

---

# Brand Guide System Pitch

---

Powered by

# Strella





CONTENT OUTLINE

PAGE

OUR MEMBERS

04

WHAT IS OUR IDEA FOR THIS PROJECT

06

HOW WILL OUR WEBSITE LOOK?

07-08

IDEAS

09-14

WRAP-UP

15

QUESTIONS

18

---

## STRELLA'S MOTTO

---

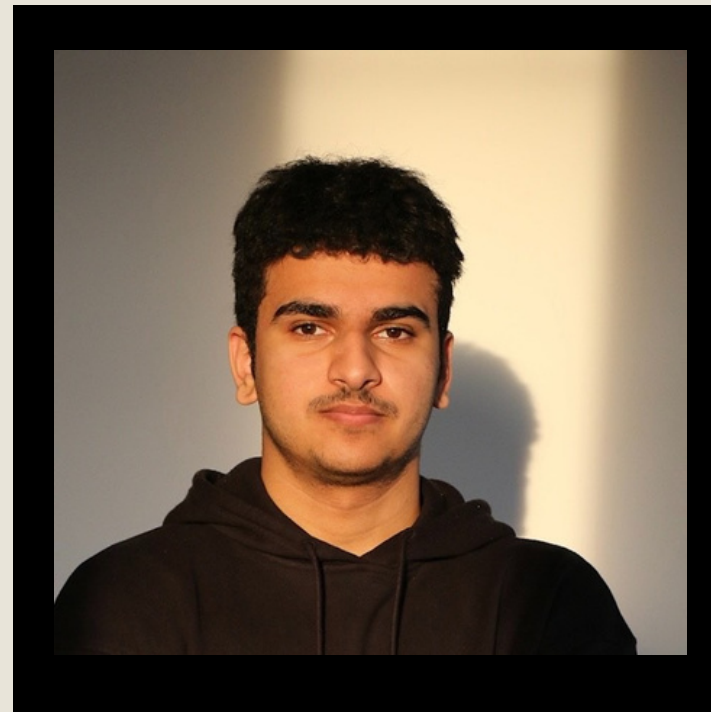
“  
Reaching for the stars  
”

— Strella

---

## OUR MEMBERS

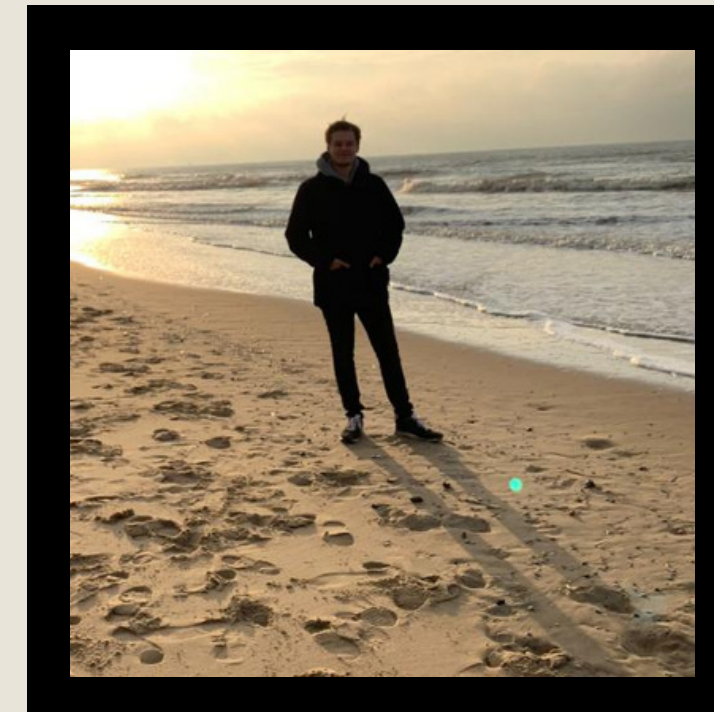
---



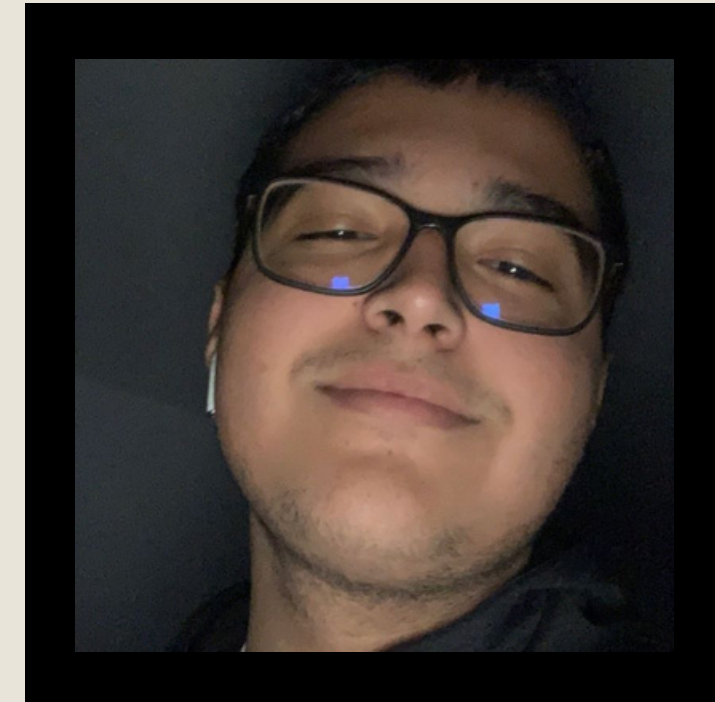
MOHAMMED  
ALSHUKAILI



DAMIAN CAELEN



ERIC MANDERS



DIMITAR  
GUNCHEV

---

# Design Challenge / Idea

---

---

**We are envisioning a modern, out of the box system that is user friendly.**

**We have come up with a lot of inovative ideas to create the perfect solution:**

---



---

**We will present our ideas in the following slides**

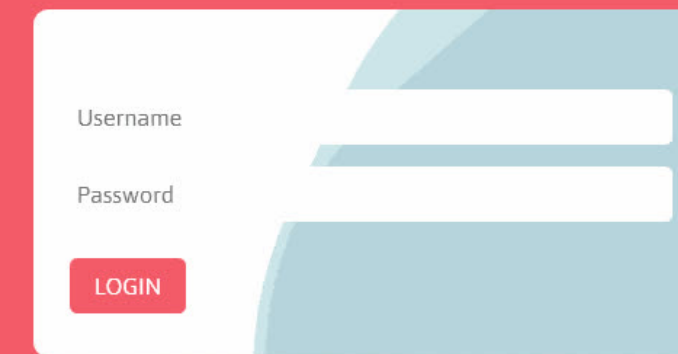
---

# **How will our website look**

**Our website be login required.**

**As soon as you log in you will be able to access our brand style guide and then upload new changes.**

## **IDEA IN VISION**



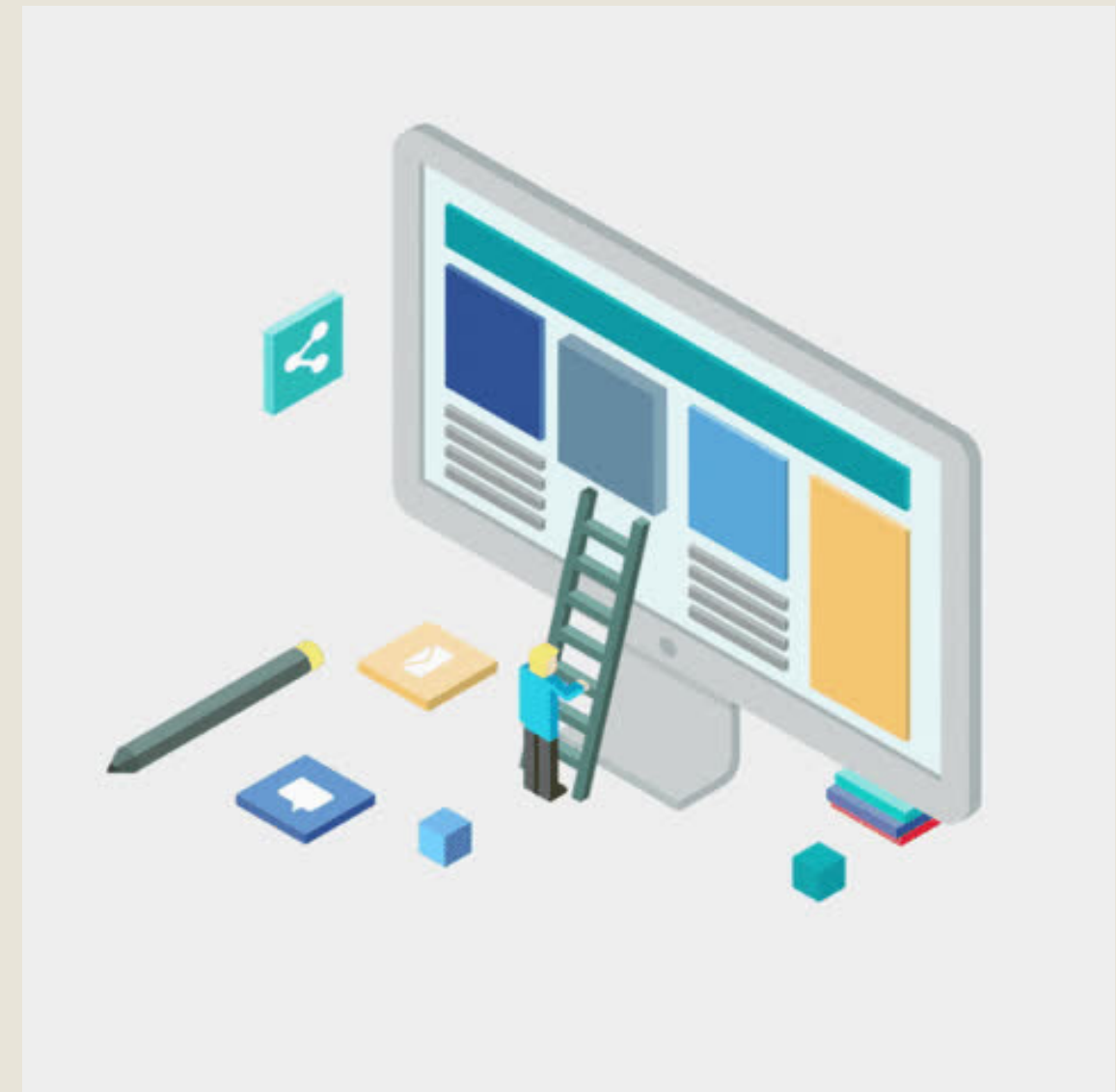
(not our own creation,  
just visual representation)

# **How will our website look**

**When you are at the style guide and you are logged in you will be able to edit real time elements to create your style guide.**

**This way it is easy to use.**

## **IDEA IN VISION**



---

## OUR IDEAS

---

---

# Website startup animation

---

---

**We want to have an animation that will start as soon as the website loads and that animation will introduce the website to the viewer.**

---

---

## IDEA IN VISION

---



(not our own creation,  
just visual representation)



---

## OUR IDEAS

---

---

# Parallax Scrolling

---

---

## IDEA IN VISION

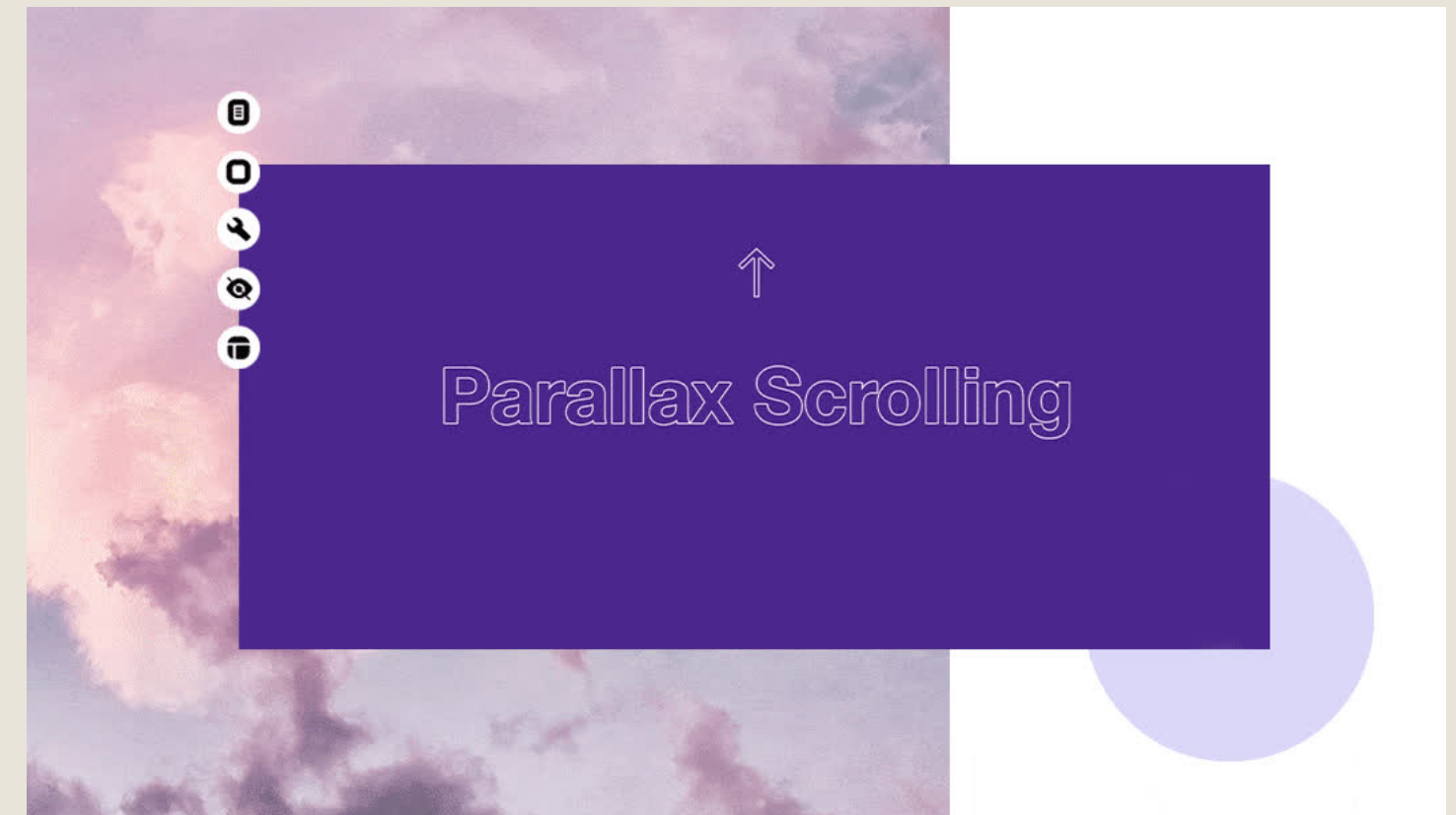
---

---

**We want our website to feel immersive and more like an experience.**

**Therefore we will be using parallax scrolling to give the users an experience instead of a bland website feeling.**

---



(not our own creation,  
just visual representation)

---

## OUR IDEAS

---

---

# Main Items

---

---

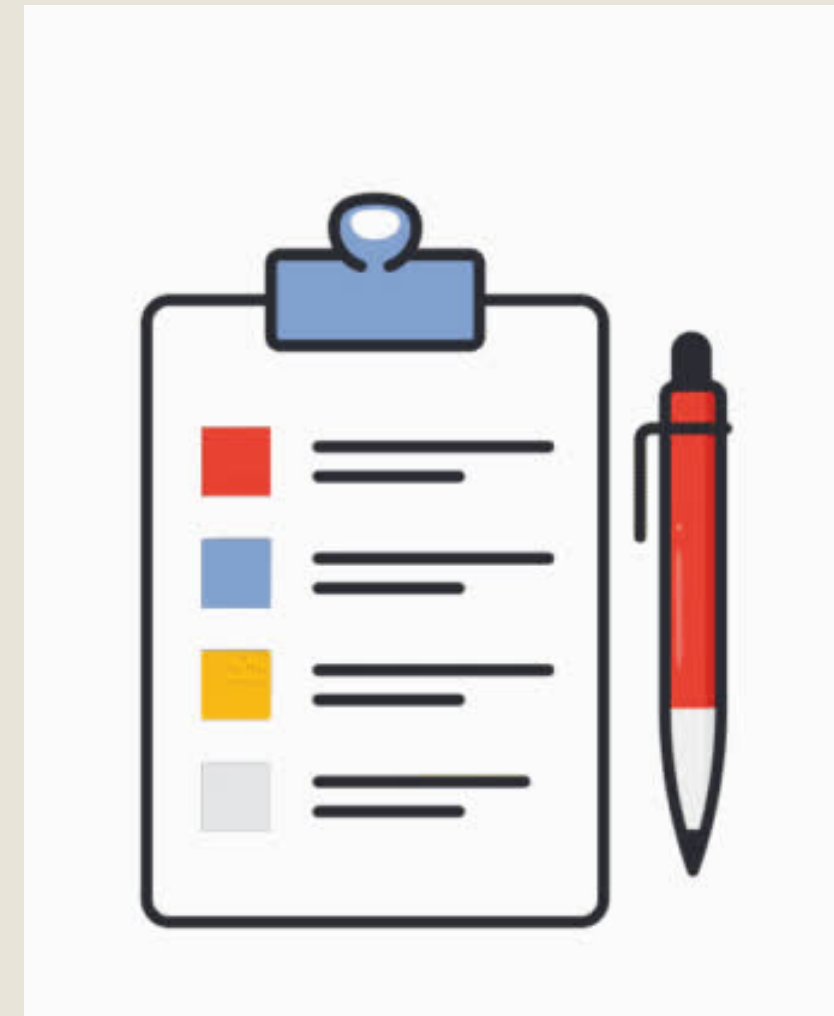
## IDEA IN VISION

---

---

The following items will be included at least in our brand style guide.

- Introduction to brand
  - Logo
  - Color Palette
  - Typography
  - Brand in use
  - Downloads
- 



---

## OUR IDEAS

---

---

**We want our audience to have a feel for how far along the page they are at all times.**

**To make this possible we will add a progress bar in our page.**

---

---

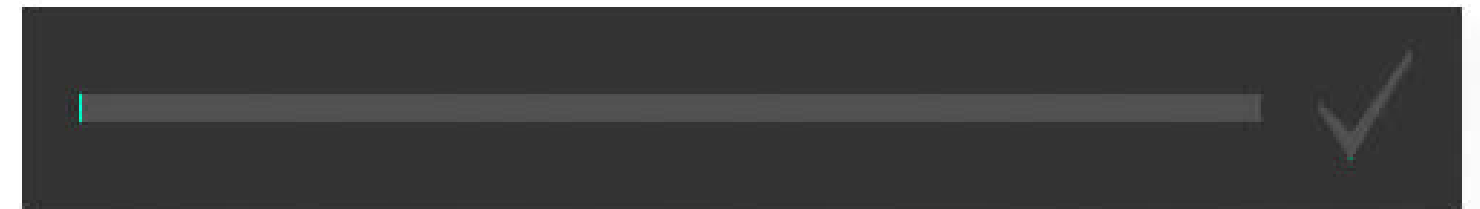
## Progress Bar

---

---

### IDEA IN VISION

---



(not our own creation,  
just visual representation)



---

## OUR IDEAS

---

---

# Active scaling

---

---

## IDEA IN VISION

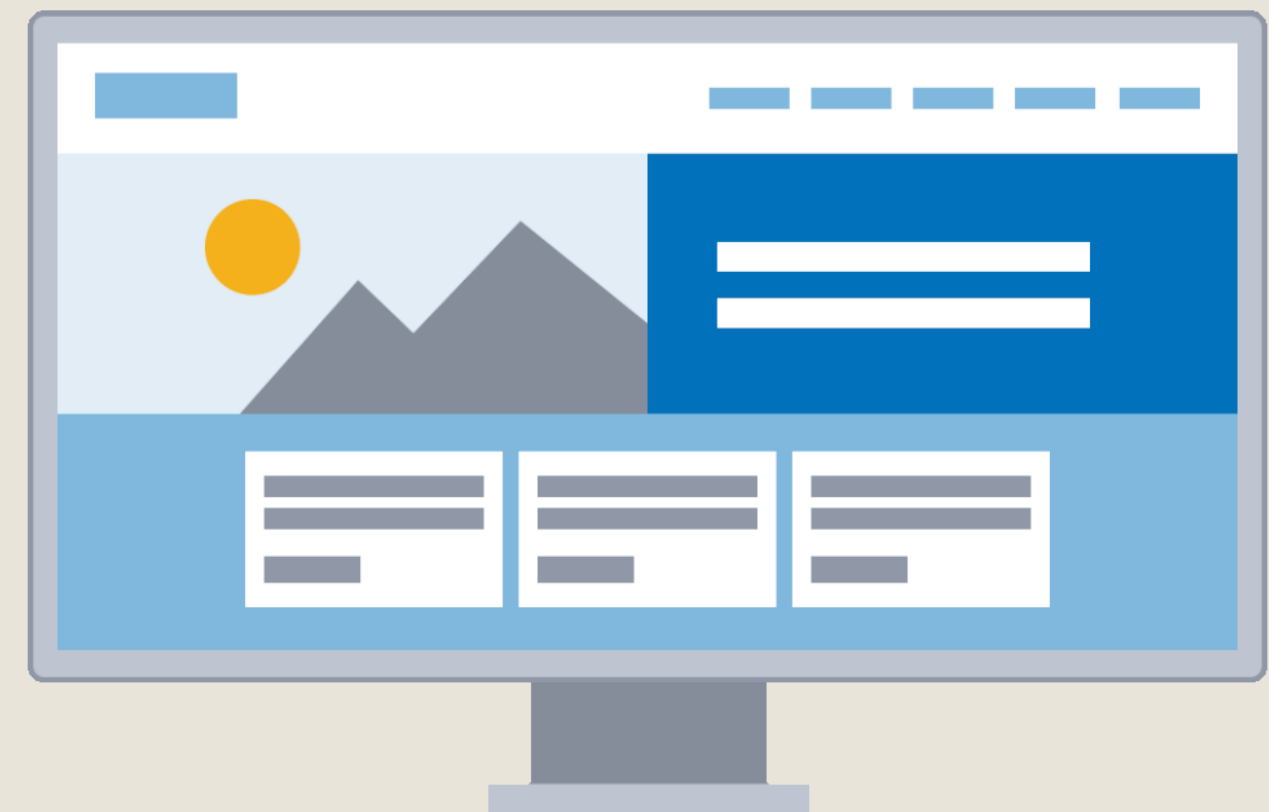
---

---

We are aware of the fact that most users will be accessing this website through their desktops.

But we want to enable users to view this on mobile too.

---



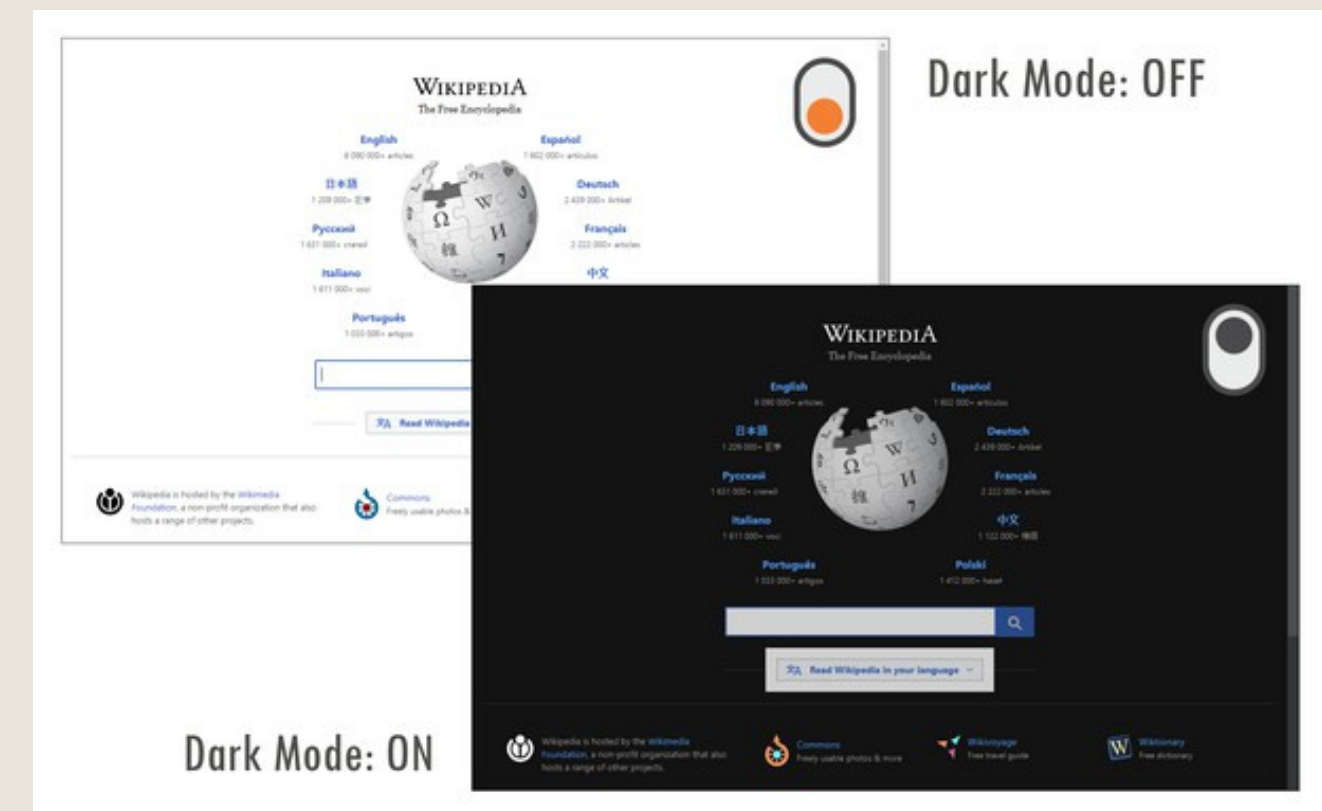
## OUR IDEAS

# Light – Dark Mode

## IDEA IN VISION

We want all of our users to have a comfortable experience during their visit.

Another great use of this feature, is that we can actively show the differences in our brand style guides with dark backgrounds in real time.



(not our own creation,  
just visual representation)

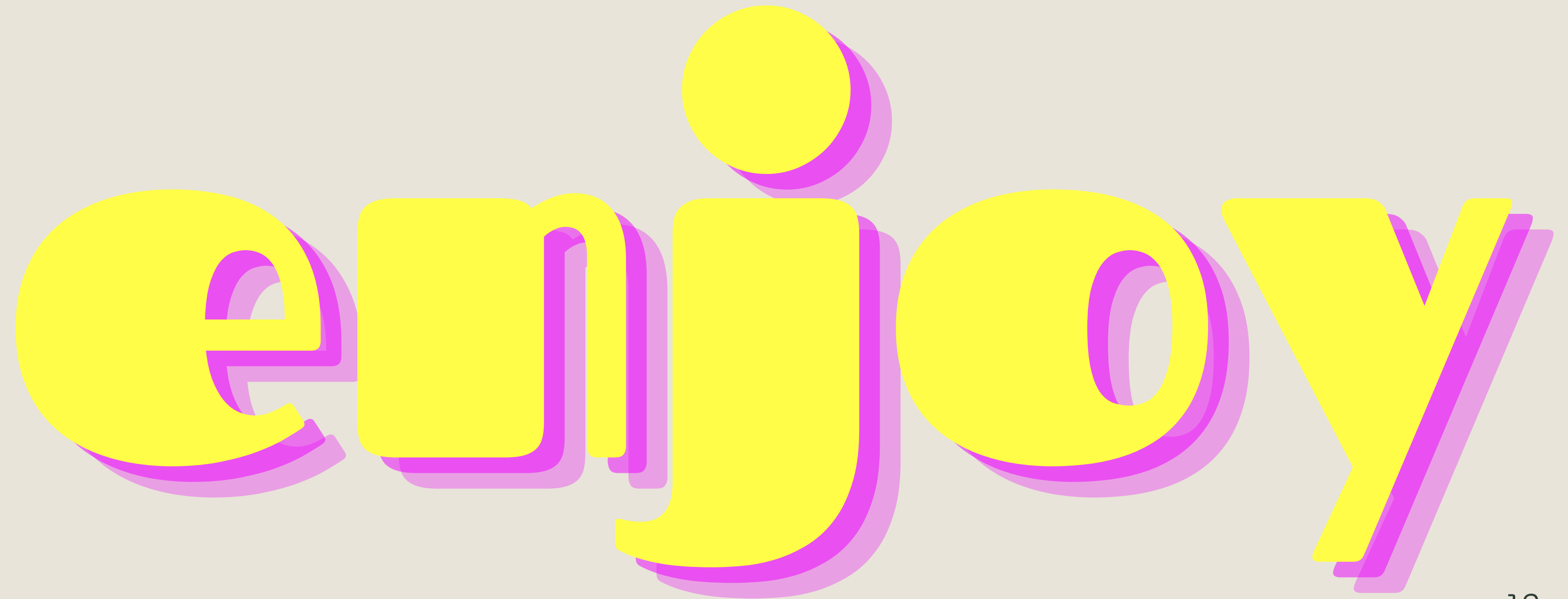
# That was our idea

Wrap-up

- Straight out of the box
- No confusing UI
- Smooth experience
- Flexible design



# Now for our prototype



enjoy

The word "enjoy" is rendered in a bold, rounded, yellow sans-serif font. Each letter has a 3D effect, with a darker yellow shadow cast to the right and a lighter yellow shadow cast to the left. A solid yellow circle is positioned directly above the letter 'j'.



# Thats it!

## Any questions?

### CONTACT US

*[d.caelen@student.fontys.nl](mailto:d.caelen@student.fontys.nl)*

*[eric.manders@student.fontys.nl](mailto:eric.manders@student.fontys.nl)*

*[m.aalshukaili@student.fontys.nl](mailto:m.aalshukaili@student.fontys.nl)*

*[g.gunchev@student.fontys.nl](mailto:g.gunchev@student.fontys.nl)*