Style Guide

colours:

the colours that will be used for the website are purple and orange tones as they are complementary colours. The purple tones symbolising, power, ambition and wealth. The orange tones promote joy, success and strength.

Typeface:

Calibri

The typeface that will be used for the website as it is one of the most common fonts used across the different internet platforms. Calibri is easy to read as it is a san-serif typface. This typeface is also the default font across the microsoft office suite meaning that this font will be easy to implement.