Project Title: In the Wild

Sample Colour Palette

#ffffff   #1b4f72   #3498db   #0d1d28   #c9dae6

#112837   #2c3e50   #e79736
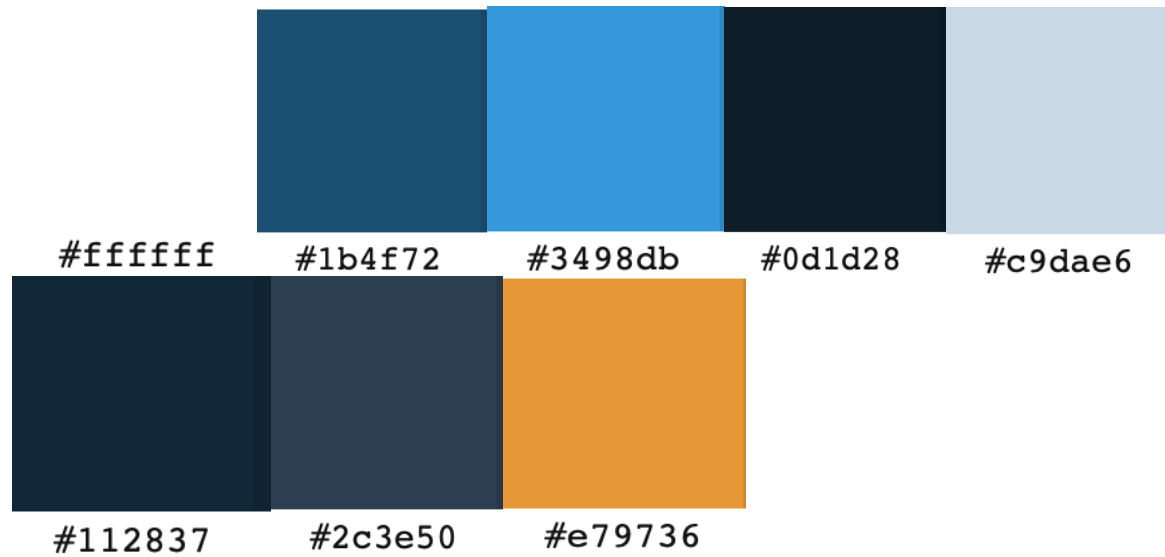
Sample Photography and Illustrations

Company's logo →

Sample Typography

About Us.

Font: Georgia, Bolded, 26.5 point

## This is a Sub Header Sample

Font: Georgia, Bolded, 18 point

Page content text sample. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Font: Georgia, 13 point

Design Elements

Example of a button →
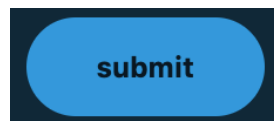
Example of a drop-down menu →

Designer's Notes

This design is intended to be crisp, clean, and non-distracting for the user. The images presented in the webpage are the only distracting element. The shades of blue used are not very bright, this is so to not distract the user from information presented in the website. Blue also is a popular choice for interfaces as it coveys stability and professionalism. My reasoning for using such a colour is to communicate to the user that the information presented on the page is credible and reliable. The colour scheme chosen is mostly monochromatic, as I did not want the page to appear noisy. By sticking to a monochromatic colour scheme, the page has a simple, calm, and professional atmosphere. The bright shade of blue will be used mostly for buttons and text links. This is because the user naturally notices text surrounded by bright colours. The dark blue will be used for the footer, as I want the user to notice it last. The navigation bar will be a lighter shade of blue, to attract the user first to it. A bright shade of orange will be used to give the website a pop of colour. This is meant to give the website a subtle lively look.

The Georgia font will be used to keep the text presented on the webpage easy to read. Headers and footers will use the Georgia font but will be bolded to attract attention. Normal text will be presented in the Georgia font with a about 1.5 point line spacing for easier reading.