

# TECH STARTUP WEBSITE

## TECHON

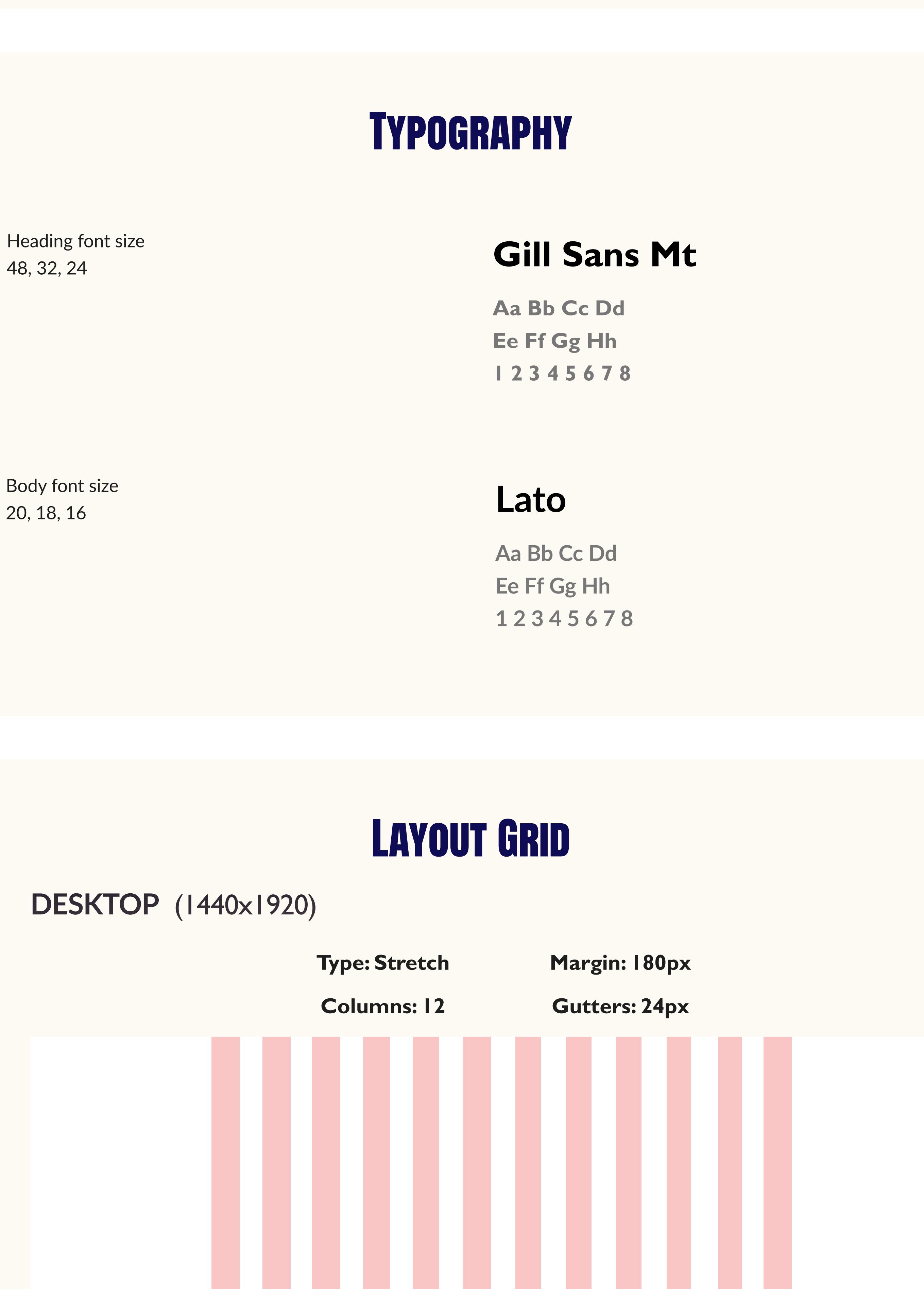
A tech startup was chosen because it represents a dynamic and innovative space where creativity and technology converge to solve modern challenges. The process of designing for a tech startup allows for the exploration of new trends, cutting-edge technologies, and the opportunity to create impactful digital experiences. It offers the chance to craft unique solutions that align with the startup's vision and goals, helping them stand out in a competitive market.

By designing the wireframes, moodboards, style guides, and visual design, the aim is to establish a solid foundation for the user interface and experience. Wireframes ensure a seamless user journey, moodboards define the creative direction, style guides maintain consistency across platforms, and the visual design brings everything together, making the website both functional and aesthetically appealing. This comprehensive approach allows for a holistic design that not only looks great but also supports the startup's objectives and scalability.

## LOW-FIDELITY WIREFRAMES



## HIGH-FIDELITY WIREFRAMES



## TECHON COLOUR

Indigo is a great choice for tech branding because it strikes a balance between professionalism and innovation. The colour evokes a sense of trust, reliability, and depth, which are essential qualities for tech companies.

Primary - Indigo  
#5856D6

Secondary - Greenery  
#34C759

Neutral -  
Background  
#F5F5F5

Neutral-  
Background  
#D1D1D6

Font -  
Primary  
#1E1E1E

Font -  
Secondary  
#303030

## TYPOGRAPHY

Heading font size  
48, 32, 24

Gill Sans Mt

Aa Bb Cc Dd  
Ee Ff Gg Hh  
I 2 3 4 5 6 7 8

Body font size  
20, 18, 16

Lato

Aa Bb Cc Dd  
Ee Ff Gg Hh  
I 2 3 4 5 6 7 8

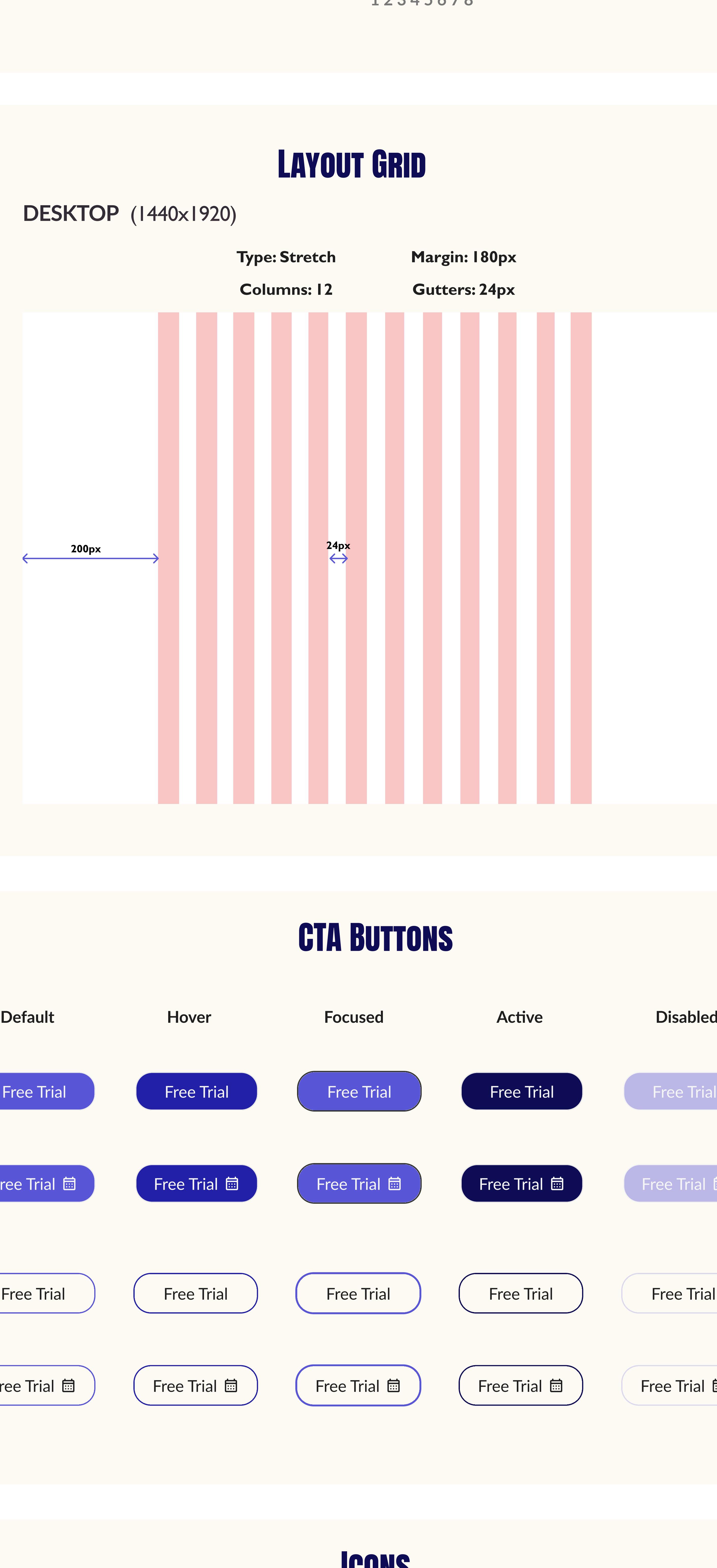
Default Hover Focused Active Disabled



## ICONS



Type: Stretch Columns: 12 Margin: 180px Gutters: 24px



## CTA BUTTONS

Default Hover Focused Active Disabled

