The blue whale



Jhonatan Andres Ramirez
Web interface design
Irene Vinent Mercadal

Index

Logo and colors	3
Typography	4
color palette	5
Structure and spacing rules	6
Icons	7
Guidelines for Illustrations and Images	8
Style of interface elements	9

Logo and colors











Typography

Raleway Negro 123456789 {/&@*#}

Title

Raleway Negrita 123456789 {/&@*#}

Subtitle

Raleway normal 123456789 {/&@*#}

Content

Raleway Muy clara 123456789 [/&@*#]

secondary information

color palette

Main text and titles #8F6B47 #DF9D5D Main text #F4D493 Extra color #FFECD3 Background #001A57 Highlight texts

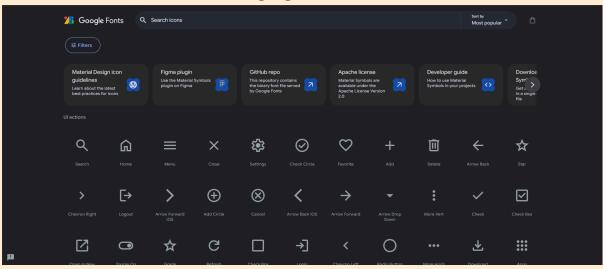
Structure and spacing rules

- Reducing the space between images or content and the edges of the page creates a modern and aesthetic style.
- A low and elegant header adds a modern and sophisticated design to the page.

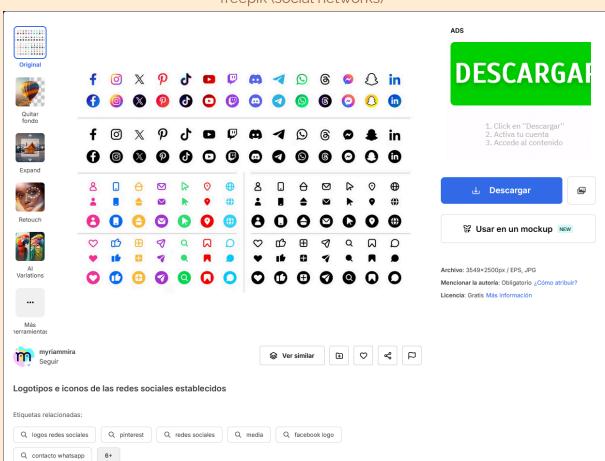
 This type of header takes up less visual space, allowing the main content to stand out more.
- A rectangle that highlights the page you are on helps effectively guide the user.

Icons

google icons



freepik (social networks)



Guidelines for Illustrations and Images

HISTORY page 1:1

PORTFOLIO page 1:1, 4:5 (horizontal)

NEWS page 4:5 (horizontal)

INSIDE THE NEWS page 1:1

AL VOLANT DE LA BALENA page 1:1, 4:5 (horizontal)

USER ICONS 1:1

In jpg, png or webp format and a maximum size of 1080 px. small images such as the logo, icons, etc. at 150 px.

Style of interface elements



Enviar

