

Name: Najay Green

ID: 2402084

Storyboard Individual Assessment #2

Colour Palette



#ECF4E8

rgb(236, 244, 232)



#CBF3BB

rgb(203, 243, 187)



#ABE7B2

rgb(171, 231, 178)



#93BFC7

rgb(147, 191, 199)

Logo Home Products About Login Cart

Header

Login

Sign in
register

Footer

Login.html

Logo Home Products About Login Cart

Header

Register

☐ Agreement

Create Account
Login

Footer

Register.html

Logo Home Products About Login Cart

Section Header

Mission

Vision

Team Values

Contact Details

email :
Name :
ID :
Module :
Assignment :

Footer

About.html

[Logo](#) [Home](#) [Products](#) [About](#) [Login](#) [Cart](#)

Your Cart

Cart Empty

Browse

Footer

cart.html

[Logo](#) [Home](#) [Products](#) [About](#) [Login](#) [Cart](#)

Your Cart

Product	Price	Quantity	Subtotal	Action
~~~~~	\$0.00	1	\$0.00	<div>Remove</div>

Clear Cart

Continue Shopping

Checkout

Footer

cart.html (with product)

Logo Home Products About Login Cart

## Checkout

### Shipping Info



### order Summary

_____  
_____  
_____

Total : \$0.00

Footer

Checkout.html

## Font Family

**Primary Font:** Quicksand (Google Fonts)

**Font Weights:** 300-700

**Import:** @import

url('https://fonts.googleapis.com/css2?family=Quicksand:wght@300..700&display=swap');

## Font Sizes

**Root/Base:** 16px

**Hero Heading (h1):** 2.5rem (40px)

**Hero Brand Title:** 2rem (32px)

**Section Headings (h2):** Default browser size

**Price Tags:** 1.25rem (20px)

**Spec List Strong:** 1.4rem (22.4px)

**Brand Title:** 1.1rem (17.6px)

**Body Text:** 1rem (16px - inherited)

**Brand Subtitle:** 0.85rem (13.6px)

**Form Labels:** 0.85rem (13.6px)

**Eyebrow Text:** 0.75rem (12px)

**Cart Badge:** 0.75rem (12px)

**Tiny Text:** 0.8rem (12.8px)

## Font Weights

**Brand Title:** 700 (Bold)

**Buttons:** 600 (Semi-bold)

**Navigation Links:** 500 (Medium)

**Link Arrows:** 600 (Semi-bold)

**Price Tags:** 700 (Bold)

**Form Labels:** 600 (Semi-bold)

**Product Thumbs:** 600 (Semi-bold)

**Body Text:** 400 (Normal - default)

**Line Height:**

**Body:** 1.6

**Letter Spacing:**

**Eyebrow Text:** 0.2em

**Product Thumbs:** 0.08em

**Product Label:** 0.1em

## Spacing System

**CSS Variables:**

--space-xs: 0.5rem (8px)

--space-sm: 0.85rem (13.6px)

--space-md: 1.5rem (24px)

--space-lg: 2.25rem (36px)

--space-xl: 3.5rem (56px)

## Border Radius CSS Variables

--radius-md: 0.75rem (12px) - Cards, forms

--radius-lg: 1.5rem (24px) - Large containers

**Buttons:** 999px (fully rounded/pill-shaped)

**Cart Badge:** 999px (fully rounded)

**Navigation Links:** 0.5rem (8px)

**Form Inputs:** 0.65rem (10.4px)

**Product Thumb Span:** 999px (fully rounded)

## Shadows CSS Variables:

--shadow-sm: 0 3px 8px rgba(17, 24, 39, 0.12) - Small elevation

--shadow-md: 0 12px 30px rgba(17, 24, 39, 0.18) - Medium elevation

## Container & Layout

### Main Container:

Max Width: 1200px

Width: min(1200px, 90vw)

Padding: 0 1.5rem (0 24px)

Margin: 0 auto (centered)

### Grid Gaps:

Card Grid: 1.25rem (20px)

Products Grid: 1.5rem (24px)

Gallery Grid: 2.25rem (36px)



## **Business Description**

Campus Thrive is a student-focused e-commerce business that provides affordable essentials for college life, all in one convenient online space. The store is designed specifically with university and college students in mind, offering budget-friendly items like backpacks, notebooks, stationery, study accessories, personal care items, and small tech gadgets that support everyday campus life. Instead of students having to visit multiple physical stores or pay high prices in bookstores, Smart Budget Store helps them save time and money by curating practical, low-cost products that still maintain good quality.

## **Mission Statement**

Deliver transparent, accessible, and student-friendly supply bundles at consistent prices, so you can shift budget planning from quarterly chaos to simple repeatable orders.

## **Vision Statement**

Become the reference platform for Jamaican university supply logistics, supporting faculties with inventory insights and students with predictable costs.

## **Color Palette Justification**

The Campus Thrive website uses a soft green-based colour palette to reinforce its identity as an affordable, welcoming, student-focused e-commerce platform. Light green backgrounds (rgb(236, 244, 232) and rgb(203, 243, 187)) create a sense of calm, cleanliness, and approachability, which helps students feel at ease while browsing.

Shades of green are strongly associated with savings, value, and smart decision-making, aligning naturally with the brand's promise of budget-friendly products. The slightly stronger green (rgb(171, 231, 178)) adds energy and renewal, encouraging users to engage with calls-to-action without overwhelming them.

The teal-green shade (rgb(147, 191, 199)) provides contrast, stability, and trust, balancing the lighter tones and giving the site a professional feel. This ensures visual clarity, accessibility, and a positive shopping experience overall.

### Primary Target Audience

- University and college students in Jamaica/Caribbean who are between the ages of 18-25
- Have moderate to high digital literacy and comfortable with online shopping
- In need of Affordable academic supplies, technology accessories, dorm essentials, and study materials

### APA References

Pinterest. (n.d.). *Pinterest*. Retrieved November 17, 2025, from <https://www.pinterest.com/>

W3Schools. (n.d.). W3Schools online web tutorials. Retrieved November 17, 2025, from <https://www.w3schools.com/>

InspireUI. (n.d.). *Color palette #ECF4E8 CBF3BB ABE7B2 93BFC7*. ColorHunt. Retrieved November 17, 2025, from <https://colorhunt.co/palette/ecf4e8cbf3bbabe7b293bfc7>

UX Trends. (2023, May 10). *Color psychology for UI designers* [Video]. YouTube. <https://www.youtube.com/watch?v=8J0nbuunDXc>

Google. (n.d.). *Quicksand – Google Fonts*. Retrieved November 17, 2025, from <https://fonts.google.com/specimen/Quicksand>