

Design-Persona: Refract

Overview

If our brand was a person/thing it would be Nature and Light. It will have users feel welcomed and want to explore the site. The Light will help guide the user and understand how to function through the site. It's very open, clean, and calming so the user can enjoy their time. Since it's so open, users can meet new people and collaborate.

Brand Traits

Open *but not closed minded*

Creative *but not uninspired*

Inspiring *but not boring*

Organized *but not strict*

Productive *but not overwhelming*

Voice

The voice of Nature and Light would be friendly, calming, and inspiring. When a project arises, it will be able to give the user words of wisdom and help guide the user into the right direction. Nature and Light will give users different kinds of inspiration to help create ideas for future projects. It's very open minded so any type of communication from the user it will be all ears.

Visual Lexicon

Color

Earthy tones of the site creates a more modern and calming feeling for the user. Spots of green will help generate great ideas and the neutral palette will ground the user to get projects done. Hints of blue (possibly) will have the user feel safe working on the site.

Typography

The font will be thin and lightweight. There will be different variations depending on the hierarchy of the text.

General Style Notes

(insert any other notes needed to describe the style of the brand)

Engagement Methods

Rewards: (here will be a description of the rewards we will provide. I don't think I got a confirmation as a group to what rewards we will be using. I know some ideas were still in the air).