CornerShop Records

Web Design Style Guide

Introduction

This is the style guide of the vinyl store of the years 60-70-80, in it we will see the content of the website as the project has been created little by little, we will see the colors, the design of the interface, typography, the different points of the page and various other elements. The store will come with a few requirements.

Requirements:
• This is a vintage shop, so the design should have a 60s, 70s vibe to it, while maintaining a modern aesthetic.
• Picture galleries from past concerts need to be heavily featured.
• Somewhere in the site we will need to display a calendar with the upcoming events.
• The main focus from the site needs to be the albums currently for sale. They should feature a detailed information page for each of them, with links to relevant information about the band, as well as some YouTube video or Spotify playlist with songs in the album.
• There will be a customer section in which people will book the records they want to purchase so they are not sold in the physical store. They should pay a small fee as a retainer to make sure they do not back out from the transaction. This store does not sell albums online – all sales must be done in person in the store.
• The trading section must also be very relevant in the design. In the trading area customers must be able to post advertisements with the records they're offering, and other members will be able to reply with their trading offer.
• A map must be featured detailing the store's location and how to get there by public transport.

Contents

Design System

The Cornershop Records store began to be made through handmade sketches with drawings of the interface and the structure of its content, we thought about its colors and typography at that time, basically it was the basis of the project, then for the Wirefire we used the application **"Balsamiq Cloud"** in which the structure and definition was improved. And finally the layout was with the application **"Uxpin"** where we gave the final color and typography to the project.
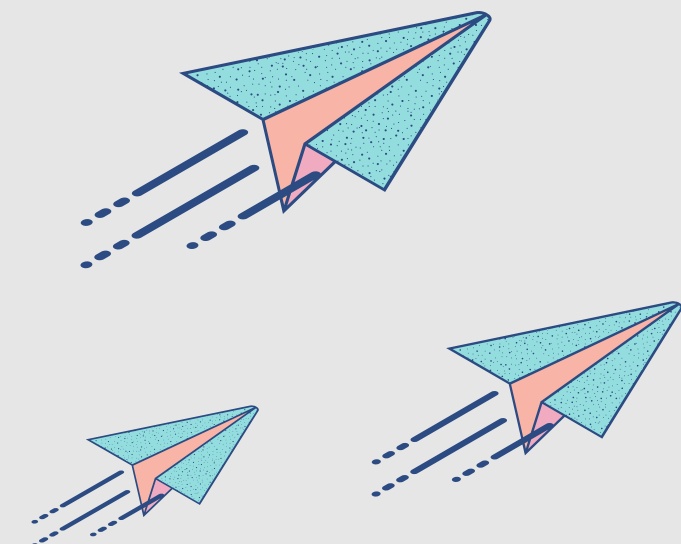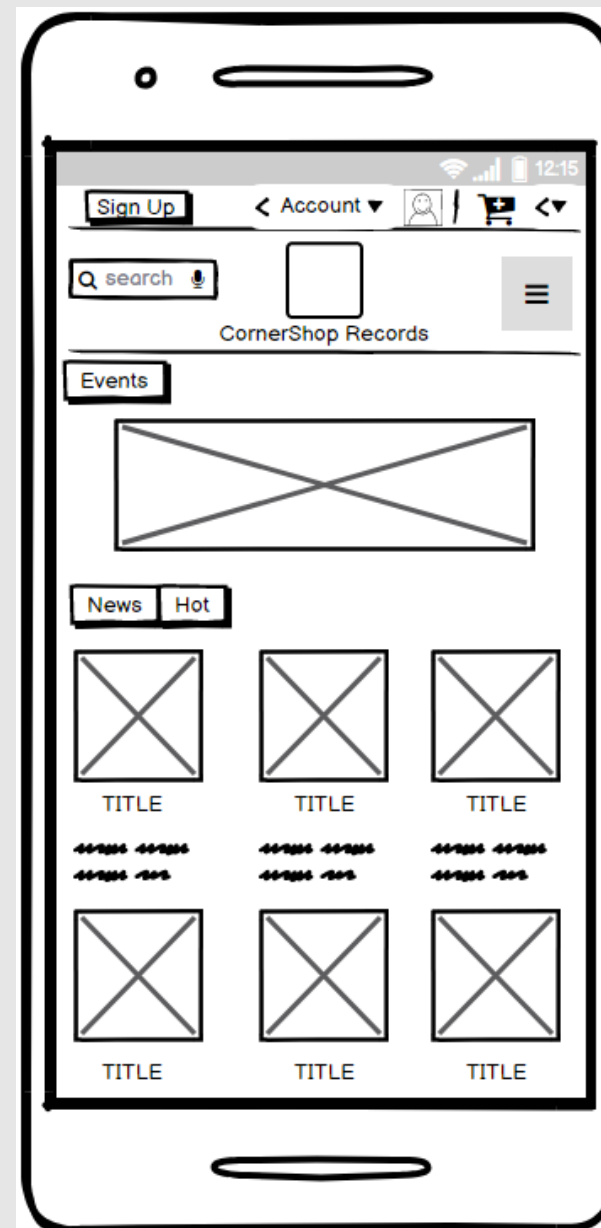
Application links:

WireFire
https://balsamiq.cloud/

Model
https://www.uxpin.com/

Branding

The company's brand is unbridled and somewhat comical offering a friendly attitude to everyone, the character is taken from a rather famous animated series called "The Simpsons" where this character "Disco Stu" is a music fan from the 70's-80's, created by Matt Groening.

Logo Usage

The use of the logo must be accompanied by the name of the store only, it could appear with different typography but centered on the era in which it is based.

The use of colors are linked to the character in question, they cannot be different from the icon unless they are those of the project itself:

- Logo: #74BCE0 and #FA4474.
- Font color: #E6DD47

Use ✔

CornerShop Records

#74BCE0   **#FA4474**

Avoid ✗

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Typography

On the subject of typography in our project, the headings and body text will have different fonts. For the titles we will use the **"Lobster"** typeface which gives that vintage feel to our store as well as being a very elegant font.

For the body text we have the **"Raleway"** typeface which at first glance looks typical and simple but together with the title typeface we can see a modern/antique contrast that looks very good as well as being easy to read and comfortable. The alignment of the font usually changes, the main font would be justified oriented to the left, but in areas such as disc titles it can be centered. **To download the font click on the name.**

Preferences to be considered:

- The lettering should always be clearly visible, the background should always have a lower tone to give it the highest possible visibility.

- The objective of these typographies is to give as much information as possible in little text and that it is visually attractive, clear text and attractive titles.

Use ✓

Heading 1

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas interdum velit lacus, sit amet pulvinar massa fringilla at. Ut id mattis mauris, quis semper metus.

Avoid X

Heading 1

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas interdum velit lacus, sit amet pulvinar massa fringilla at. Ut id mattis mauris, quis semper metus.

Colors

When selecting the main colors for our project we took into account the era of the vinyls to be sold, in the era of the 60-70-80's pastel colors were very fashionable and that is why we have chosen two colors from this range.
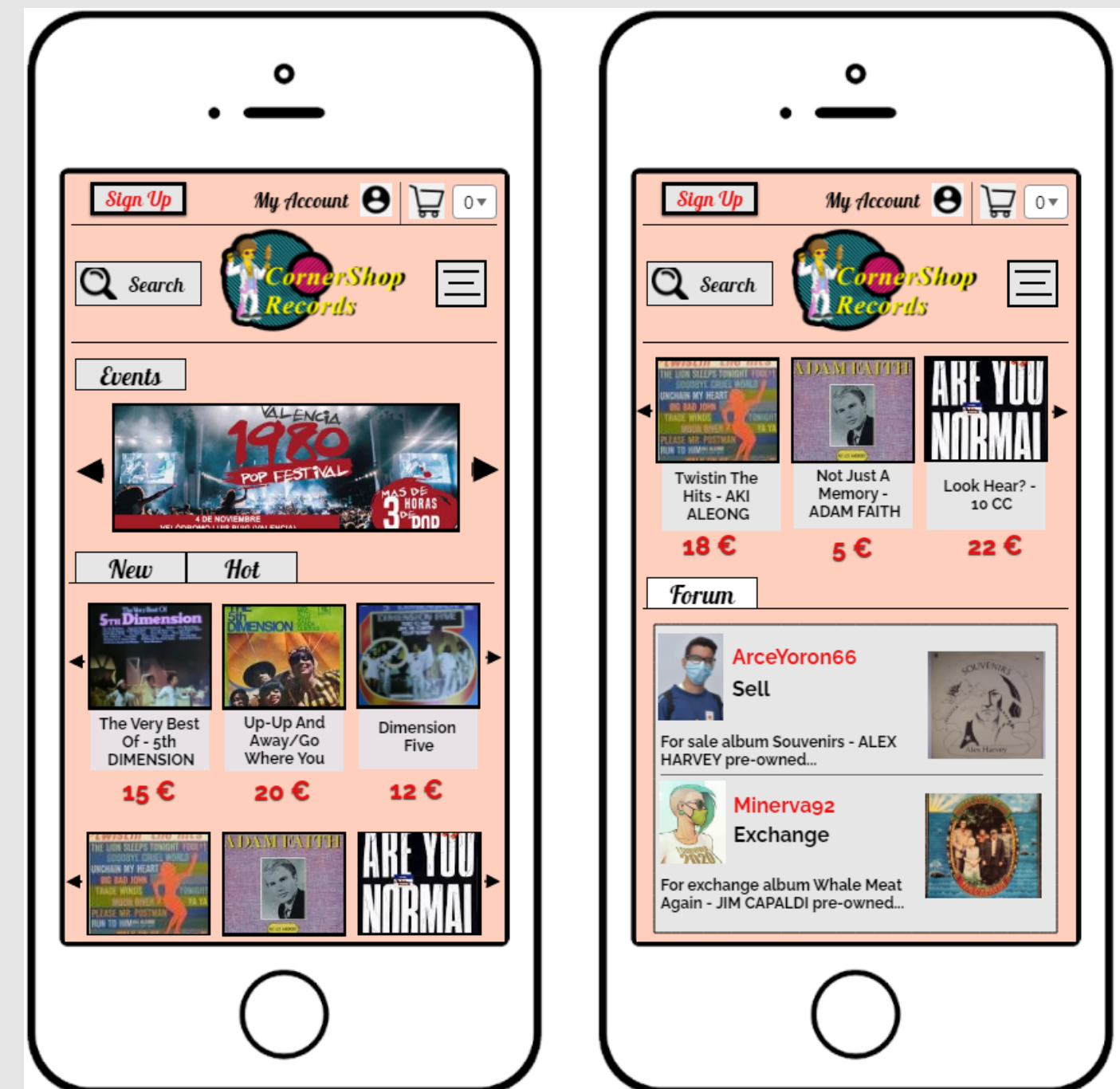
Color palette

The main color will be a pastel pink **#FFCFBD** very typical of the time which will go in the background and for the buttons and backgrounds of the discs we will use a pastel gray **#E6E6E6**.

#FFCFBD

#E6E6E6

The interface colors are always placed and separated by a very thin black border to give a sense of depth, especially the buttons.
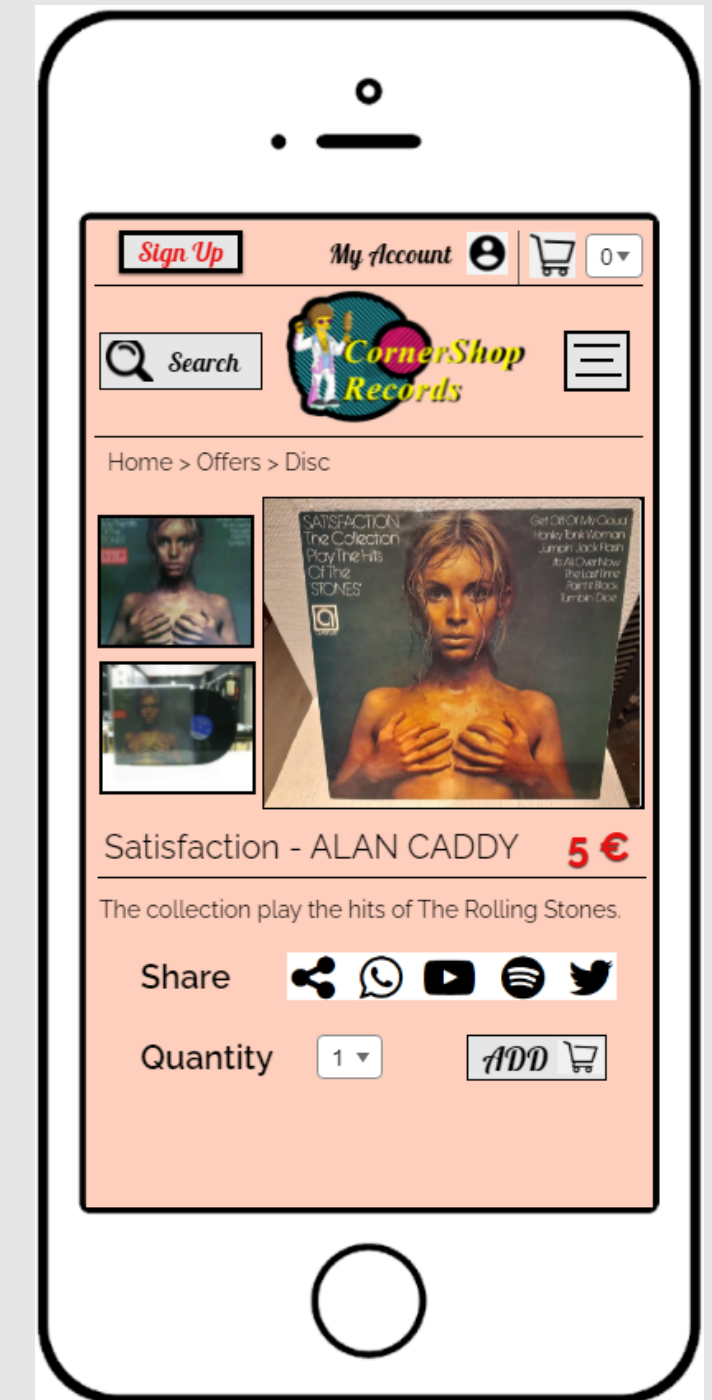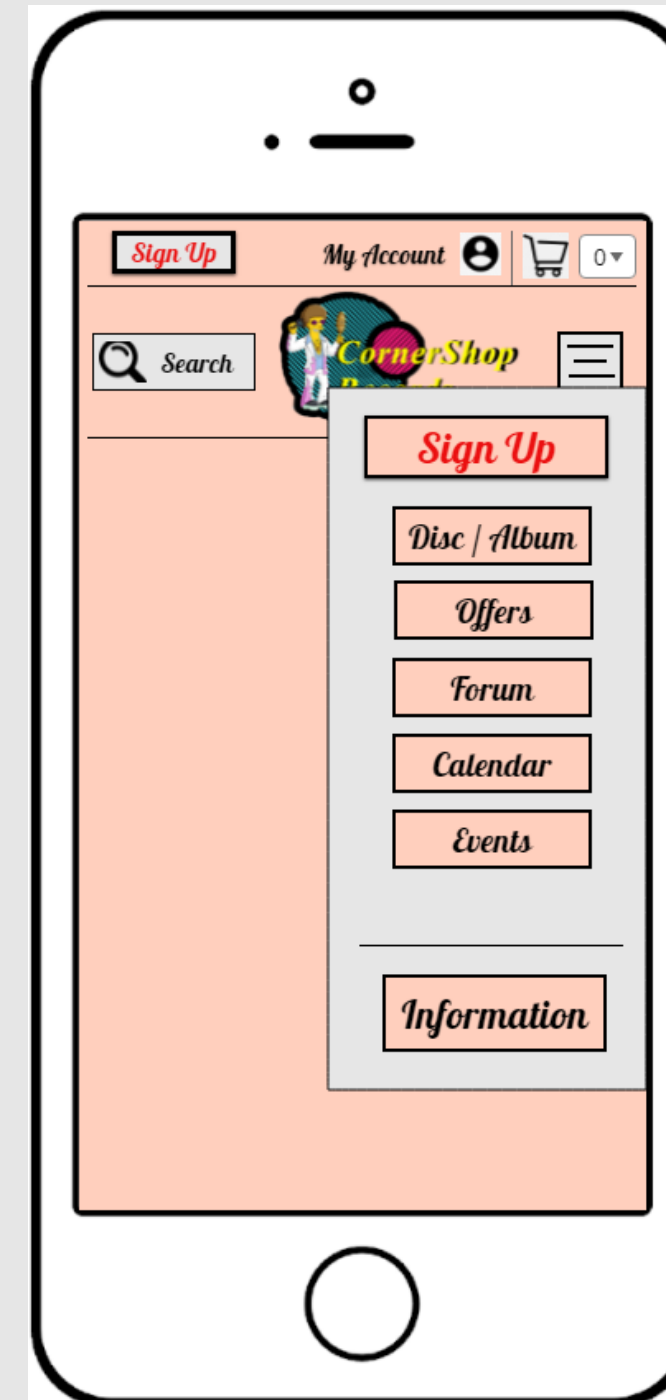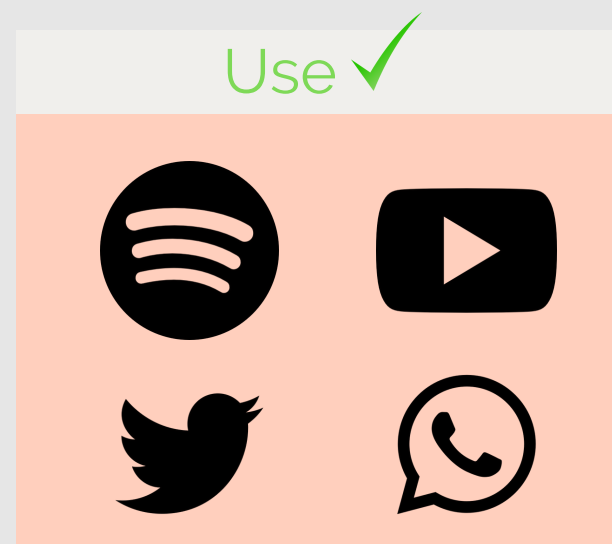
Iconography

With the icons we will use the typical and simpler ones to improve accessibility and be consistent, they will be **"flat"** icons that will refer to the most popular applications of the moment such as Youtube, Twitter, Spotify and WhatsApp.

Hamburger menu

For navigation between the different menus of the application we will use the hamburger menu, automatically clicking on the square icon will display a sandwich where it will store the other **sections** which we can navigate. In order to download these icons we will use the **Flaticon** page which has many vector icons and stickers.

Icons:

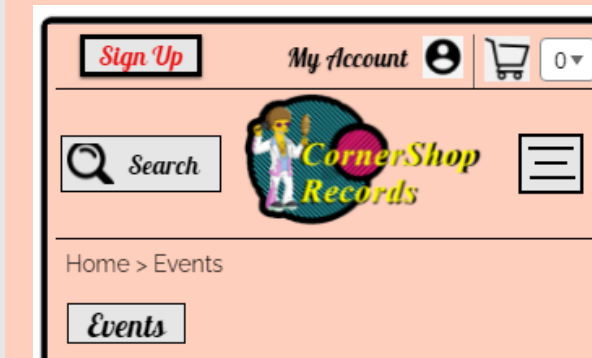Share WhatsApp YouTube Spotify Twitter

Use ✓

Avoid ✗

Forms

The buttons will be action buttons like the form buttons:

- The input will be inside a square of approximately 70 wide and 30 high which will vary according to the space of the browser or the type of device with which it will be visualized.

- Normally the font that will have these buttons will be "Lobster" as the titles of the project.

- The background of the button will be the same pastel gray previously declared **#E6E6E6**, adorned with a very light black border.

- Clear labels such as **"Sign Up"** or **"Sign In"** were used.

- For the text theme in inputs like comments or chat it will be the same way only increasing the typing space.

The text entered in the inputs must be clear and cancel swear words indicating it to the user with a red border or a message communicating that the text entered is wrong, this will apply to the use of passwords, emails and usernames.

Use ✓

Sign Up
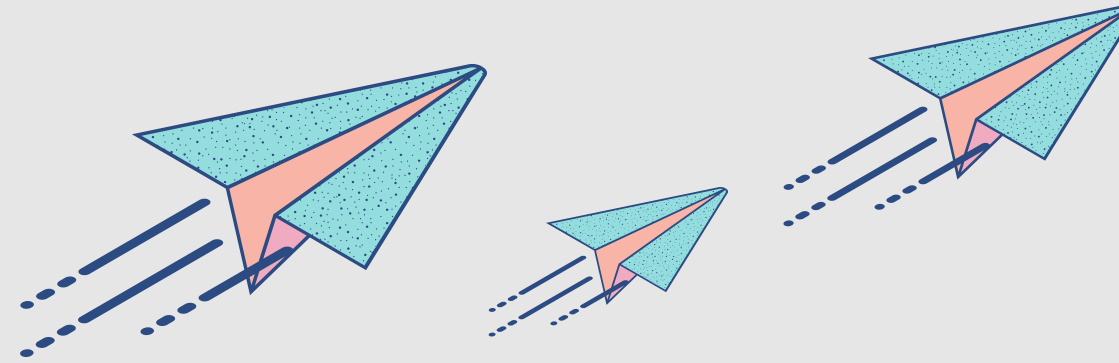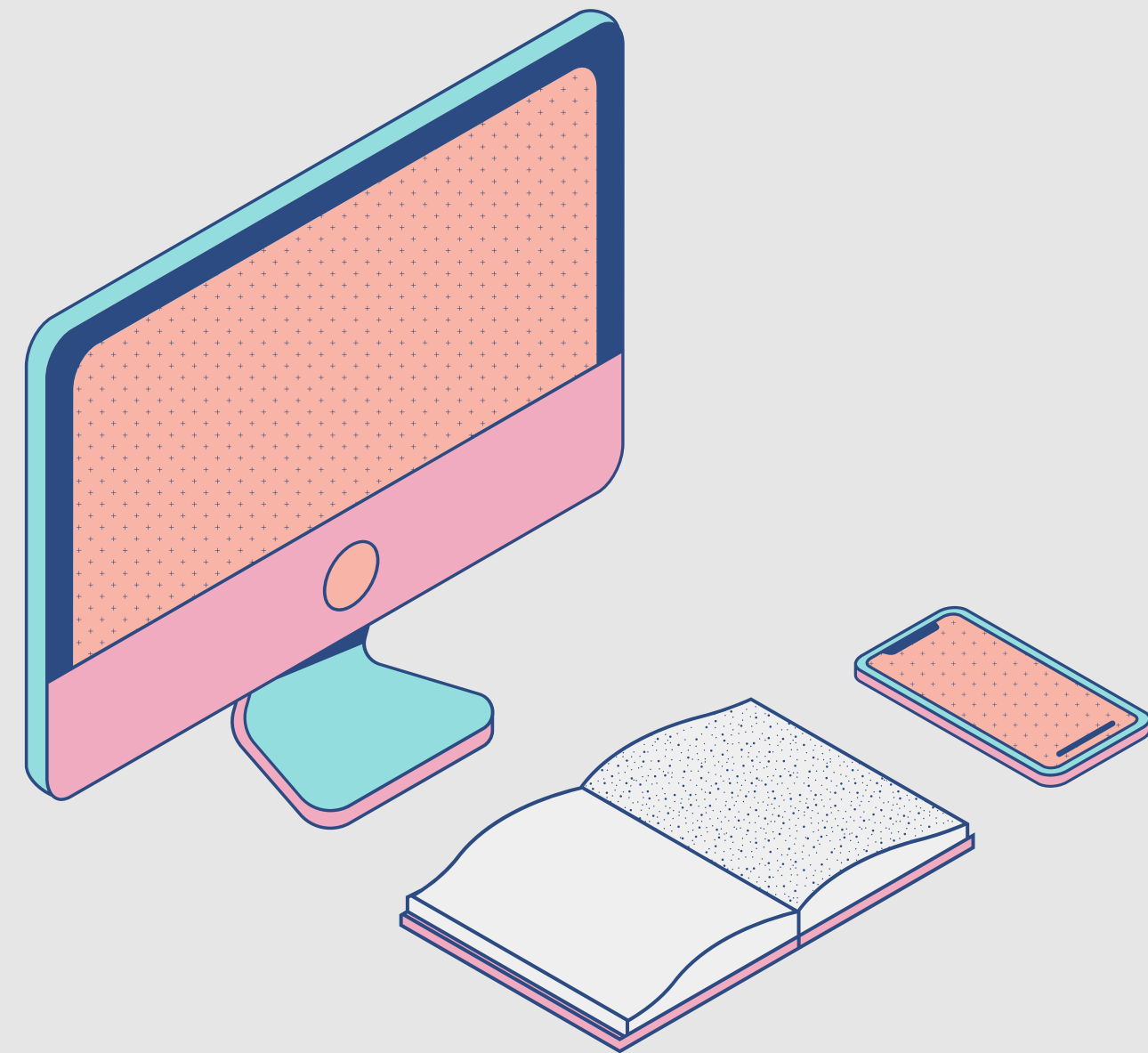
Access!

Avoid X

Email

JohnCarley88#gmail.com

Password

_John12345

Only characters from A-Z can be used

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Performance

Pages should load quickly as they should achieve a speed rate of less than 2.5s on desktop browsers and <5s on mobile/3G using the highest allowed connection.

Interactivity

Interfaces should be touch, mouse and keyboard-friendly:

- Touch-friendly: Avoid using hover effects to indicate interactivity or to access functionality. Ensure interface elements are at least 16x16 pixels.
- Mouse-friendly: Gesture-based interfaces should provide "point-and-click" methods rather than requiring users to perform gestures with a mouse or trackpad.
- Keyboard-friendly: All interactive elements should be accessible via keyboard-only methods.

Avoid autoplaying elements when possible. Autoplay elements pose accessibility challenges. Avoid where unneccessary; where necessary, provide a way to pause.

General Development Considerations

As previously mentioned, the objective of this application is to create a friendly and functional environment that is supported by any browser or operating system, all styles and visual elements will be associated with a CSS sheet where we will have different color schemes, typographical treatments and designs.

The Web application will be oriented to the sale of vinyl records from the 60's-70's-80's and will also be focused on a forum where users can sell or exchange products with total ease, in addition to a section of events that will be announced in a customizable calendar where the information of each event will be displayed.