

The background of the entire page is a dark grey color. Overlaid on this background are several thick, dark grey, wavy lines that flow from the bottom left towards the top right. These lines vary in thickness and create a sense of movement and depth.

Quinn Lutters

Design Style Guide

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Design Style Guide

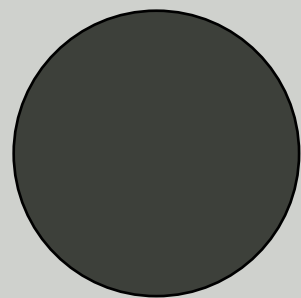
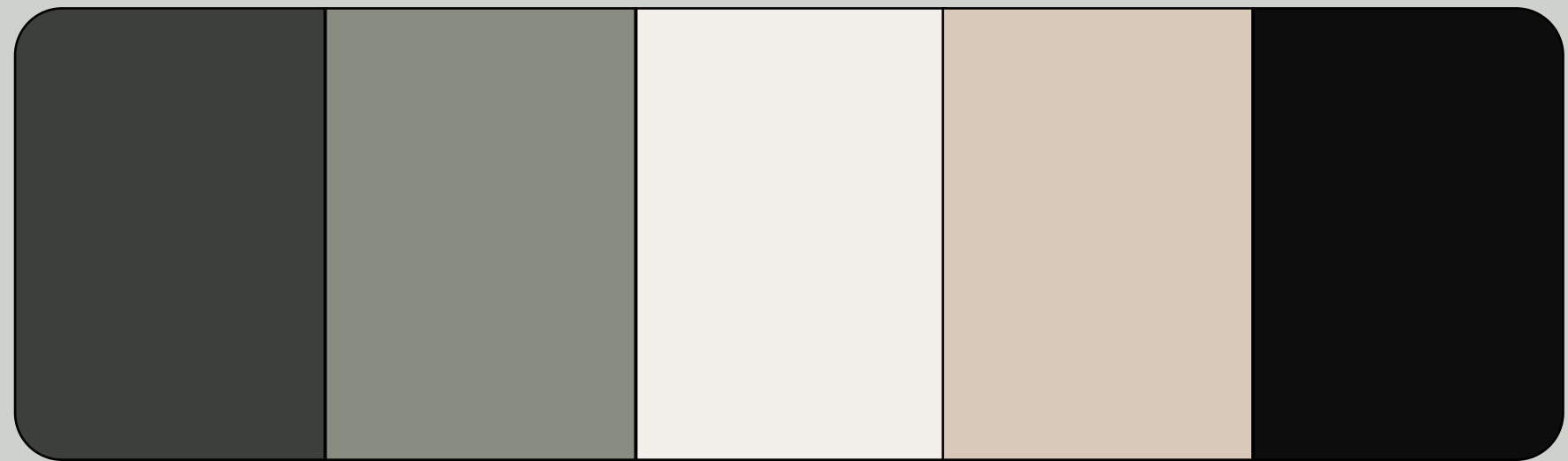
Media & Design student at Fontys

Hello I am Quinn, I'm a student at Fontys in my second semester and with one of my products I want to inspire people by showing them that if I can make it you can too.

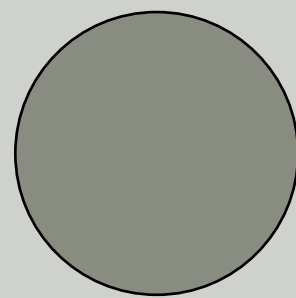
This is a design style guide on how any of my products should be used and how I will be using them.

Colors

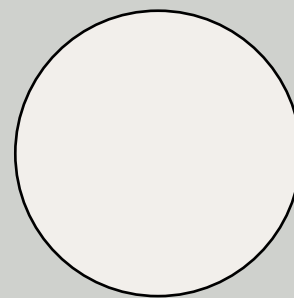
The Color Palette for my brand is called "Odin's Crow". It's a color palette I chose because it represents nature, it provides warmth and gives a soothing effect.



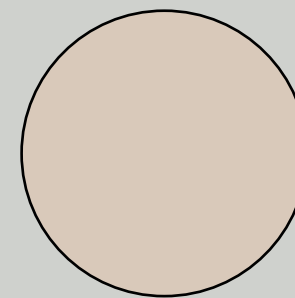
- #3D403A
- rgb(61,64,58)
- hsl(90,4.9%,23.9%)
- cmyk(5,0,9,75)



- #888C81
- rgb(136,140,129)
- hsl(81.8,4.6%,52.7%)
- cmyk(3,0,8,45)



- #F2EFEB
- rgb(242,239,235)
- hsl(34.3,21.2%,93.5%)
- cmyk(0,1,3,5)



- #D9C9BA
- rgb(217,201,186)
- hsl(29,29%,79%)
- cmyk(0,7,14,15)



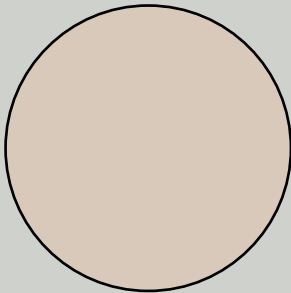
- #0D0D0D
- rgb(13,13,13)
- hsl(90,4.9%,23.9%)
- cmyk(5,0,9,75)

Colors

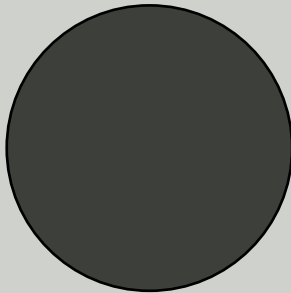
Light-theme



Primary Color



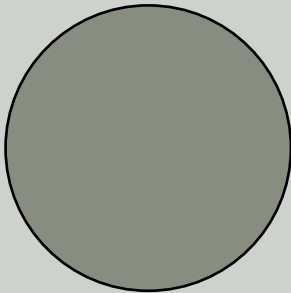
Secondary Color



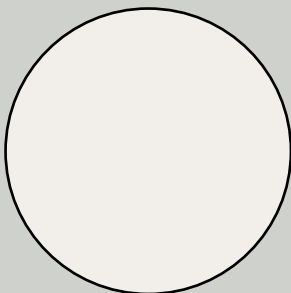
Font Color



Tertiary Color



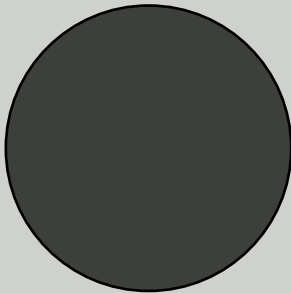
Accent Color



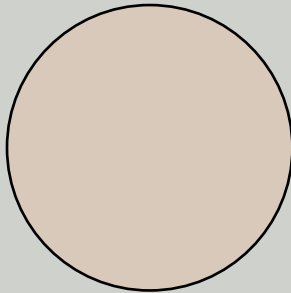
Dark-theme



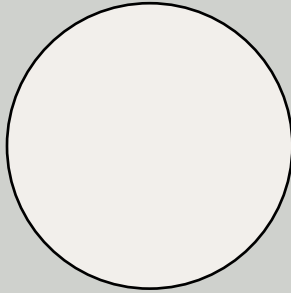
Primary Color



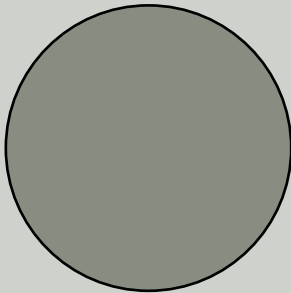
Secondary Color



Font Color



Tertiary Color



Accent Color



Logo

Iteration 1

For normal usecases
where the logo is clearly
visible.

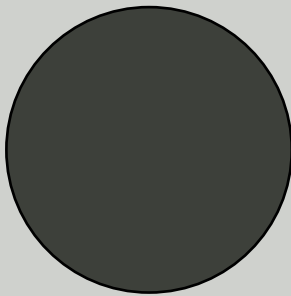


Iteration 2

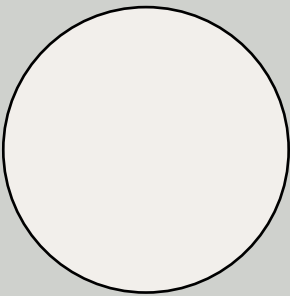
For smaller usecases
where the logo is less
visible.

Currently I am still working on the second version, but it will be here soon

Only acceptable colors for any logo iteration



- #3D403A
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- #F2EFEB
- rgb(242,239,235)
- hsl(34.3,21.2%,93.5%)
- cmyk(0,1,3,5)



- #0D0D0D
- rgb(13,13,13)
- hsl(90,4.9%,23.9%)
- cmyk(5,0,9,75)

Logo

Logo Spacing

all Logo iterations should be allowed a margin fo 5% of the logo size on all sides of the logo size.

Correct



Incorrect



Correct



Incorrect



Typography

Pridi


Pridi should only be used for headers and subheadings.

Header 1
Header 2
Header 3
Header 4
Header 5


Zilla Slab

Zilla Slab should be used for every other instance and should

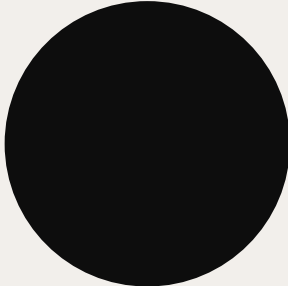
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce sollicitudin bibendum volutpat. Phasellus sodales leo vel erat porttitor,



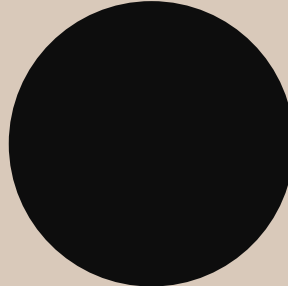
- #F2EFEB
- rgb(242,239,235)
- hsl(34.3,21.2%,93.5%)
- cmyk(0,1,3,5)



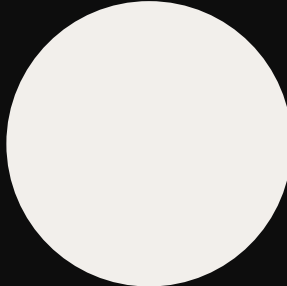
- #0D0D0D
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- cmyk(5,0,9,75)



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