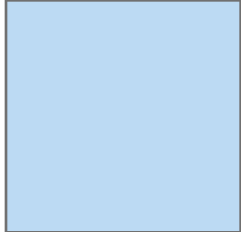
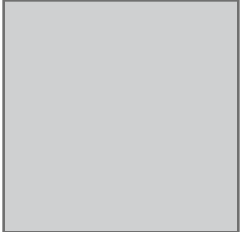
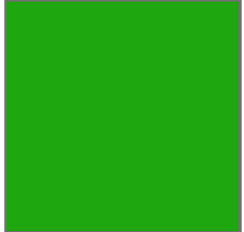
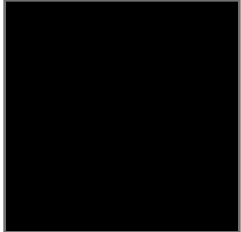



The Social Scoop

The Social Scoop is the name of the website and it does not have logo, only a text.
I chose "The social scoop" because the site is about a social media website and the scoop part means that here you can scoop up media through the social media that is provided by the company that own the site.

The background is white and simple. The text is black because it fits with black on white and it is simple and neath looking. The text size should be about 24px.

Color

				
#BCDAF3	#CFD0D1	#1FA710	#000000	#FFFFFF
R: 188 G: 218 B: 243	R: 207 G: 208 B: 209	R: 31 G: 167 B: 16	R: 0 G: 0 B: 0	R: 255 G: 255 B: 255

Typography

H1 Headlines

Merriweather | Regular 54px

H2 Sub Headlines

Lato | Regular 35px

H3 Content Text

Open sans | Semibold 24px

H4 Small Facts Text

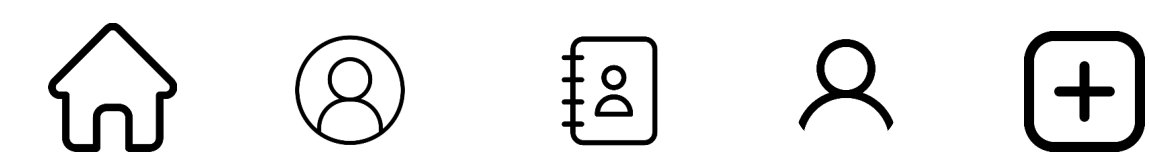
Open sans | Regular 16px

Buttons



All the call to actions buttons I use the Merriweather font, which looks simple and neat looing. The color I choose are a light green that is supposed to catch the users attention and the different color stand out from other colors like white, grey and black. By adding the green color the user knows that this button is different from the other content and call to action buttons is supposed to catch the attention of the user so therefore I think the choosen color fits perfect for the call to action buttons.

Icons



All the icons that I am using are for information. I use them in the heading as a helping tool for knowing what the thing in the heading is. The icons are visible over the text that shows what the links are. Some websites only have text as links that says what the links lead s to but I choose to have icons as well for not only the looks of it but it makes it easier to know that the links are.

For the typography for this website are three different fonts. I use Merriweather for the H1 headlines. For the H2 sub headlines I use Lato and naturally the H2 uses a smaller font size than the H1. On the H3's and H4's I use Open sans and smaller font size. The difference between all the text's are not only that there are different fonts but also the font size and last the thickness of the font.

By using different thickness and size makes the fonts appear different from eachother.

Forms

Login

Email


Password

Account

Name

Last name

Email


Edit

For the forms I chose a very simple design that is very good and Professional looking but at the same time very easy to se and to understand.

Contact

Name

Email

Message

Images

Dos and Dont's



Do 



Don't 

Never use a icon in the header text, or the brand name. And never use any other font size, font or font color than black color on the text. You can use a lighter color as a background, for example, lightblue or lightgray.

I used a 12 grid as my layout, as you can see with the lightblue grid lines

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