Holidaze style guide

Brand Essence

Holidaze gathers accommodations in and around Bergen, so that it's all in one place for the user that wants to visit the beautiful city of Bergen, or maybe wants to be close to the magnificent surrounding nature. The goal is to gather all accommodations available in the Bergen area. From hostels to luxury hotels and apartments. Therefore, the target audience has a wide variety of backgrounds. Common for them all, they want to find a place to stay short term in Bergen.

Logo

The logo has two sizes, one for smaller screen sizes (1024px and below), and one for bigger screen sizes (1024px and above). The typeface for both of them is "Enchanted", in the color #BF452A, but in the small logo, the letter is tilted, to represent the surrounding mountains of Bergen. The smaller logo also has a background color of #F28729.

The logos should all be highly pixelated, and readable on all screen sizes, with suitable surrounding margins of at least, but not limited to, 20px.
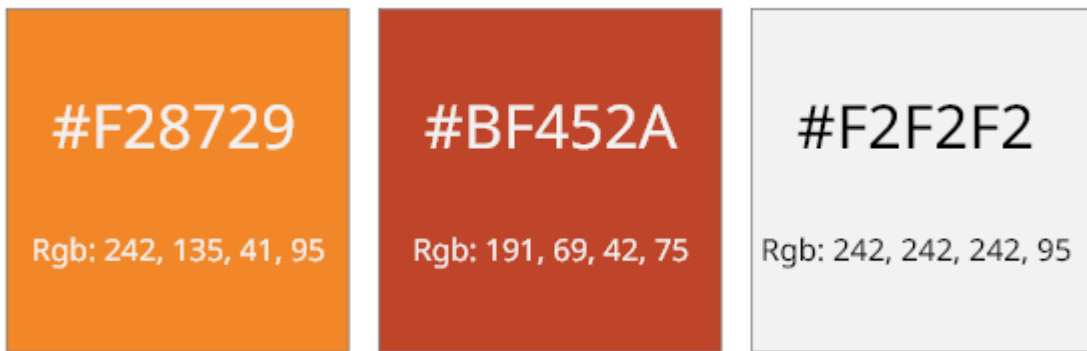
Typeface/ font

The original typeface that was going to be used for headers, as well as paragraphs was "Noto sans". However, after testing the site with several users, it became clear that this was not the best typeface for the brand, so the typeface which is going to be used now is Poppins.

The main color of the fonts is #000, but when the background color changes to darker colors, for example the logo colors, the the font color should be #fff, to ensure readability. The font sizes should all be sized with rem, tu ensure easy access for readability to all.

Colors

The main colors are these:

#F2F2F2 is used as the background color, and the others are used for ellements. Shades of these colors can be used when suitable. Black and white can, and should be used for the font color, and black can also be used for shadowing. The success color is #22AE30.

The red and orange color is chosen, because they represent the colors of the hoses of the docs in Bergen, as well as for their visibility.

WCAG

It is important to follow WCAG guidelines, and these should be a higher priority than the original design, if these for some reason should clash. Holidaze should be welcoming and accommodating to all.

For layout and and design process see the prototype here:

https://xd.adobe.com/view/9281849d-e9b8-4718-b020-55356c601505-c7d2/