Design guideline

# Concept phase

In the concept phase, before writing code, you should decide the general rules and direction:

1. **Theme: how serious or playful the design should be**

We want our design to be a bit playful but very quiet and calm. We have emphasized calmness and that the costumer should not feel our website and service to be overwhelming.

1. **Color scheme:**

* **Does the company have a color scheme?**

The color scheme of the company is that of mild green tones green.

* **Which colors are suggested by the theme of the site?**

The theme of the site is sustainable living, modernism. Green acts as a sustainable color, but accompanied to sustainable is also terms like hipster, individuality and freedom. That’s why we think green is a good color for this site.

* **Pick the main color**

The main color of the website is also a light green (CBF3D4).

* **Pick an accent color (optional)**

We chose to use a dark green for our text (245B16). This helps the site feel calm and relaxing.

1. **Hierarchy and layout:**

* **What is the most important message/product on the page?**

“Life is too short to not kick on pedals” / “choose your companion”, are the two big eyecatchers on our site. And the most important message is to kick on pedals, both to be sustainable, but also because we want to sell our product.

* **What is the order of importance for the different elements?**

The order of importance on the website is:

* + 1. Choose your companion
    2. “Life is too short to not kick on pedals”
    3. The hero/picture
    4. Keep rolling, rolling, rolling
    5. The text about our service.
* **What sections will there be on the page?**

There will be a header, a hero section and a content section.

* **What layout(s) will you use for the sections?**

1. **Images:**

* **Gather the available images**
* **Will there be text on images or aside images?**

We have text on image on the landing page, the image is in the hero section.

* **Will we use clear images or a color-overlay?**

We are using clear images to get it as “real as possible”.

* **Will there be blur for images?**
* Images will be mostly sharp, aside from the inherent motion blur of the hero image, which shows off the efficiency of our service.

1. **Icons:**

* **Will we use icons and for what?**

We will use icons on certain elements to make the website seem more minimalistic.

The bottom of the site will contain Facebook, Instagram, Twitter accounts and such, where minimal logos will be shown representing each page.

* **Colored or black-and-white/greyscale icons?**

When icons are used, they will be minimalistic one-tone icons fitting the sites colour scheme.

1. **Typography:**

* **Should it by a Serif or Sans-Serif font?**

All fonts will be sans-serif to maintain a playful style.

* **Bold or thin font?**

The fonts should be bold on selections, emphasizing the little text the site contains.

The font will be thinner where lots of text is seen, in testimonials, paragraphs and such.

* **Rounded or sharp edges?**

Edges will be slightly rounded to keep a somewhat playful style.

1. **Border rounding:**

* **How rounded should be the edges, according to the theme?**

According to the theme, we will use medium rounded edges. This also contributes to the calm, forward-thinking and minimalistic design.

1. **Shadows:**

* **How much shadow will we use in general, according to the theme?**

We use shadows on buttons, selection cards, etc. We use shadows to give highlight selectable elements, and to show which element is selected now. Shadows for highlighting elements gives the site a more playful feeling, almost like playing with cards.