Style Guide

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**Website Layout**

Things we will do:

* A title at the top of the page with the logo just to the left of it
* A navigation bar below the name of the company with links to the product page the home page, a contact us page, as well maybe containing the sign up/in page links and the cart page.
* An auto-scrolling image slider in the middle of the main page showcasing various products that the website sells
* A side bar containing more in-depth links to other pages on the website
* A brief description/thank you note
* A catalogue of all the important links on the website, including an about us link, a contact us link, account link, cart link, and a link for shipping policies.
* The product page, a list of all the products as well as pages sorting the products into categories
* A form for the signup page containing name, address, email, postal code/zip code, user name, birthdate, age
* If you go to the cart page and you are not signed into the website is asks you to make an account before checking out
* Certain products should have multiple pictures to showcase different angles or different poses of the products

Things we might do:

* A sorting menu on the product page enabling the user to sort the products by lowest to highest price and highest to lowest price as well as A to Z
* Farther ability to sort the products based on the series that they are from

**Colours, Spacing and Fonts**

**Font:** <http://www.fontsquirrel.com/fonts/open-sans>

**Spacing:** About 50ish% of the main page is going to be blank space

Some spacing between lines of text but no too much

Images have spacing them to cut the images away from each other

Pages will include a lot of white space to help draw the eye to key components

**Colours:**

**Main Colours**

**Royal Blue - #27408B - Navbar/Sidebar**

**Black - #030303 – Text/Some Headers/Title**

**Light Grey – Button Backgrounds/Text (paired with blue)**

**Secondary Colours**

**TBD;**

**Voice**

Less professional attitude more laid back focusing on fun.