

HEATH GARVEY

WEBSITE STYLE GUIDE

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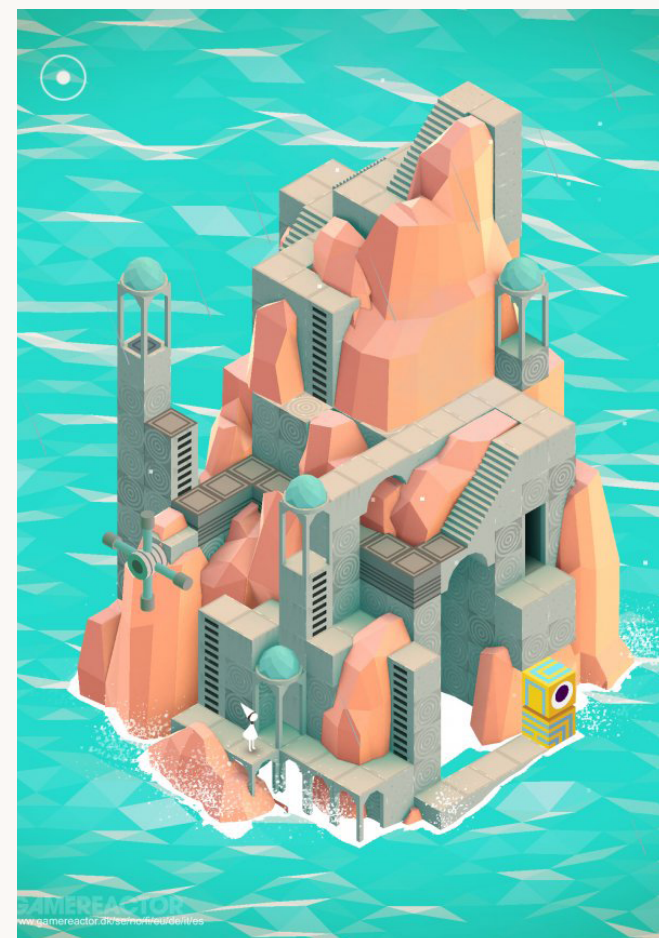
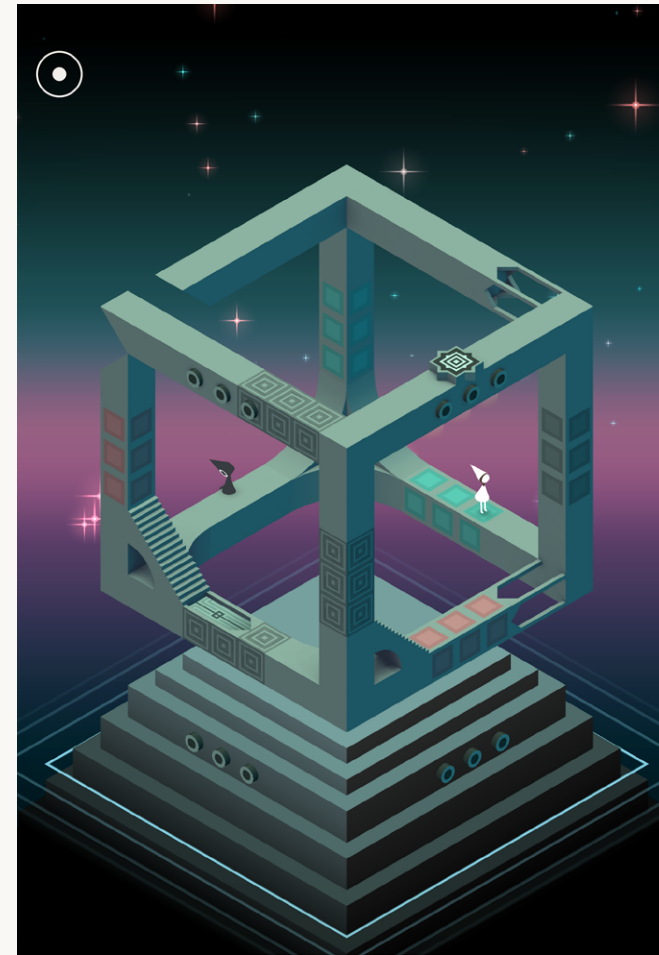
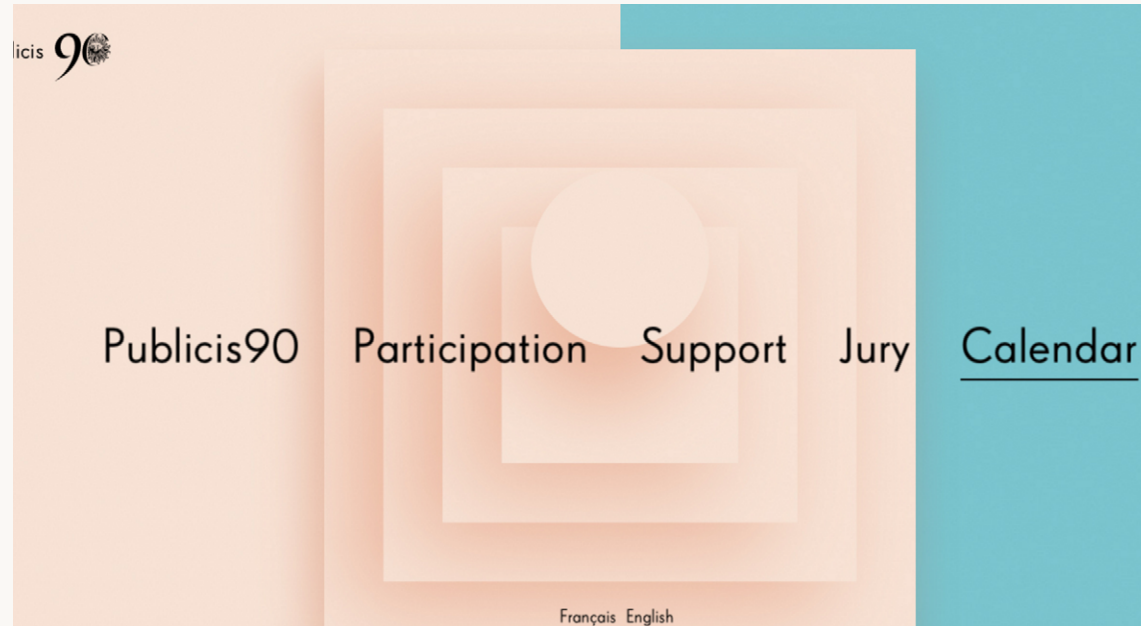
TABLE OF CONTENTS

3	introduction
4	inspiration
5	wireframe
6	colours
7	typography
8	logo design

INTRODUCTION

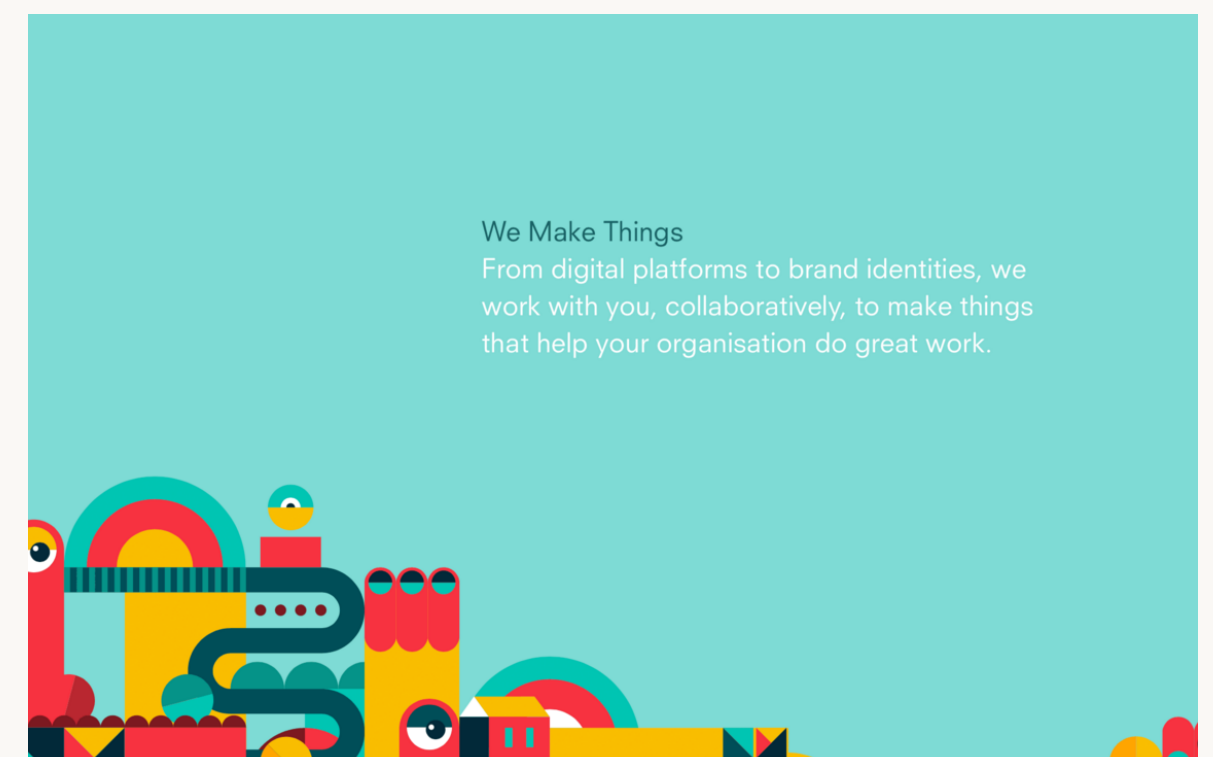
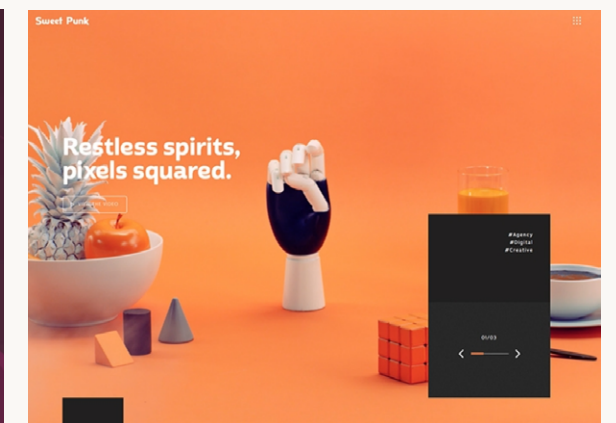
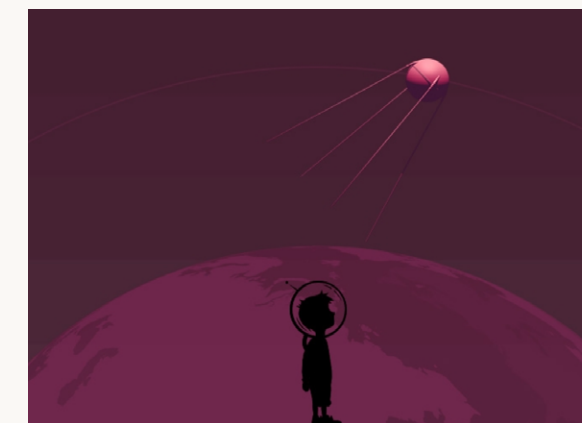
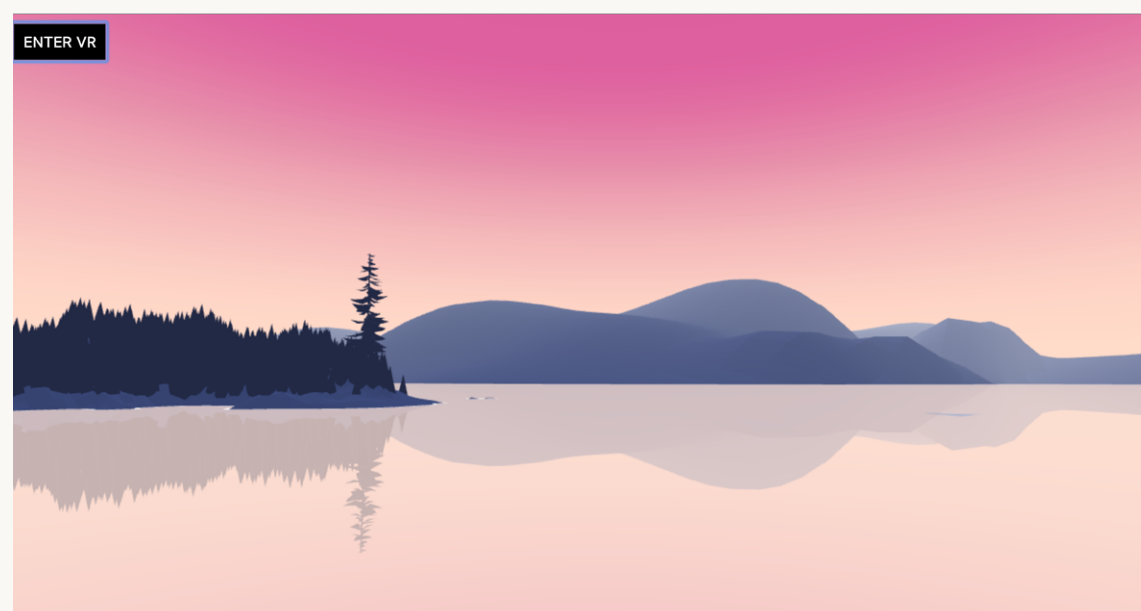
Once upon a time a not so young (but certainly fresh faced) budding front end developer sought to earn his chops in the land of website development. Infatuated not just with the process of building and creating new things, but also the underlying reason as to **why** we build and **what** exactly these works communicate, he wrote this accompanying document.

How we communicate articulates a great deal about ourselves. The “**Heath Garvey**” brand identity seeks to project itself as one that is simultaneously informal and professional, playfully creative and yet strategically perceptive. Humour is used to engage; providing a stage for further copy to deliver insightfulness. It is important that these elements are balanced and consistent throughout the website, not solely for the sake of harmonious chi, but in order to project a compelling personality to potential employers. Ultimately, this personality validates and upholds the professional projects listed within the portfolio section.



INSPIRATION

Inspiration has been widely drawn, with sources ranging from video game design and virtual reality applications to more conventional design publications and existing website builds. These images reflect a common, underlying creative aesthetic.



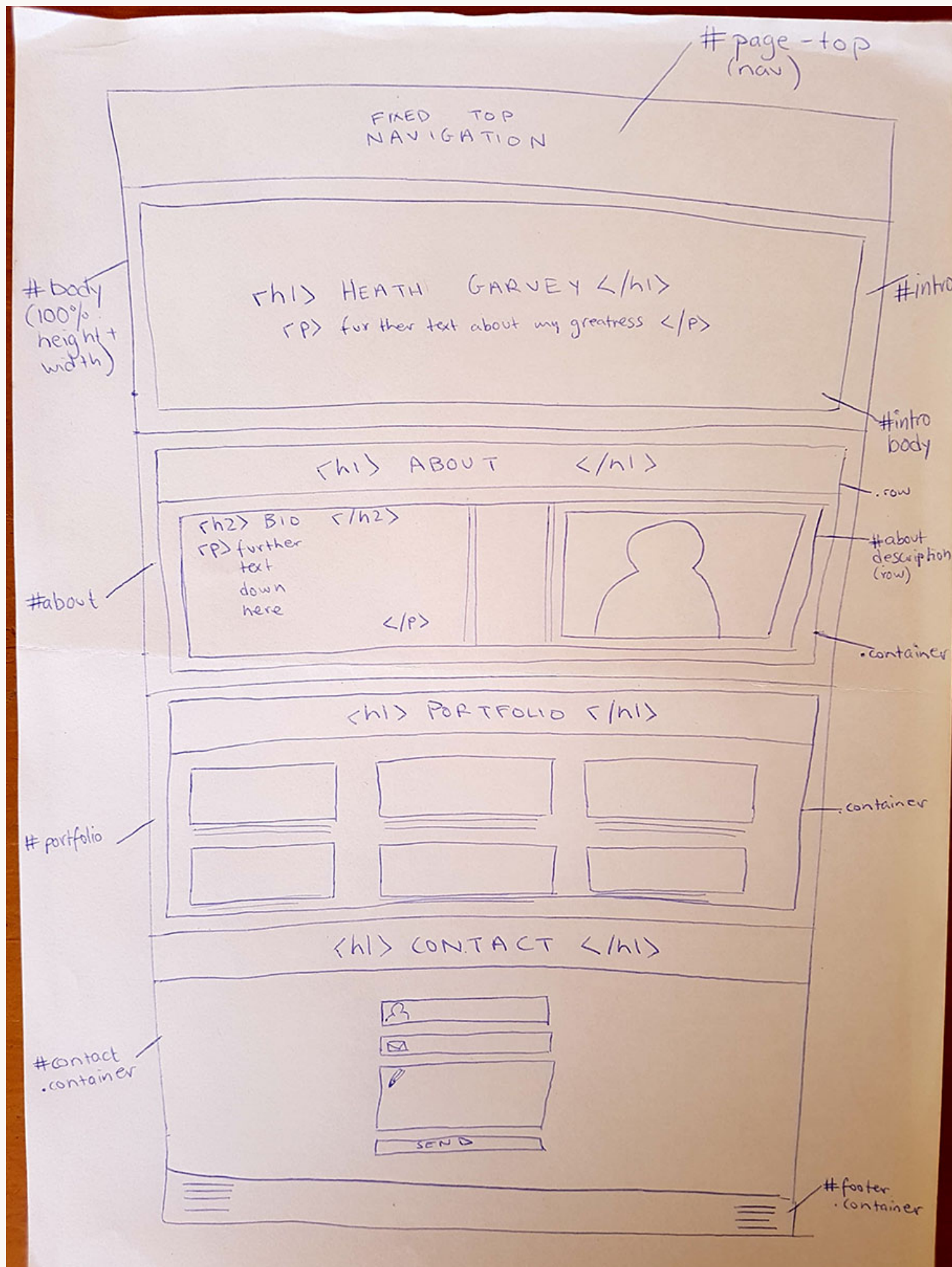
WIRE FRAME

Attached right is an initial wireframe used in the planning of the static website.

Each parent `<id>` tag corresponds to a full height and width section. These sections serve as individual pages within the framework of the single page website. Each contains the section's three tone gradient amongst other CSS styles.

The fixed navigation bar builds a favourable UI in having immediately accessible content, while the current user section has its corresponding navbar tab highlighted.

Once clicked, portfolio items trigger a jQuery lightbox enabling the user to view content without navigating away from the single page.



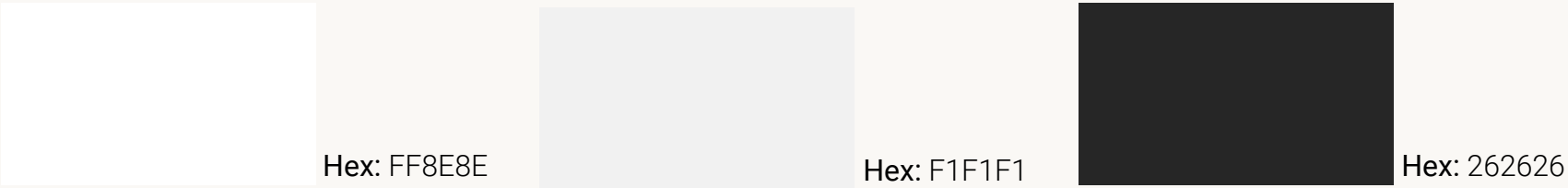
COLOURS

Vibrancy and playfulness rule supreme in this website colour palette.

White serves as the default font colour, while an off-black colour serves as the default text placed on a light navbar grey.

Using a three tone gradient on each full width and height page, each colour is intended to complement the other, with the result a website that represents the entire spectrum of the colour wheel.

CORE COLOURS



EXTENDED COLOURS



ROBOTO LIGHT (300)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

ROBOTO BOLD (900)

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz
1 2 3 4 5 6 7 8 9 0**

All title headings are to appear capitalised with Roboto bold.

TYPOGRAPHY

Reflecting the playful colour palette, typography serves to likewise deliver a sense of honesty, playfulness and modernity.

Challenging conventional approaches to font pairing which necessitate pairing a serif with a sans and serif typeface in order to create readability, this webpage uses a single font in two distinct styles.

Assisted by variation in font weight, the use of all capitalised headings is intended to provide a counterpoint, provoking a strong visual contrast between display and body text.

The clean serif free approach leads to harmony, uniformity and sense of contemporariness, fitting for the an individual with career ambitions in the tech industry.

From a pragmatic perspective, the use of a single font also aids speed performance of the static web page.

LOGO DESIGN

Bold, harsh lines built in stark black colour characterises a logo that issues power, accountability and formality.

These effectively balance the light-hearted nature of an otherwise vibrant colour palette.

Likewise, the symmetry in the logo's reflection imbues a creative flair while maintaining a sense of elegance in design.

