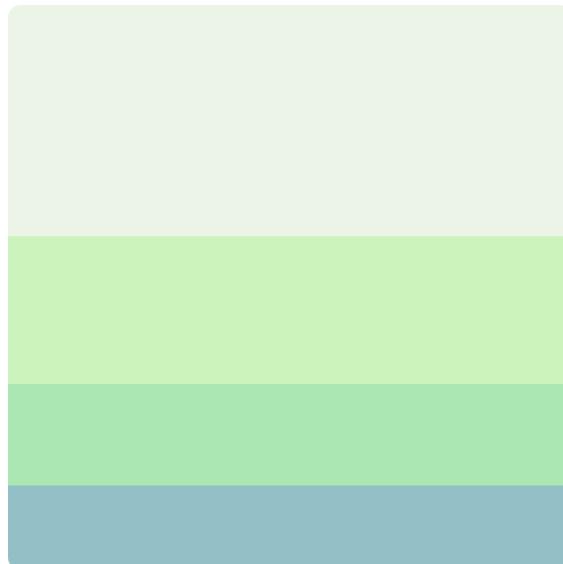


Name: Najay Green

ID: 2402084

Storyboard Individual Assessment #2

Colour Palette



#ECF4E8



#CBF3BB



#ABE7B2



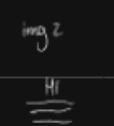
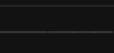
#93BFC7

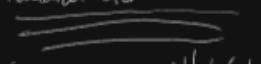
rgb(236, 244, 232)

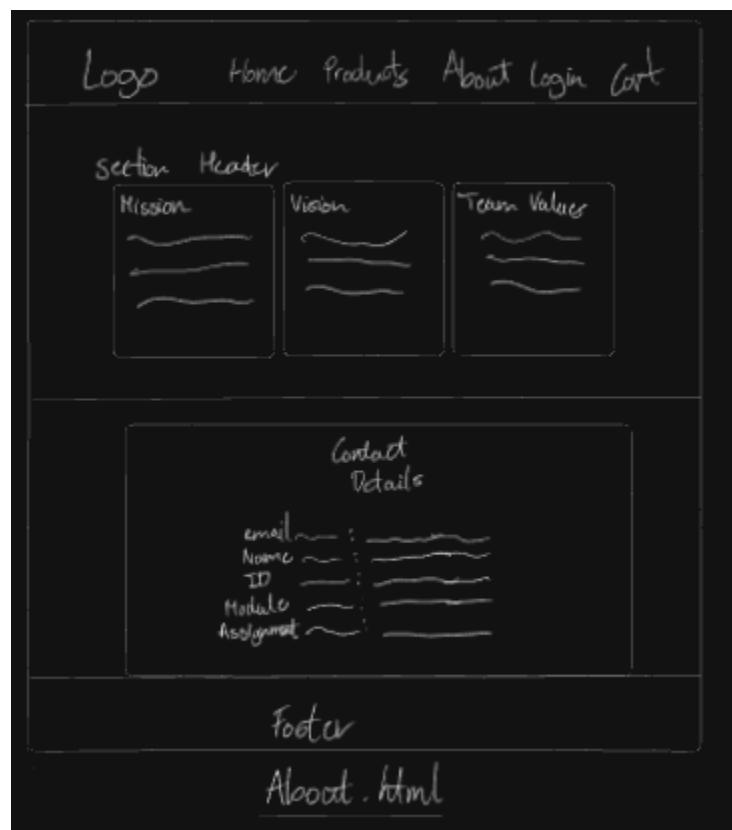
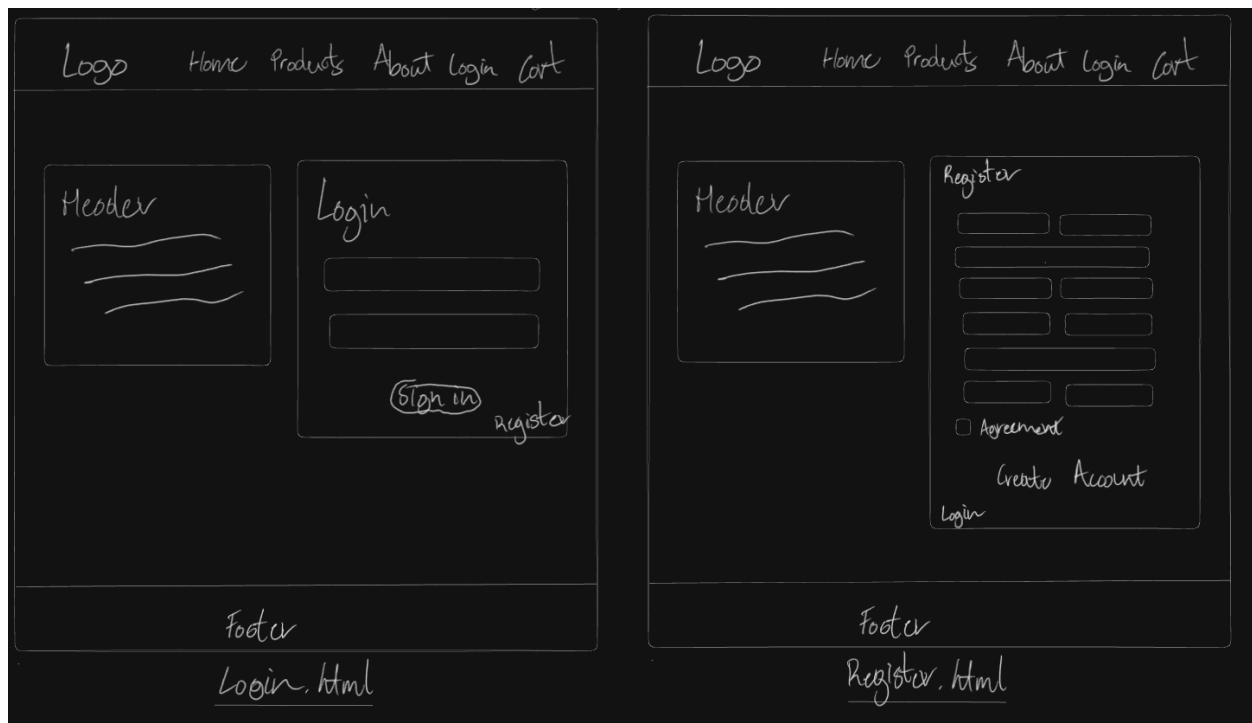
rgb(203, 243, 187)

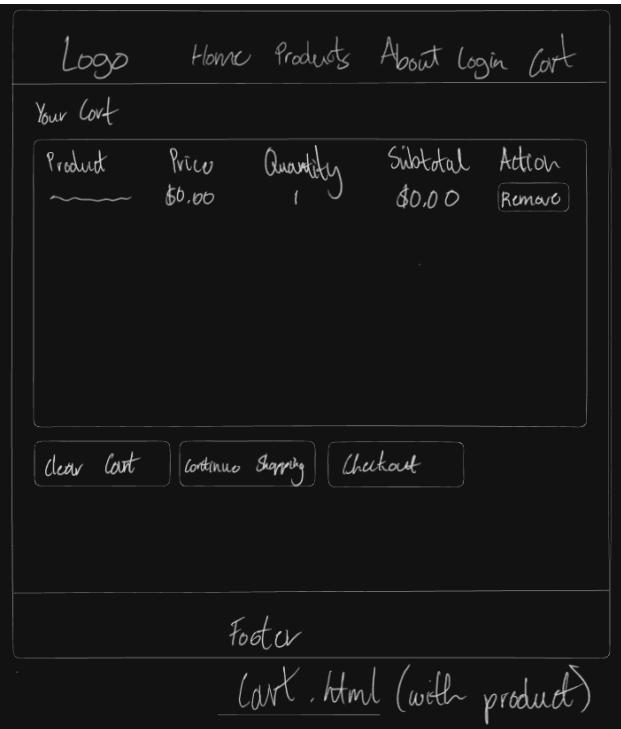
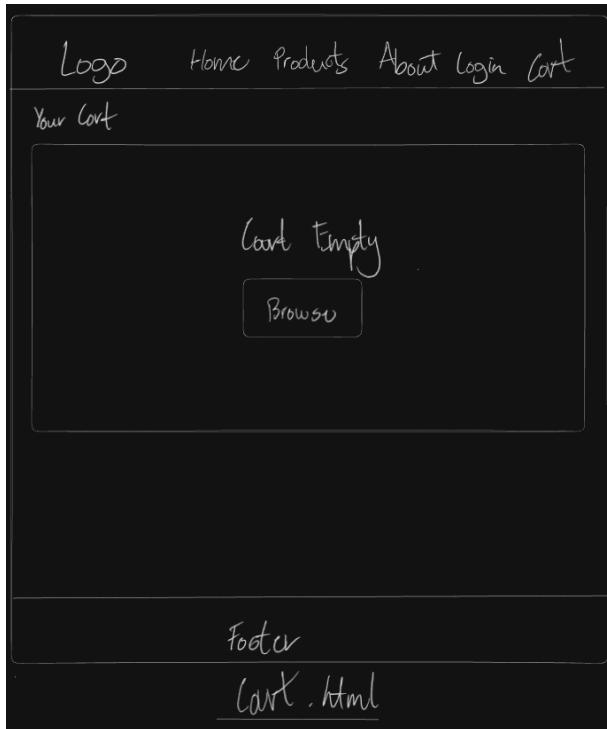
rgb(171, 231, 178)

rgb(147, 191, 199)

Logo Home Products About Login Cart		
Campus Thrive Affordable kits  	Product details get other products →	
Section Header		
 H1 	 H1 	
Section Header		
		
Popular Products		
 \$0.00	 \$0.00	 \$0.00
Call to Action		<u>Register</u> <u>Login</u>
Footer		
<u>Index.html</u>		

Logo Home Products About Login Cart		
Page Header		
		
Support team (link to about page)		
Section Header		
 product title \$0.00 Add to Cart	 product title \$0.00 Add to Cart	 product title \$0.00 Add to Cart
Section Header		
<u>Product Feature</u>		<u>Featured Item</u>  \$0.00 Add to Cart
Footer		
<u>Product.html</u>		





Logo Home Products About Login Cart

Checkout

Shipping Info

email

name

address

number

city

Parish

order
summary

Total : \$0.00

Amount (read only)

cancel confirm

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

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

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<https://fonts.google.com/specimen/Quicksand>