



19-11-2021

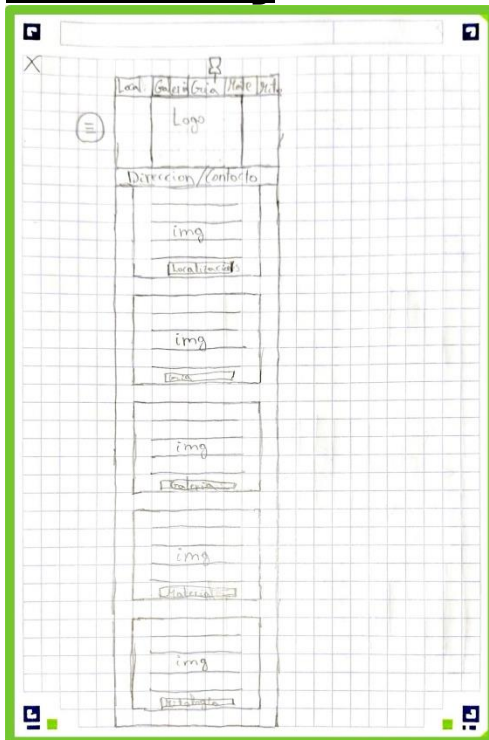
# INTERFACE DESIGN

## STYLE GUIDE

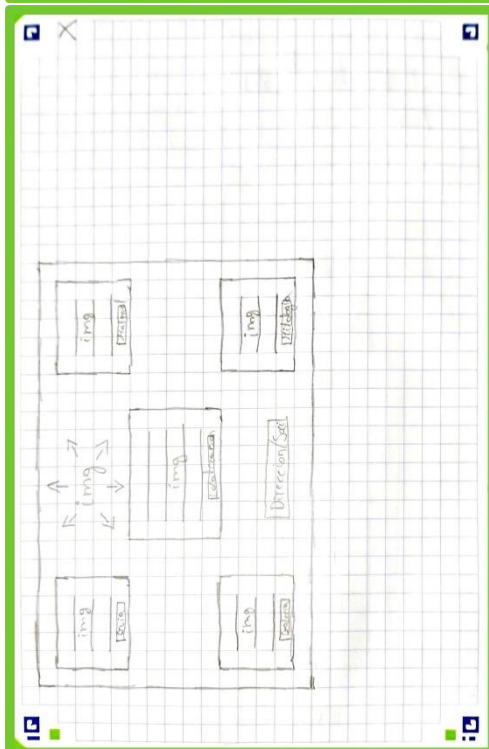


JOSE CARLOS VICARIO COBOS

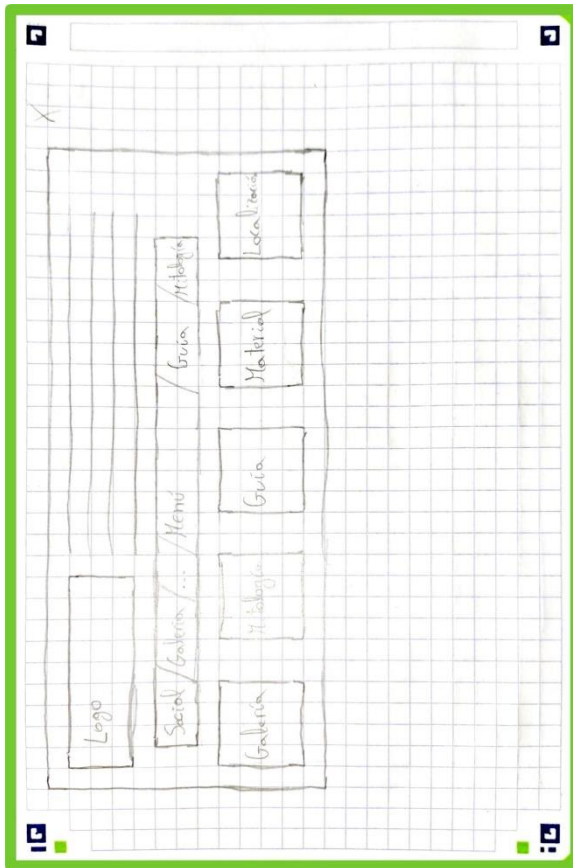
# SKETCHING



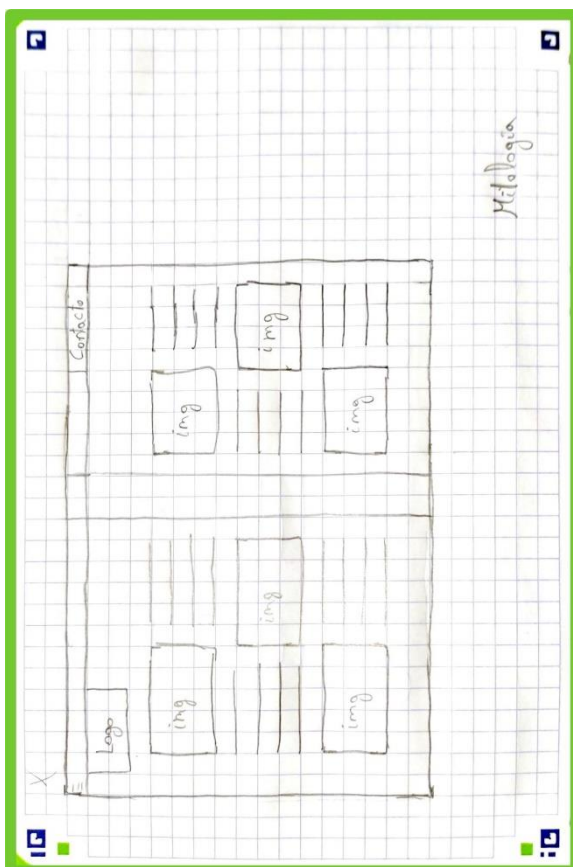
This is the alternative option for the main menu on mobile devices, it was discarded in favor of the zig-zag design currently used.



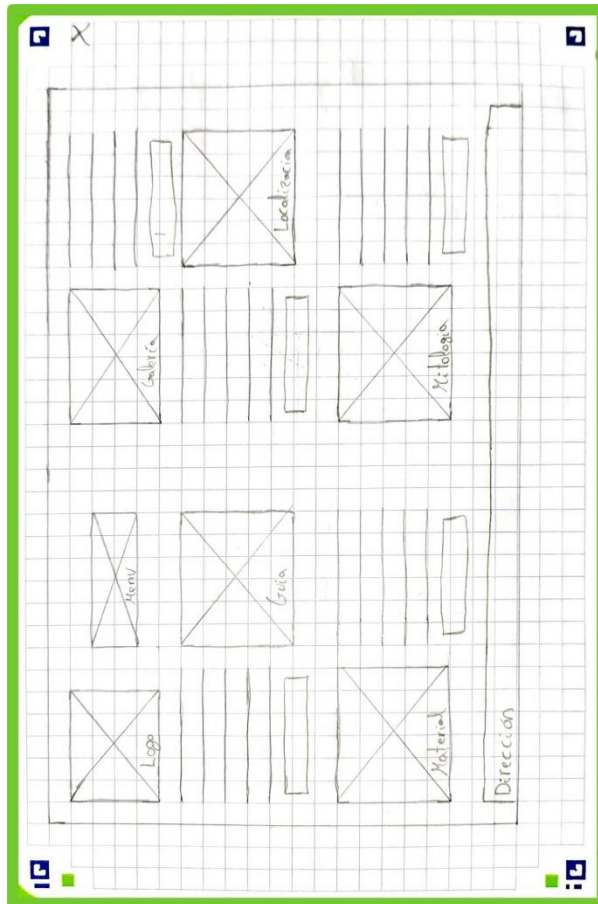
This is the first idea for the desktop main page, it was meant to be a Z-design with a background image.



Another idea for the main desktop page, in this one every section would appear as a box, and a navigation menu would always appear to jump from one section to other.

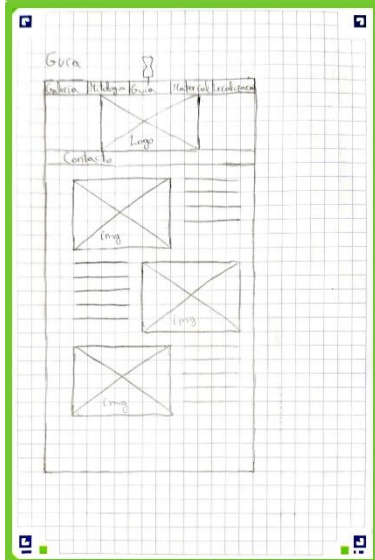
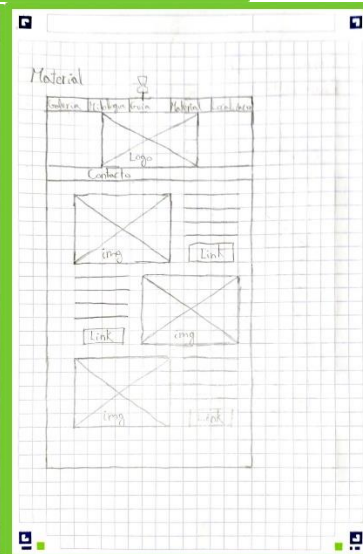
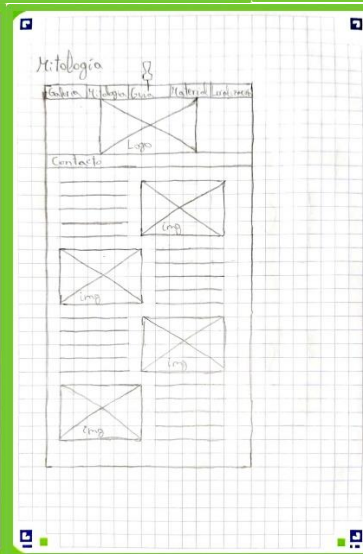
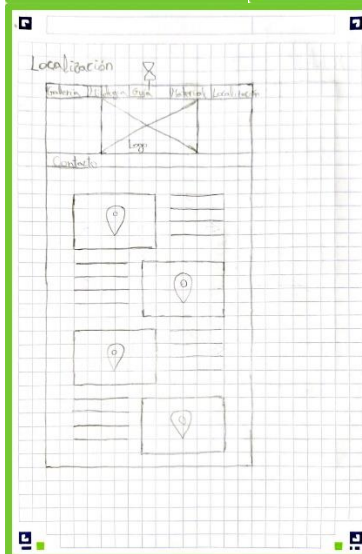
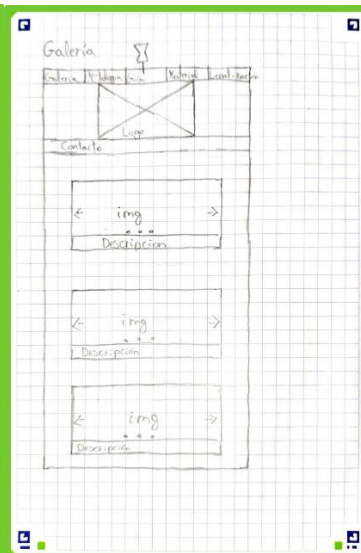
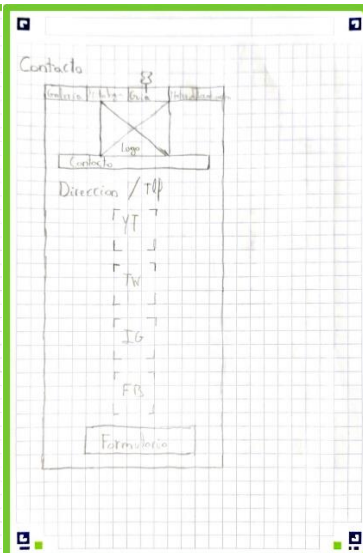
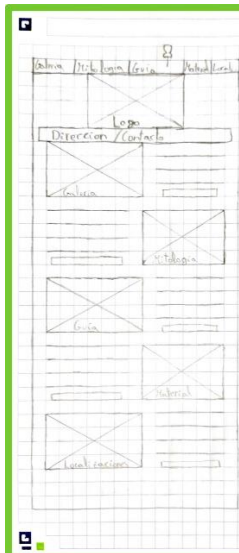


Here we can see a first idea for the mythology desktop page, it was discarded because it was too cluttered.

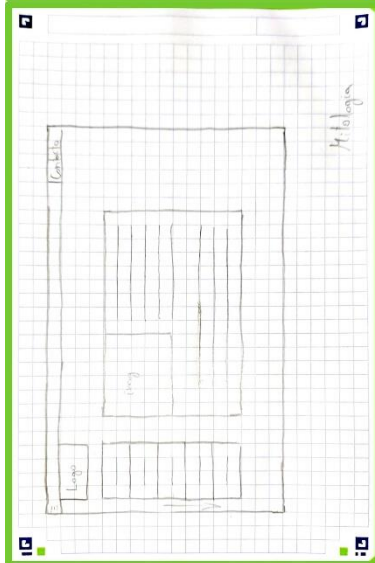
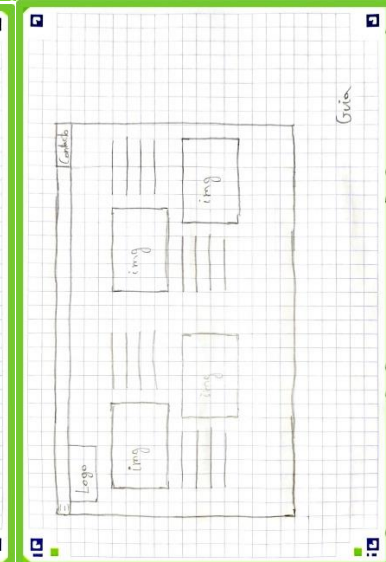
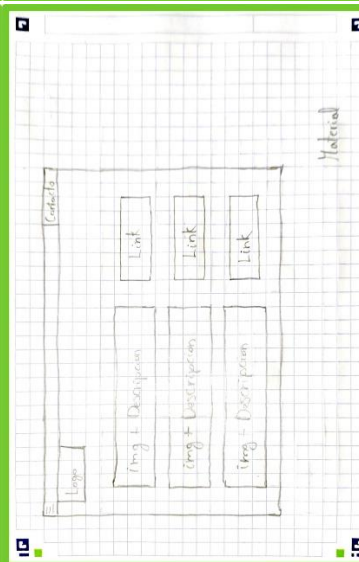
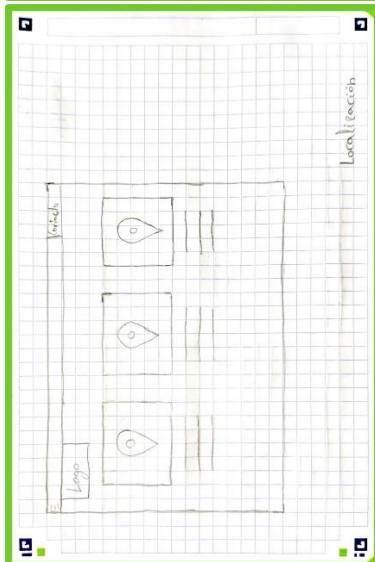
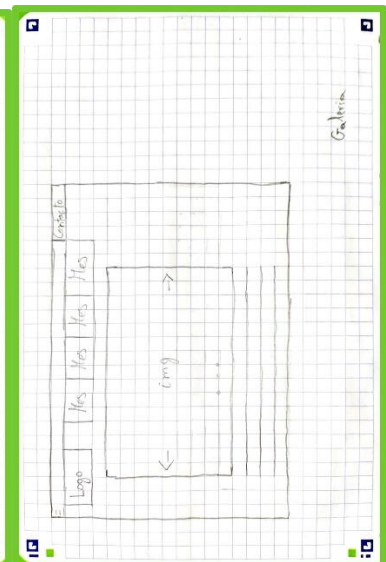
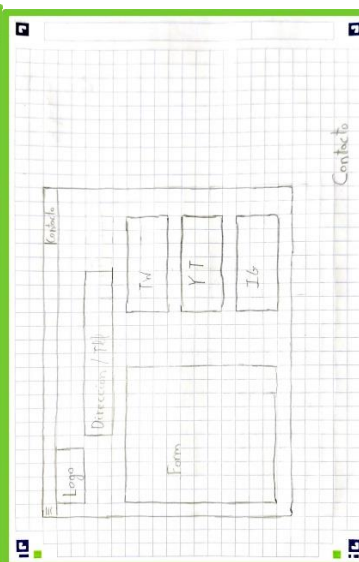
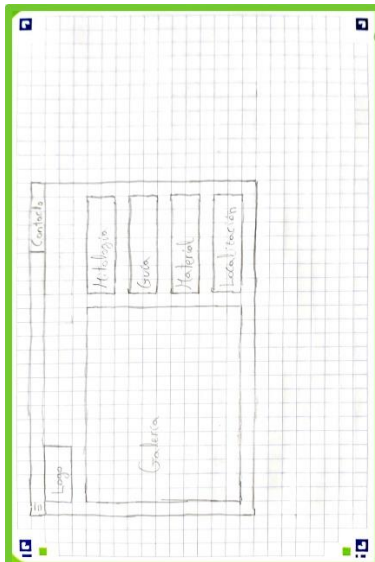


Lastly, another design for the main desktop page, it was discarded too for being too messy.

These are all of the designs that were considered but not chosen in the end, next we'll see all the designs used for the mobile and desktop versions.



Here we can see all the used designs for the mobile website, the predominant distribution for the whole site is zig-zag, giving it a modern aspect. The layout has two permanent sticky bars; one showing all the sections on the page and the other showing all the contact information.

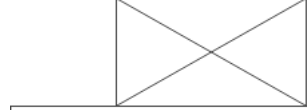


These are all the sketches for the desktop site, this version has a button on the top left corner to show a side menu with all the sections of the page, on the top right corner there is a button which will redirect to the contact page immediately. The box design was chosen because it allows to show all the desired content in a modern and distributed way.

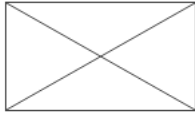


# WIREFRAME

Gallery Mythology Guide Equipment Localization



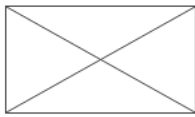
Contact



Gallery



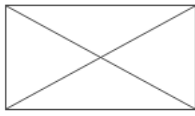
Mythology



Guide



Equipment

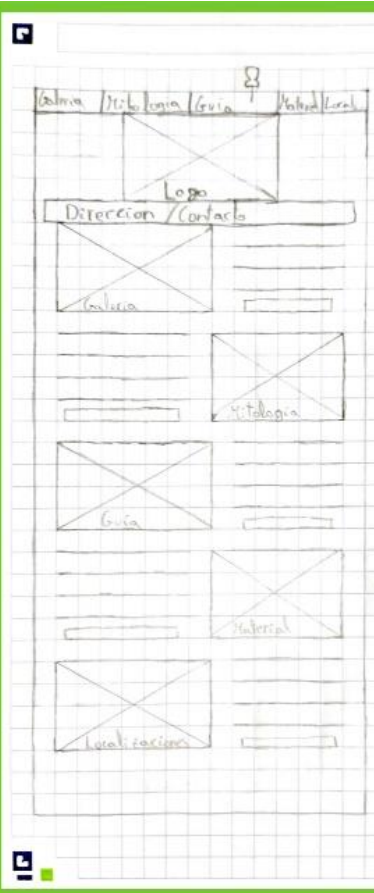


Localization

Gallery Mythology Guide Equipment Localization



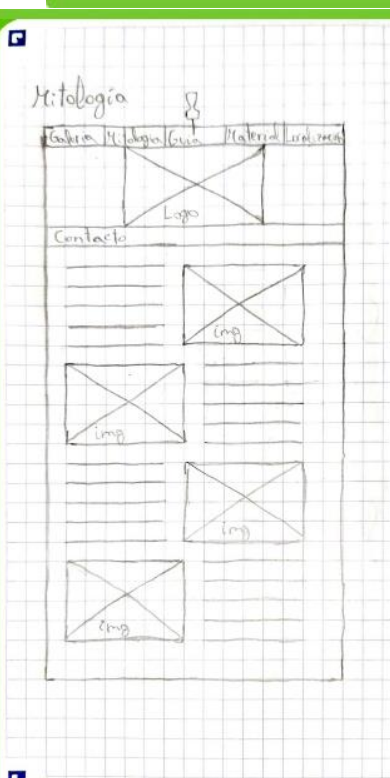
Contact



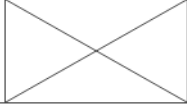
Gallery Mythology Guide Equipment Localization



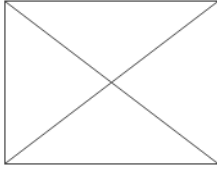
Contact



Gallery Mythology Guide Equipment Localization



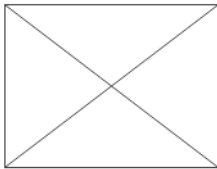
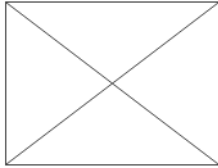
Contact



Link



Link

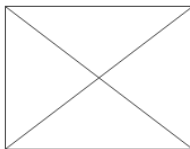
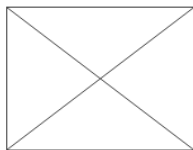
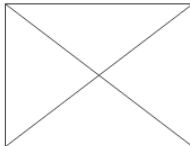


Link

Gallery Mythology Guide Equipment Localization



Contact



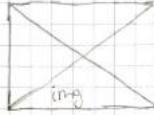
Material

Gallery Mythology Guide Equipment Localization



Logo

Contact



img

Link



img

Link



img

Link



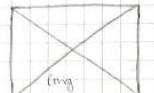
Guia

Gallery Mythology Guide Equipment Localization



Logo

Contact



img



img



img

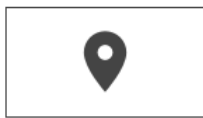
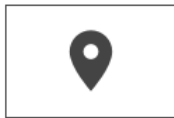
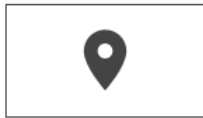
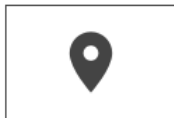
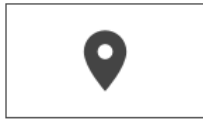




Gallery Mythology Guide Equipment Localization



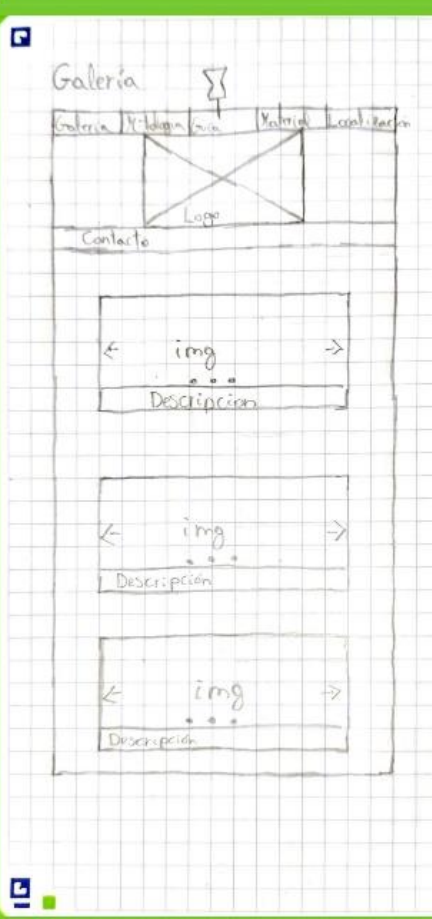
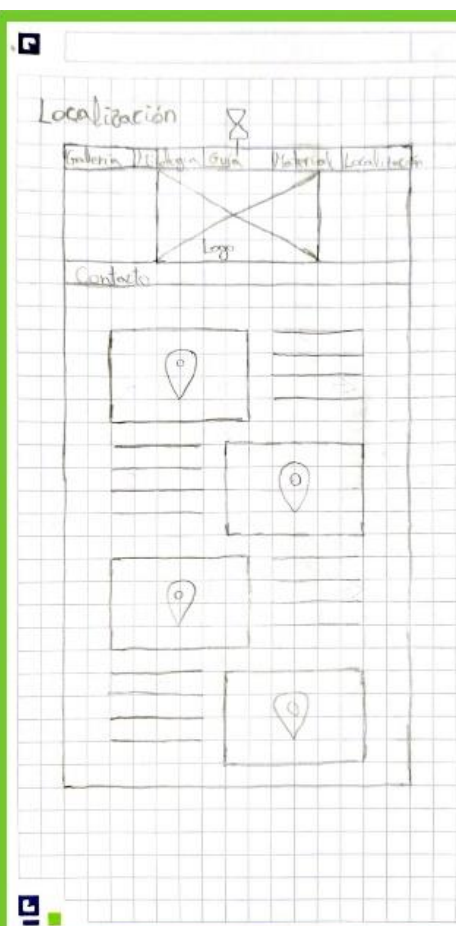
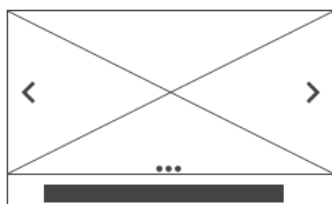
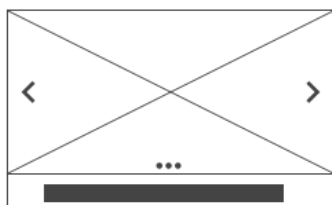
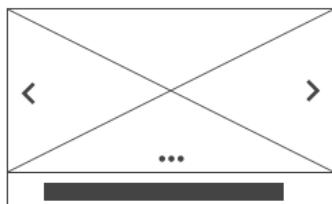
Contact



Gallery Mythology Guide Equipment Localization



Contact





Contact

Address: +00 555 555 555

YouTube

Twitter

Instagram

Facebook

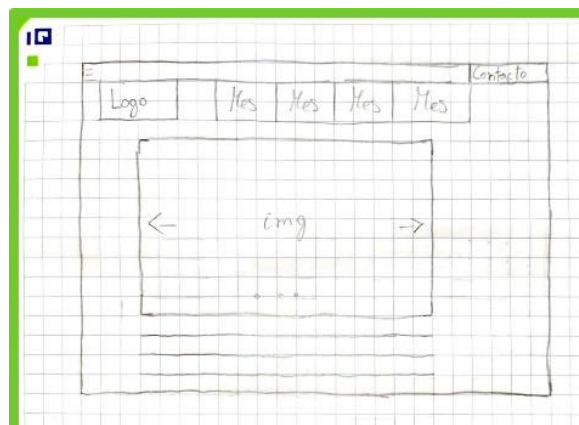
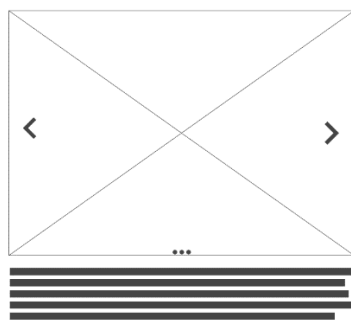
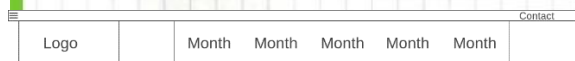
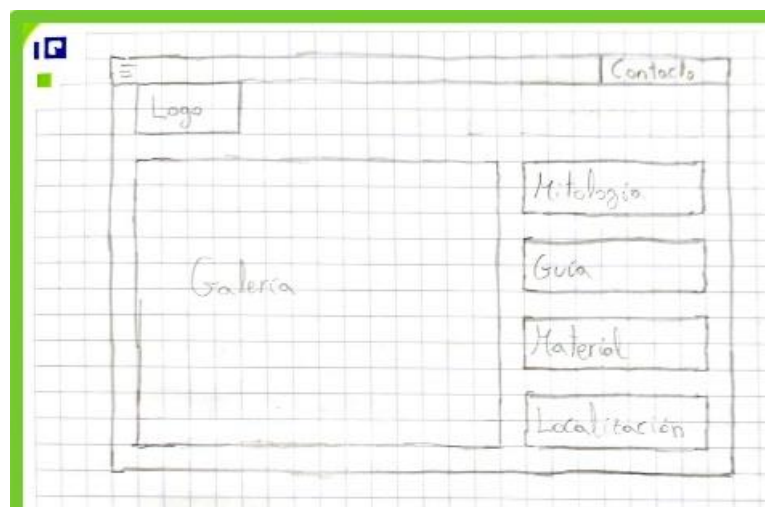
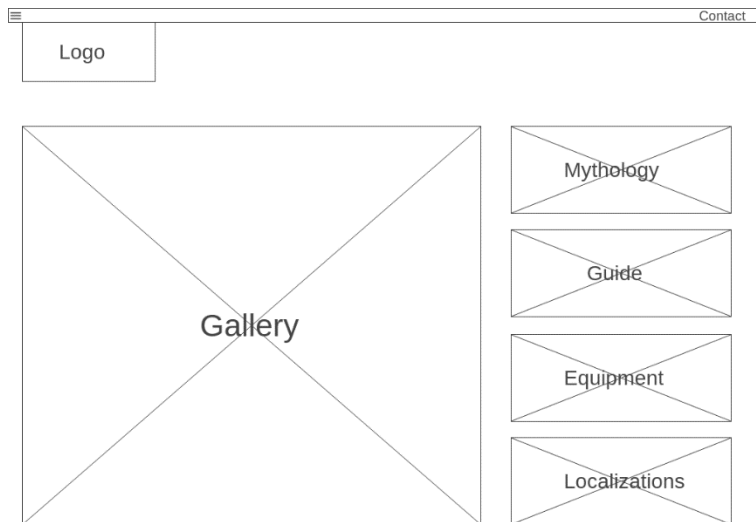
Name:

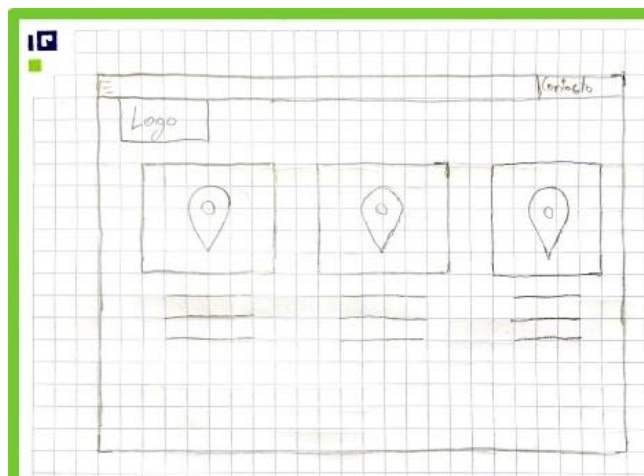
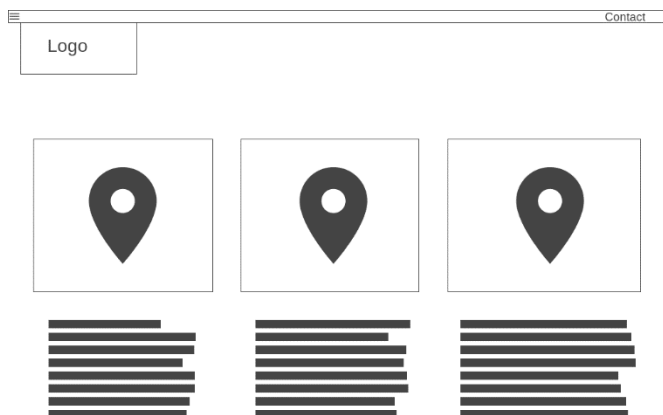
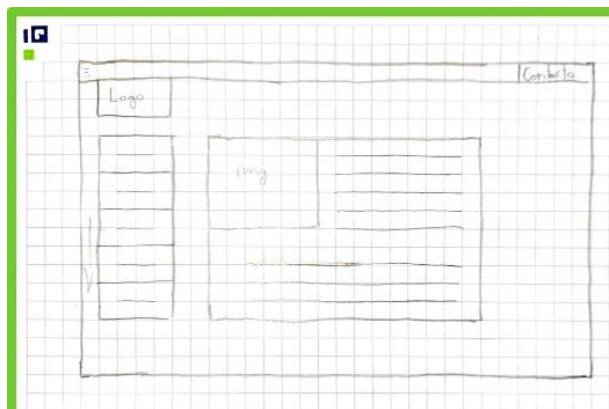
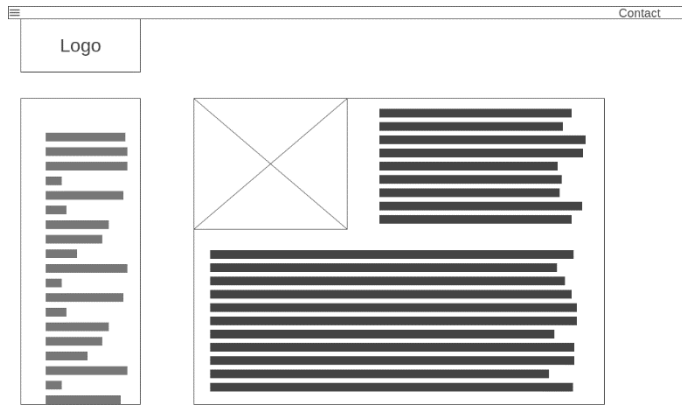
Address:

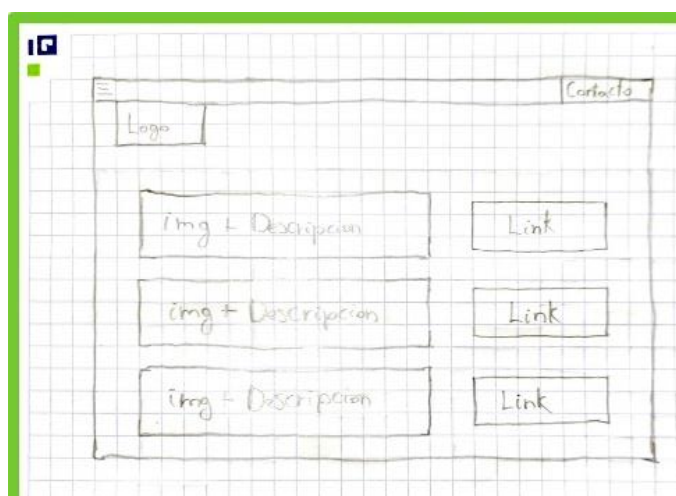
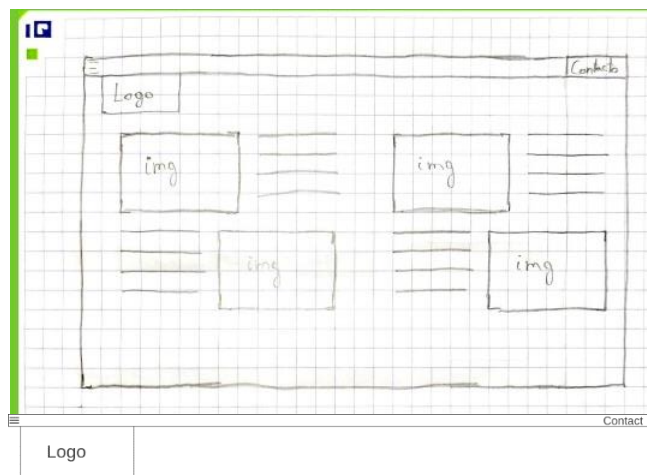
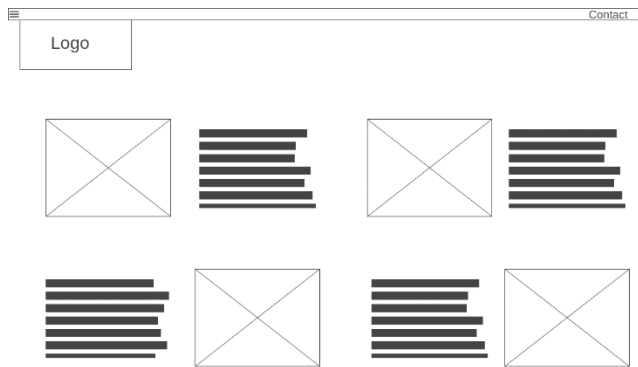
Form

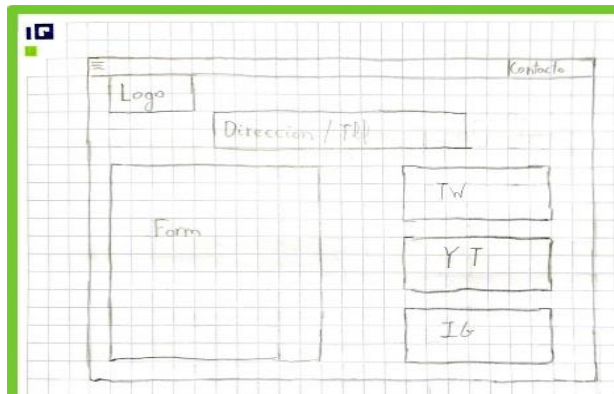
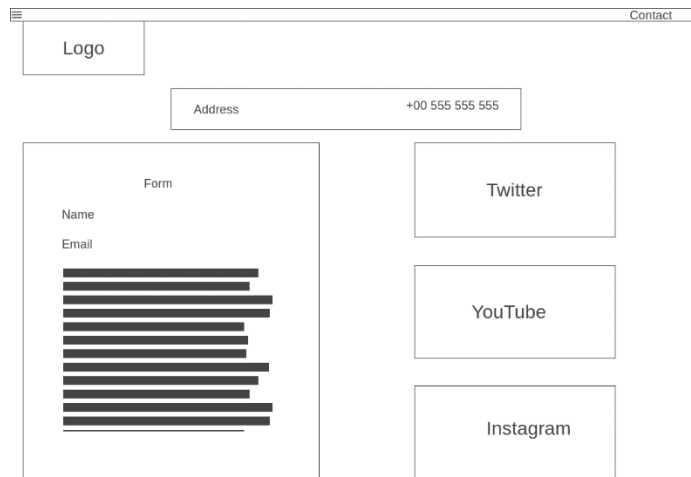
Hand-drawn sketch of a contact form on graph paper. The form is titled "Contacto" and includes the following fields and elements:

- Fields: "Nombre", "Apellido", "Email", "Telefono", "Direccion / Tlp", and "Formulario".
- A "Logo" placeholder with a box and an "X" inside.
- Social media icons for YouTube, Twitter, Instagram, and Facebook.
- A "Form" label at the bottom right.







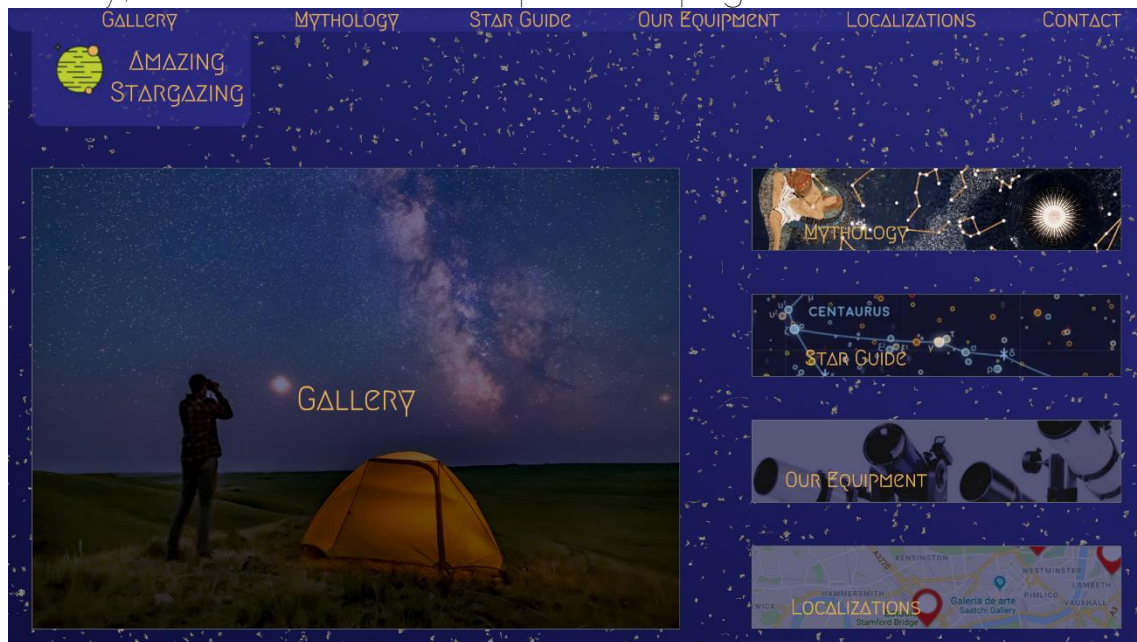


These are all the sketches with their corresponding wireframes, as we can see, little to no change has been done to them when porting them to the wireframe stage.



# MOCKUP

Finally, here are some mockups of the pages showed before:





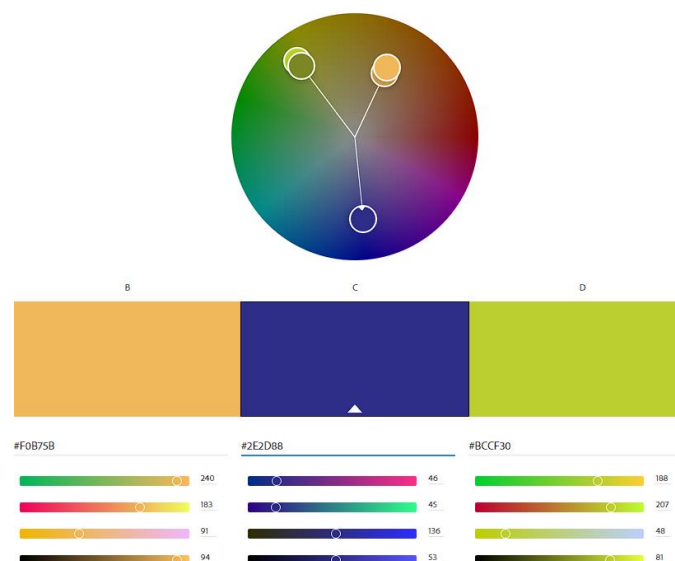
The first two are from the desktop version and the other two from the mobile version. As requested, the background elements are on a dark color, contrasting with bright colors for the text and UI elements.

# STYLE GUIDE

## COLOR GUIDE:



These are the three main colors of the website; they are distributed using the split complementary rule, with Cosmic Cobalt being the predominant color, appearing on all of the background elements and Rob Roy and Fuego being the secondary ones. Rob Roy is used mainly for the color of the text appearing in the site while Fuego is used in certain elements like the web logo or some of the UI elements.





## BRANDING:

The logo and our name brand must be present in every page of the site, next to the name of our company. The logo itself should be at least 64 pixels in size, followed by the company name in sizes 45 or 35, depending on the desktop or mobile version. As we can see, the main color of the logo is Fuego; as described before, with little details painted with Rob Roy



Simple logo



Desktop version



Mobile version

A navigation bar will always be present, in order to allow users quickly travel to any section of our site. The bar color is the same as the background, at 75% opacity to let some of the background visible, it also features a border radius of 20%



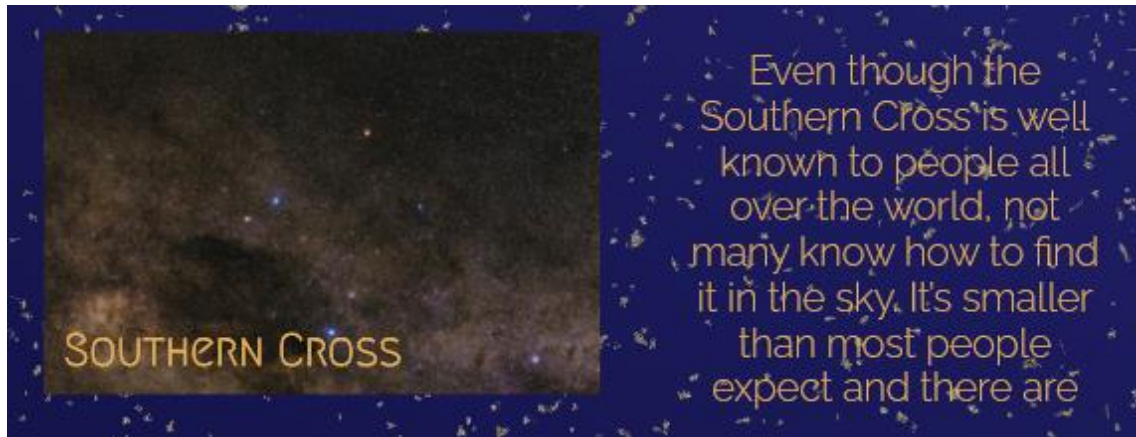
Header of the desktop site, featuring the navigation bar and the logo



Header of the mobile site, this time we use a secondary navigation bar in order to show our contact information.

## TYPOGRAPHY:

We distinguish two fonts used on our site; one being Megrim and the other Raleway.



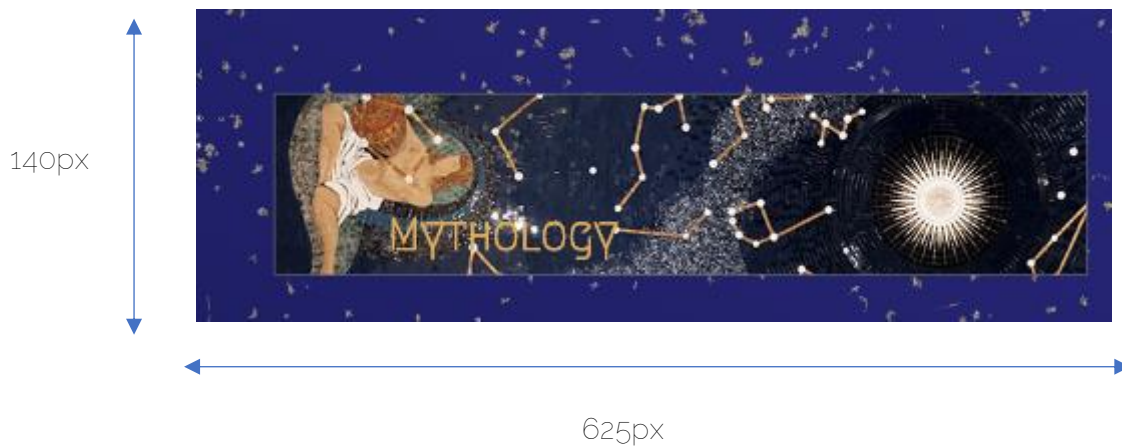
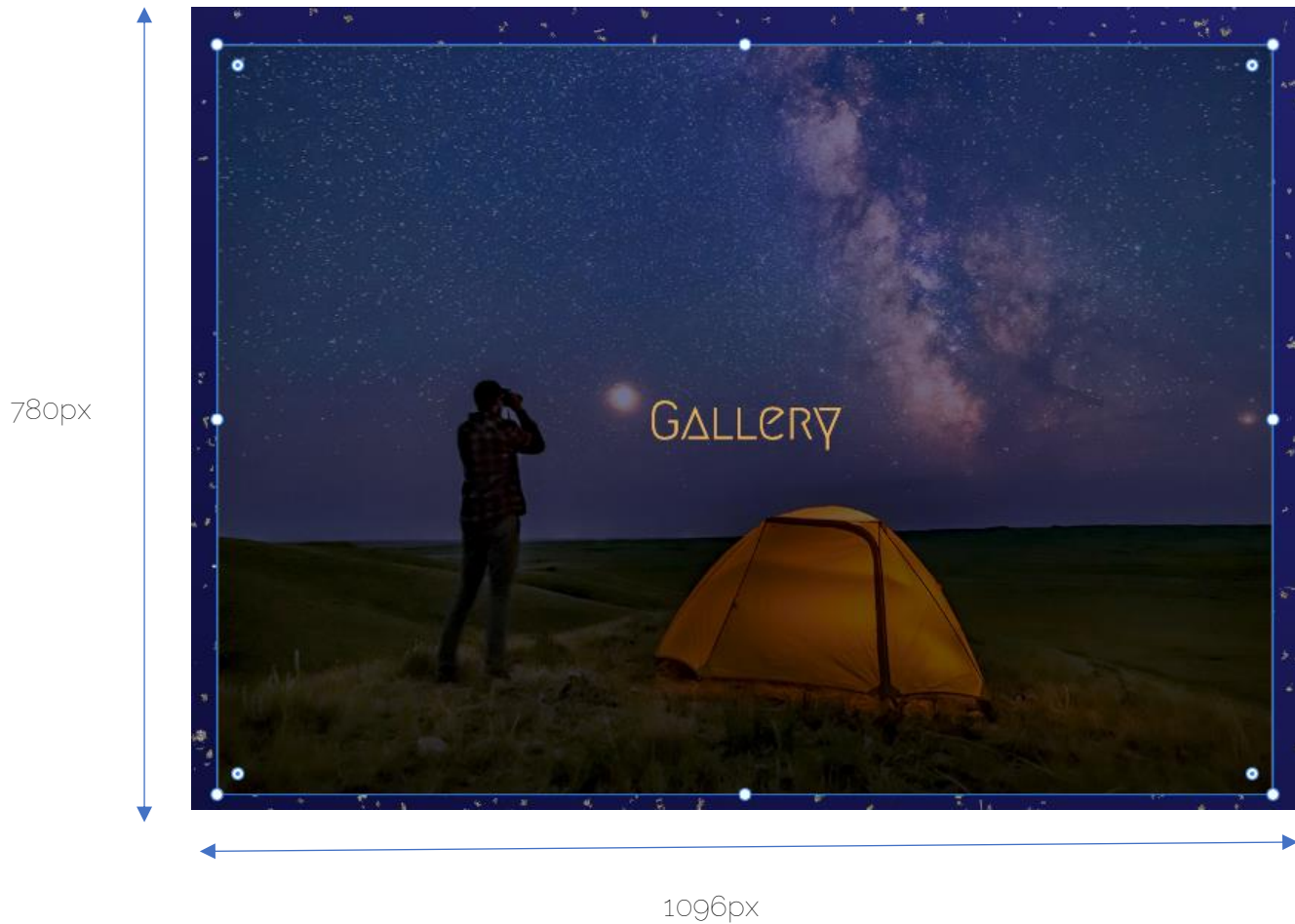
Megrim is a very impactful and striking font; therefore, it will be used for titles and headings. On the other hand, Raleway is a modern, easy to read font and will be used as the main body of the site, with sizes going from 12px to 30px depending on the version of the page we are in and its contents.

In order to make the titles a bit more highlighted we'll use a bigger size (35-45) and a border in order to add a bit more of weight to this font.

All text must be written using the Rob Roy color, as it offers a good contrast with the dark backgrounds present in the page.

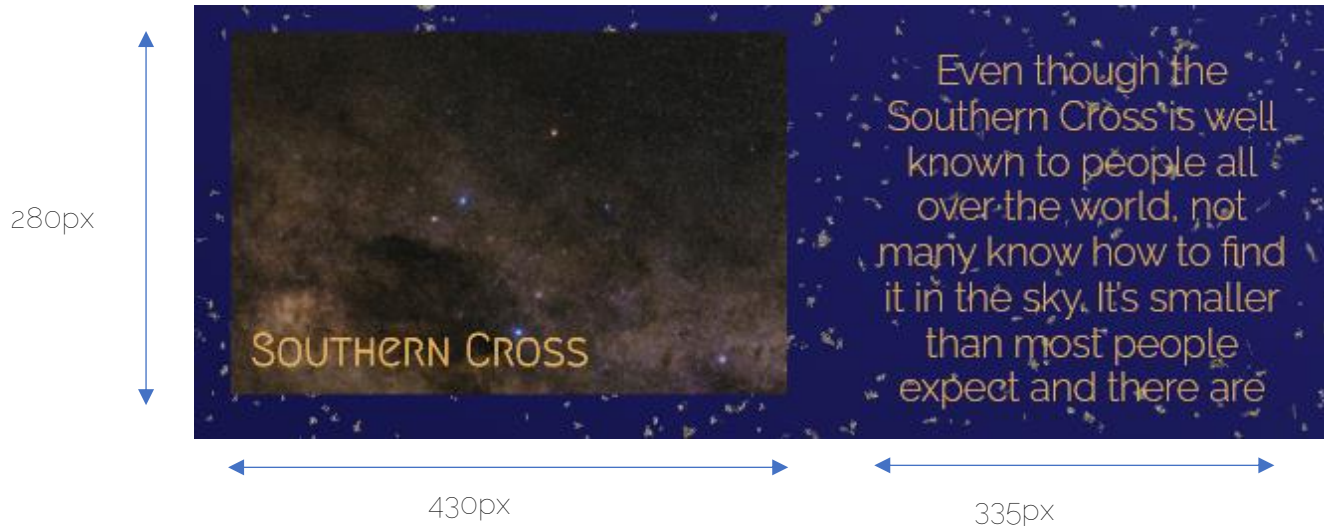
## CONTENT:

We'll distinguish between the two main contents of the page; images and text. For images we can appreciate 5 general sizes; three of them used on the desktop version and the remaining two on the mobile version.

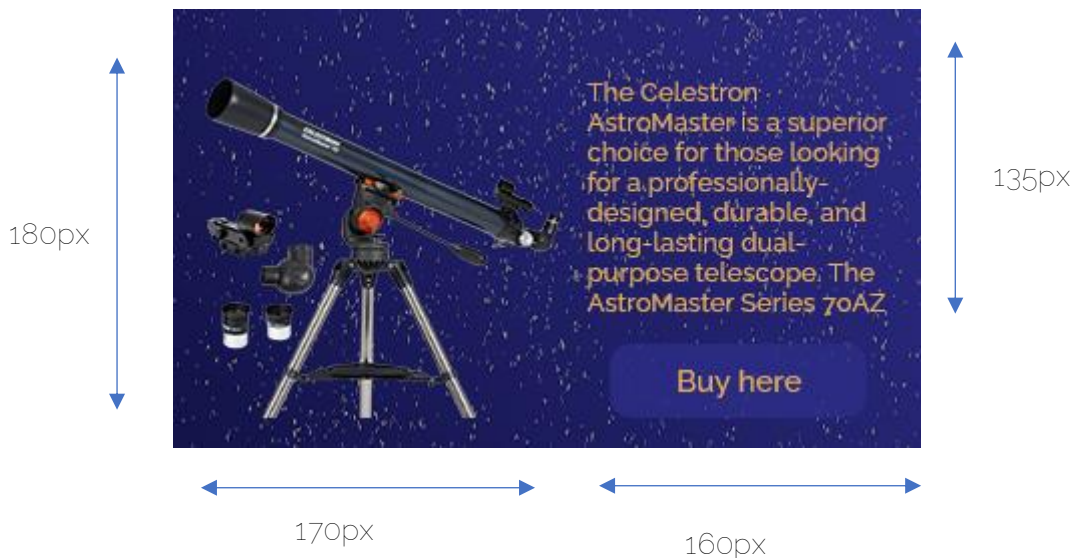




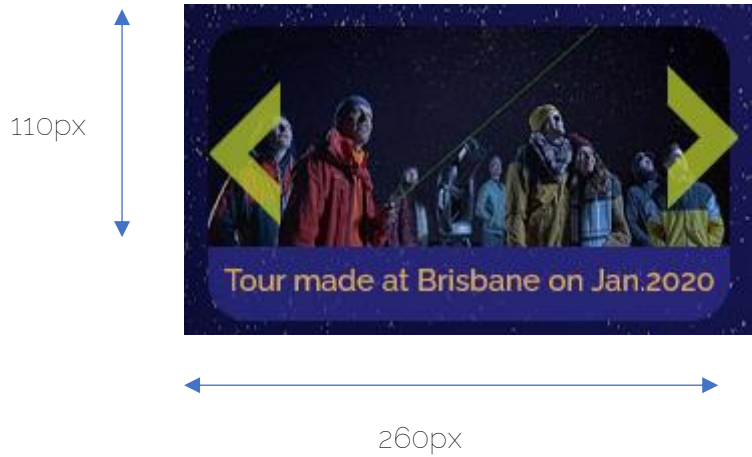
For the main page, we have these two sizes; the biggest one will be rotating along the other 4 smaller ones, in order to highlight the different sections of the page.



For pages that actually have content, we'll use these two sizes, the bigger one for images and the slightly smaller one for text boxes.



In the mobile website we'll use more squared sizes in order to fit the content in a smaller display, the zig-zag style is recommended in pages where a lot of text is included, in order to have a more dynamic presentation for the users.



Lastly, in more visual pages, where the main focus are images, we can use a single-row display to show all the images and a brief description of them. This type of display allows us to use the whole device width for presenting images in smaller devices,