

2 CFGS Web App Development

Forever Vegan

Web Design Style Guide

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Forever vegan is an association that

tries to help people who is trying

To go vegan and don't know the starting.

We are not trying to impose our thoughts,
we are just trying to make it easy to go vegan

By relating with other people,
bringing you some knowledge,

Talking about our testimony...

What about Brand name?

Our logo has been created by using website name and using “Gluten” Font.

You can download it from [this link](#).

This Brand name describe our website purpose and make people know from start what is this web page aim.

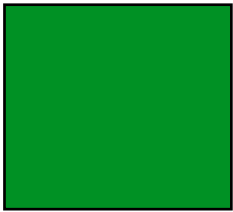


Forever Vegan

The reason why we use this name is to try to make users feel close and, it is a friendly, attractive and informal font, so people'll feel in a friendlier environment.

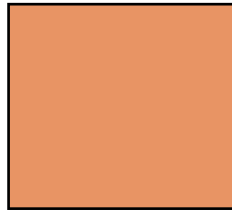
Color Palette

Color #1



#009124

Color #2



#E89464



#F2E4DC

Color #3

Those are the selected colors for Forever Vegan's website because of their complementary. Both means nature, and as we know, vegan is associated to nature, so I've decided to use these colors to decorate the website.

Color #1 is going to be used as the main color, color for tittle and footer background.

We are using color #3 for the main background, it's not a strong color and it brings some color to the website.

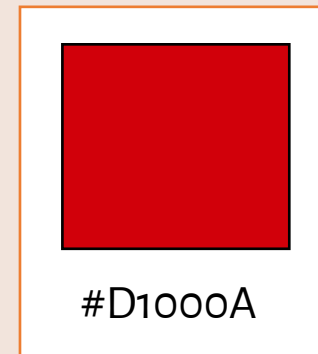
We will use color #2 for section buttons or menu separation (in mobile version) to bring it a more colorful and friendly appearance.

Color Palette II

This color is used in our website to contrast different elements, for example “read more” buttons, cookies accepting button or things like those.

This color is full contrast of color #1 we talked about in before's page.

You should use this color just to attract user's attention.



It's important to not to abuse of this color because it can make people feel uncomfortable by its strength.

Typography

We are going to use just 2 typographies for this website

Gluten
Font

We are using 'Gluten Font' because of its friendly appearance and it should be used only for tittles as main page tittle or secitons tittles.

'Alegreya Sans' is the typography we'll use for the page content, same as sections description, information, or footer elements, it's comfortable typeface so people can keep Reading with no problems.

Alegreya
Sans

Elements Actions



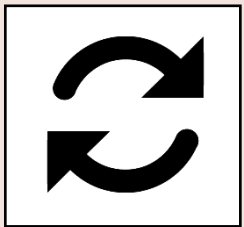
This is the animation for the moment we put the mouse on the button, it will shadow for the top right corner in PC layout, we can't do it in mobile phone, so we are using this hover for PC menu.

The right hover is for the moment the user put the mouse on the “Read More” button we can find in all the sections.



Icons

We are using icons only in mobile layout, exactly in menu, and in main page of both layout where icons will be matched with his name category.



Use

We use basic iconography, black to contrast the background, it should be same size as text, so be careful, text has to be important too.



Not to use

Icon we have at the left is stronger and it is not black, we don't need color at icons because our layout has enough of them, overloading the website with colors is not a good idea, so we are doing icons look simple.

Icons II



For mobile sections layout we will use a background image for the section, but this image should be a little bit transparent because it's going to have text on it that describes the section content

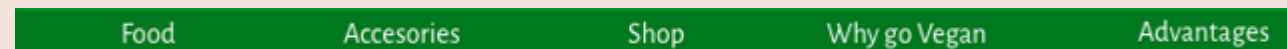
For information content in mobile layout and sections, information content in PC layout we will use images without transparency, and we are putting these images in zigzag to make page dynamic.



Navigational Elements



Left menu is the one for the mobile layout, it appear once you click on hamburger menu button. When the menu appears, it will translate from left to the middle of the main page, and main one will get darker.



Top menu is the selected one for the PC layout, it interacts with mouse like we talked about in before pages and it change the main layer content using an iframe.

www.buyveganingredients.com

Left element is used for hypertext that allows users to navigate between pages.

Page Layout

Interface Layout

The website should have a responsive interface to make users from different screen look at the same interface without seeing changes

Information Layout

Information pages will adopt a zigzag layout between elements, in the same way, at the first paragraph text will start from middle to right and at the second one, from left to the middle. Otherwise, images.

Background colours

The header and footer will have the background main page color, it is Color #1 found in page 4. The background color will be Color #3 at the same page.

Font Color

Font will be black when background color is Color #3 and white when Color #1