

# ENTOMORIUM

NOHA KAREEM





# ABOUT

- entomology + emporium
- Online field guide
  - rich multimedia
  - Encyclopedic
- Entomology enthusiasts + educators



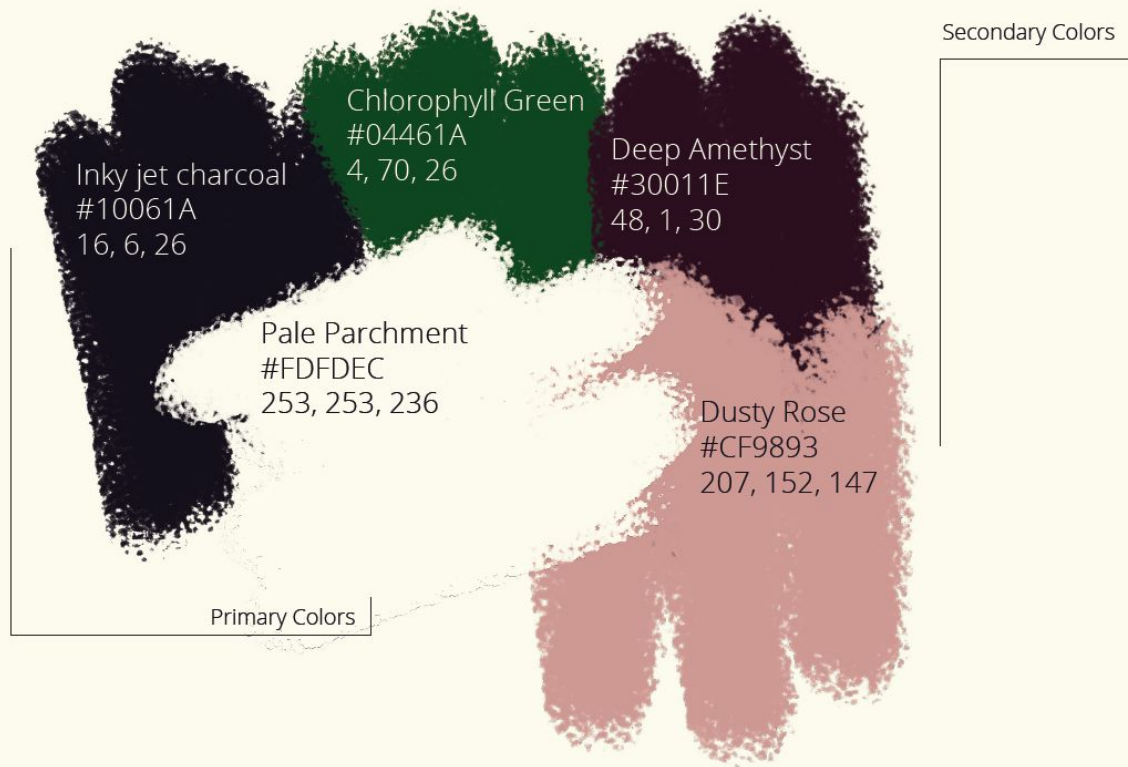
# BRAND VALUES

- Elegant
  - Natural history illustration
  - Museum + archival aesthetics
- Explorative
  - Nature + curiosity
- Contemporary
  - Seamless experience





# COLOR PALETTE





# TYPOGRAPHY

## PLAYFAIR DISPLAY SC

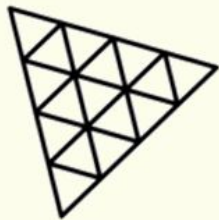
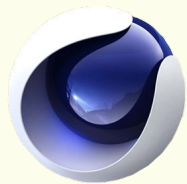
- TIMELESS + ELEGANT
  - ARCHIVAL + CONTEMPORARY
- LINES

## Open Sans

- Elegant
- Readable



# TECHNOLOGY



# DEMO



## EXPLORE ARTHROPODA INSECTA

ORDER: COLEOPTERA



HARMONIA AXYRIDIS



COCCINELLA 22-PUNCTATA  
COMING SOON



CHRYSOMELA CEREALIS  
COMING SOON