## 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.

## <u>Logo</u>

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

Dark blue, with or without air bubbles.

# **FishTank**

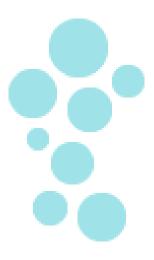




Light blue, with or without air bubbles.

# **FishTank**





### 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.



RGB 153 172 252



### Font Style

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

#### <u>Headings</u>

### Nunito Regular / Nunito Bold

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#### **Paragraphs**

Thasadith Regular

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