

DESIGN JUSTIFICATION

BRAND VISION

"In a world where increasing pressure is being put on young individuals to succeed, we believe in breaking free from old-fashioned beliefs, because only then society can truly progress."

COLOR PALETTE

Colors used in the brand design/website:



#64C3D



#1d1d1b



#ffffff



These colors allow for a lot of *contrast* which automatically combined with the strong font expresses “strength” which is one of our brand values. Black represents power, strength, elegance and rebellion which is what our brand represents. White on the other hand stands for goodness, purity, innocence, perfection and positivity. As our company tries to help people these values also intertwine with our mission. Our blue color is very similar to turquoise which stands for refreshing, calming, energy, wisdom and loyalty. This felt like the perfect color to generate a positive and trusting environment for our visitors. The combination of these colors offers us the unique mix of rebellious strong and sweet and caring associations. By using this color pallet on every page a coherent style is created that can be easily distinguished and recognized as the “Inferno brand style”.

TYPOGRAPHY (ADD GOOGLE FONT)

Fonts used in the brand design/website:

Avenir Next Condensed

Avenir Next

BEBAS NEUE REGULAR

Avenir Next condensed Italic

The chosen fonts together create *visual hierarchy*. Because the “Bebas Neue Regular” font is very strong and bold this font will automatically be perceived as more important. This is why most of the headings which have to draw your eye are created with this font. The content and less important aspects are used with different variations of the “Avenir” font. By using only these fonts on every page we create a coherent style.

ADD GOOGLE FONT

TEXTURES

The textures in our website and brand design are really smooth. We are not using any kind of rough edges or wonky shapes. All design aspects are very tightly lined. Only the group picture on the about page uses a more rough texture as if our photo “jumps out of the frame”. We wanted to create a liable trustworthy service created by fun students. This is why we chose to use very tight shapes and a clear and clean lay out. At the about page to show our target group (students and young individuals) that they can identify themselves with us.

PATTERNS

ICONOGRAPHY

HOW IT CONNECTS TO THE TARGET AUDIENCE AND BRAND

PURPOSE OF WEBSITE

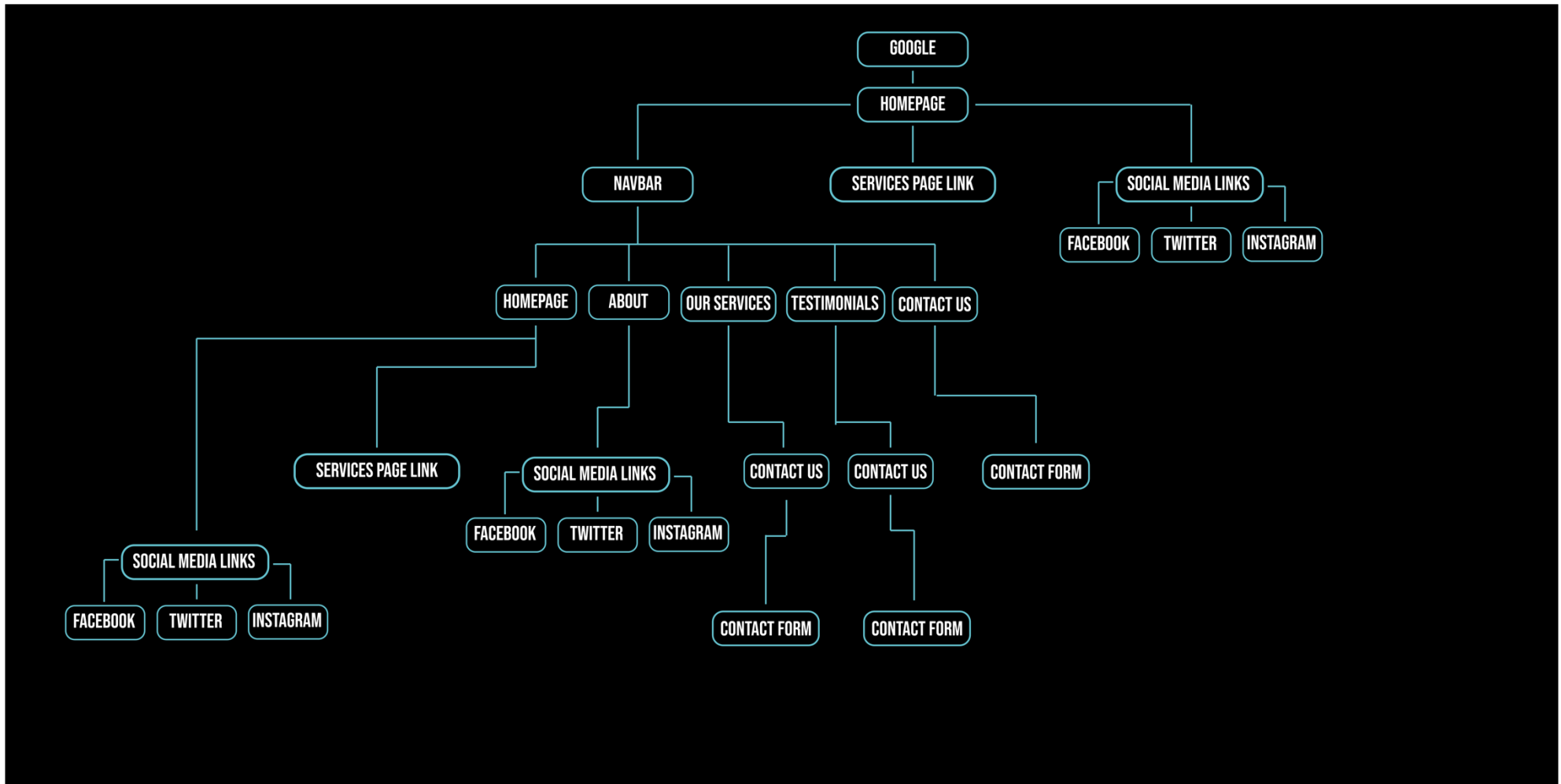
A Design Justification Document uploaded to CumLaude which contains:

oDesign elements with justification

- A flow diagram for the website describing the navigation and structure of content
- Wireframes of the landing page and at least one other pages
- Colour codes for the main colours used (based on brand roadmap)
- Choice of fonts from Google Fonts

Actual Design Justification

FLOW DIAGRAM WITH NAVIGATION STRUCTURE



This diagram explains the journey with possible routes the site's visitor can take. Of course the navigation bar is displayed on every page. Some pages, such as the homepage, use hyperlinks to guide the visitors to possible other information they would like to know after that page. The social media links direct the visitors directly to our company's Facebook, Twitter and Instagram page.

CONTENT OF PAGES

HOMEPAGE	ABOUT	OUR SERVICES	TESTIMONIALS	CONTACT US
<ul style="list-style-type: none">- LOGO- NAVBAR- BRAND VALUES- OUR MISSION- UNIQUE COMPETENCIES (UVP)-OUR SERVICES PAGE HYPERLINK- SOCIAL MEDIA LINKS	<ul style="list-style-type: none">- LOGO- NAVBAR- GROUP PHOTO- TEXT EXPLAINING WHO WE ARE- BRAND VISION- LINK TO DESIGN JUSTIFICATION	<ul style="list-style-type: none">- LOGO- NAVBAR- 3 DIFFERENT SUBSCRIPTIONS- EXPLANATION OF SUBSCRIPTIONS- LINK TO CONTACT PAGE- IN TEXT INCORPORATED VALUE PROPOSITION	<ul style="list-style-type: none">- LOGO- NAVBAR- 9 TESTIMONIALS- 9 ROUNDED PERSON PHOTO'S- DATE OF TESTIMONIAL	<ul style="list-style-type: none">- LOGO- NAVBAR- MAP OF WHERE WE ARE- CONTACT FORM- SOCIAL MEDIA LINKS

Each page has its own unique content and uses a bootstrap grid. In this chart you can see what each page will contain exactly.

WIREFRAMES OF WEBSITE

[HOMEPAGE](#) [ABOUT](#) [OUR SERVICES](#) [TESTIMONIALS](#) [CONTACT PAGE](#)



In a world where increasing pressure is being put on young individuals to succeed, we believe in breaking free from old-fashioned beliefs, because only then society can truly progress.



DEFIANCE

PROGRESSION

STRENGTH

SELF-WORTH



[HOMEPAGE](#) [ABOUT](#) [OUR SERVICES](#) [TESTIMONIALS](#) [CONTACT PAGE](#)



ABOUT

[illegible]

[illegible]

INTERESTED? **CONTACT** US

TESTIMONIALS



NAAM

Nhkfkdka sfkdfkakud-
faiuekdfkadsfk uhae ;kuaef;s-
dkkfdi ahdiufh uasfæhfuahe
ifuh iaefiuaewukfhiaegfi agsp-
fuhg aieufg sfipauehfkaeljk-
fugdpsufgph usadfiuadfgfi-
aewiugaiufgiagifg igfipagf iafl

DATUM

NAAM

Nhaxfkdkfa sfkadfakud-
faiuekdfkadsfk uhax ;kuaef;s-
dikfdd ahdiufh iuasfaehfuahe
ifuh iaefiuaewukfhaiegfi agsp-
fuhg aieufg sfipauehfiakeljek-
fugdpsipufghip usaufikadufgi-
aewiugaiufgiagifg igfipagf iafk

DATUM

NAAM

Nhakfkdkfa sfkadfakud-
faiuekdfkadsfk uhae :kuaef;s-
dlkfdd andiuth uasfaehfuahe
ifuh iaefiuaewukfhaegfi agsp-
fuh aieufg sfipauehfkfaeljek-
fugdpsifughip usdfiakudfgi-
aewiugaiufgiagifg igfipagf iaf

DATUM

NAAM

Nhakfkdka sfkadfakud-
faiuekfadksfk uhae :kuaef:s-
dlkfdi ahdiufh uasfaehfuahe
ifuh iaefiuaewukfhiaegfi agsp-
fuh aieufg sfipauehfiakeljek-
fugdpsifuphi usadfiakudfgi-
aewiugaiufgiagifg igfipagf iafl

DATUM

NAAM

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faiuekdfkadsfk uhae ;kuaef;s-
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ifuh iaefiuaewukfhiaegfi agsp-
fuhg aieufg sfipauehifkaelkjk-
fugufufufuph usadfkadkfjg-
aewiugaiufgiagifg igfipagf iafj

DATUM



NAAN

Nhakkfkdfa sfkadfakud-
fauekfkdskf uhae :kuaef:s-
dlkfddi ahdiufh iuasfaehfuahe
ifuh iaefiuawewkfhaegfi agsp-
fuhg aieufg sfpauehfikaeljek-
fugdpisfuhp usafidkuaufgi-
aewiugaiufgiagifg igfipagf iatf

DATUM

NAAM

Nhakfkdkfa sfkadfkakud-
faiuekdflkadsfk uhae ;kuaef;-
dklkfdi ahdiufh iuasfaehfuahe
ifuh iaefiuaewukfhiaegfi agsp-
fuhg aieufg sfipauehifkaelkjk-
fugdpsisufh upadkfiaudfgi-
aewiugaufgiagiufg igfipagf iafl

DATUM

NAAM

Nhakfkakfa sfkadfakud-
faiuekdfkadsfk uhae ;kuaef;s-
dlkfddi ahdiuth iuasfaehfuahe
ifuh iaefiuaewukfhiaegfi agsp-
fuhg aieufg sfpauehfiakeljek-
fugdpsisufhip uasdfiakudfgi-
aewiugaiufgiagifg igfipagf iatf

DATUM



CONTACT

grote kaartttt

email

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message

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