

### LOGO & SIGNATURE



The logo and signature font will brand the site with it's bold, but playful nature. The logo and signature font are both scalable vector graphics, allowing for re-sponsive design.

# Alex Lago

Font-family: Magneto Bold  
Font-color: #5D5C5C / R93 G92 B92

### SOCIAL MEDIA ICONS



The social media buttons reflect the feel and style of the logo with it's bold color and with the circular shape surrounding the icons.

Background-color:  
#44020A / R68 G2 B10

### IMAGERY and GRAPHIC DESIGN

The beautiful imagery and graphic designs will help set the mood and feel of the site. Bold color photos, as well as black and white photos will be showcased. The use of photos for navigation will help to keep the visual focus that is central to the design. The use of quotes will enhance the site brand, telling a unique story about Alex.

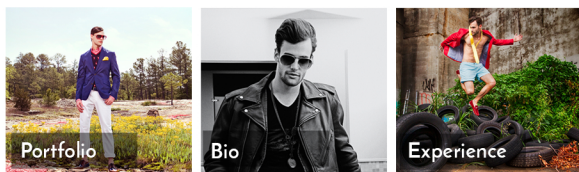


Photo navigation



Section divider



Quote graphic

### TYPOGRAPHY

#### JOSEFIN SANS BOLD

*Josefin Sans Bold Italic*

**Josefin Sans Bold**

**Josefin Sans Semibold**

Josefin Sans Regular

*Josefin Sans Light Italic*

#### MINION PRO BOLD

*Minion Pro Bold Italic*

**Minion Pro Bold**

**Minion Pro Semibold**

Minion Pro Regular

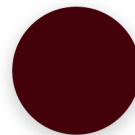
*Minion Pro Italic*

Josefin Sans and Minion Pro, a serif font, work harmoniously together. They offer a very polished and professional typographical presence. Josefin Sans will be used for headings and secondary body copy. Minion will be used as the primary body and accent type.

### COLOR PALETTE

The dark, rich color palette will create the mood and feel for the site, and along with the use of white and black, the professional photographs will be showcased. The primary dark red color is found in the logo and used on the social media buttons. Dark blue will be an accent color, while the gray will be the primary font color for the site.

Primary



#44020A  
R68 G2 B10

Accent



#033653  
R3 G54 B83

Font color



#5D5C5C  
R93 G92 B92



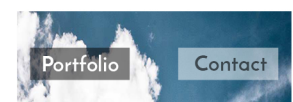
#FFF



#000

### PRIMARY NAVIGATION

The navigation buttons will be black with an opacity of 50%, allowing any background images to be seen when on the static state. The button will appear gray on solid white backgrounds.



Portfolio

Contact