Orange	#DA4C3A
Background	White	#FFFFFF
Border/Text	Light Gray / Dark Gray	#E5E7EB / #6B7280

Rationale: Blue conveys trust and professionalism, red–orange adds vibrancy and energy, white enhances readability and openness, and gray provides balanced contrast for borders and text.

4. Typography

The website uses the system UI font stack for accessibility and modern aesthetics: **Segoe UI, Roboto, Helvetica, Arial, sans-serif**.

Headings use medium–bold weight (600–700), while body text uses normal weight (400–500). This ensures clear hierarchy and readability across devices and screen sizes.

5. Layout and Components

The layout follows a grid-based responsive structure with the following components:

- Sticky navigation bar with logo, search bar, and user links.
- Secondary navigation bar for product or housing categories.
- Hero section displaying key messages or featured listings.
- Card-based grid to present products and offers consistently.

Rounded corners (10–12 px) and uniform padding (16 px) create a friendly, modern visual style. Whitespace is used deliberately to separate content and improve readability.

6. Implementation Notes

All layout and styling rules are defined in `style.css`. Each HTML page (`index.html`, `imprint.html`) contains only structural markup—no inline styles. The same CSS file ensures consistency and maintainability. The design is responsive and mobile-friendly, adapting layouts to various screen widths.

7. Consistency and Recognition

Consistency is achieved through repetition of the same color scheme, typography, and logo placement. Unified button and card designs, together with identical navigation across pages, build strong brand recognition and a seamless user experience.

8. Compliance

The Imprint page includes the legally required disclaimer:

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