

# Design Brief

FishTank is a company that designs, installs and offers maintenance of large scale aquariums build to measure. It is a niche market, and the main consumer group the company caters to are commercial clients that wish to fit their spaces with large scale aquariums.

The person behind the company has always been very passionate about marine life, and really wants to inject the same passion into their customers so the website is full of beautiful and high quality pictures.

The target customers are commercial clients with significant budget. The company designs all aquariums individually to suit individual customers but even at more budget prices, significant costs are involved.

## Logo

The logo is a simple one, and available in two variations.

Dark blue, with or without air bubbles.



Light blue, with or without air bubbles.



## Color Theme

The color theme is based on 3 primary variation used predominately in the design with two optional colors available for the developer.

The colors originate from the hero image used throughout the design.

		
Primary Color N.1	Primary Color N.2	Primary Color N.3
HEX 9FE3E8	HEX 131A2C	HEX 131A2C
RGB 159 227 232	RGB 19 26 44	RGB 153 172 252
		
Optional Color N.1	Optional Color N.2	
HEX 131A2C	HEX 131A2C	
RGB 0137 127	RGB 140 91 1	

## Font Style

Two font styles were used, one for all the headings, and complementary one to all paragraphs.

### Headings

Nunito Regular / Nunito Bold

ABCČĆDĎEFGHIJKLMNOPQRSŠTUVWXY  
ZŽabčćčdďefghijklmnopqrsštuvwxyzžĂÂÊÔ  
Ůůăâêôșur1234567890‘?’“!”(%)[#]{@}/&\<-  
+÷×=>®©\$€£¥¢;,:.\*

### Paragraphs

Thasadith Regular

ABCČĆDĎEFGHIJKLMNOPQRSŠTUVWXYZŽabčć  
čdďefghijklmnopqrsštuvwxyzžĂÂÊÔŮůăâêôșur12  
34567890‘?’“!”(%)[#]{@}/&\<-  
+÷×=>®©\$€£¥¢;,:.\*