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# Portfolio Style Guide

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<Ahreum han>

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# Overview

## Paper Bottle

By Ahreum Han

I am deeply passionate about frontend Web development, drawing inspiration from design. Blending sustainability, innovation, and user-centric design, I strive to create something unique—and that's where Paper Bottle comes into play.

With Paper Bottle, expect fresh takes on web design. I create web experiences that are not just aesthetically pleasing but also super functional and user-friendly.

At its core, Paper Bottle is on a mission. I understand challenges to identify the unique issues my clients face. I believe in the power of personalized experiences, and that's what drives me every day.

# Brand Identity

The 'Paper Bottle' logo is designed to spark curiosity, much like opening a well-crafted paper bottle might.

Using a hand-drawn style with black lines, it gives off an artsy vibe. The aim? To make viewers want to explore what's inside the portfolio. In essence, the logo sets a tone that's both creative and inviting. Amlessly with the 'Paper Bottle' theme.

[Graphic / site logo]

Colour : #0B0B0B (black) & #FFFFFF (white)

Format : PNG, SVG

Do not

- Color the logo
- Modify, alter or rotate the logo



Logo on light background



Logo on dark background

# Brand Identity

The banner shows a woman climbing a ladder and harvesting a large plant, symbolizing growth and achievement. This aligns with my web development goals under the 'Paper Bottle' brand, where I aim to elevate user experiences and deliver tailored digital solutions.

## [Illustration]

Color : #0B0B0B (black) & #FFFFFF (white)

Format : PNG, SVG

Do not:

- Color the image
- Modify, alter, or rotate the image



# Brand Identity

This illustration encapsulates the essence of the 'Paper Bottle' brand, elegantly showcasing its core elements. The trio of Paper Bottles serves as a visual representation of the brand's values and messaging, fostering a deeper understanding and connection for visitors.

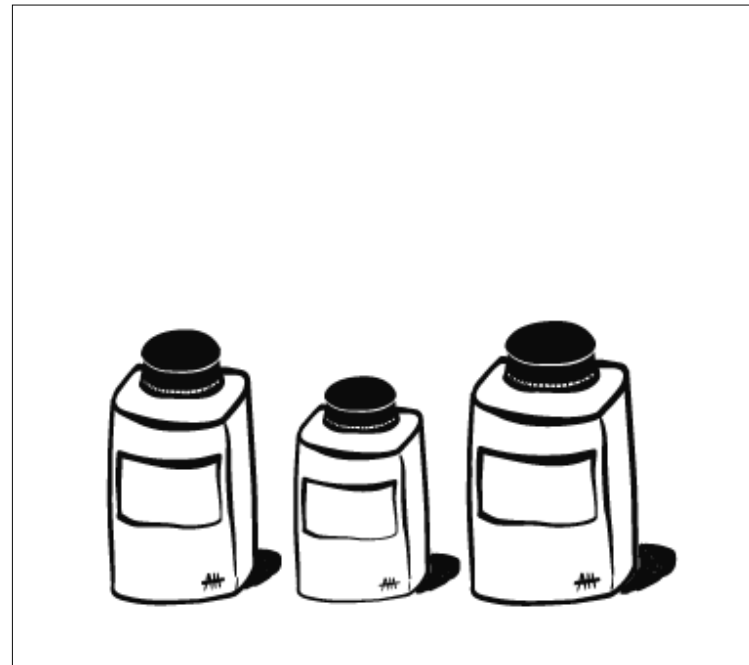
## [Illustration]

Color : #0B0B0B (black) & #FFFFFF (white)

Format : PNG, SVG

Do not:

- Color the image
- Modify, alter, or rotate the image



# Tone of Voice

## Simplicity

Easy navigation and straightforward design remain our top priority, ensuring users feel at ease while browsing.

## Charm

Infused with whimsy, our charming elements captivate users, forging emotional connections and infusing joy into every interaction.

## Friendly

At the heart of our ethos lies friendliness. "Paper Bottle" welcomes users with open arms, creating an inviting and inclusive digital environment.

## Imagination

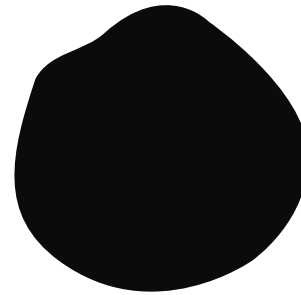
Igniting curiosity, "Paper Bottle" encourages users to explore and envision possibilities beyond the screen.

# Colour Scheme

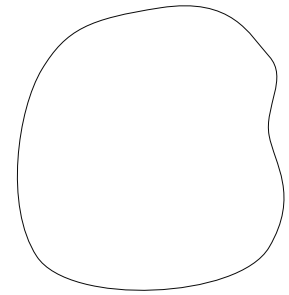
The website is thoughtfully designed with a monochromatic color palette, exclusively featuring shades of black and white.

The goal is to emphasize simplicity and elegance, allowing the showcased content to stand out distinctly.

Additionally, this choice nods to the tactile feel of hand-drawn sketches on paper, adding an authentic touch. By blending modern design with this classic aesthetic, the portfolio aligns seamlessly with the 'Paper Bottle' theme.



**#0B0B0B**  
RGB(11,11,11)  
HSL(0,0%,4%)



**#FFFFFF**  
RGB(255,255,255)  
HSL(0,0%,100%)



# Typography

- Tektur

Tektur Regular /sub-heading

**Tektur Bold** /heading

Ab Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

Font colour : #0B0B0B

Font-weight : 400 (regular), 300(light), 700(bold)

Do not

- Modify letter spacing
- Modify font weight and colour

- Lato

Lato Light /about contents

*Lato Light Italic* /detail info

Lato Regular /body

**Lato Bold** /emphasizing text

Ab Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

# Layout and Grid

## Desktop

On screens wider than 768px, the grid layout will adapt to 1 or more columns, dynamically adjusting images to fit the expanded layout.

**Example screen width : 1920px**

### Grid Layout

- Columns : 8
- Column Width : 160 px
- Gutter Width : 20 px
- Padding : 250 px

(Footer)

- Padding : 100 px

Note : Footer has different layout.



# Layout and Grid

## Mobile & Tablet

For screens narrower than 768px, the layout shifts to fewer columns, adjusting content to fit more precisely. Accompanying changes to left and right paddings enhance visual appeal.

**Example screen width : 320px**

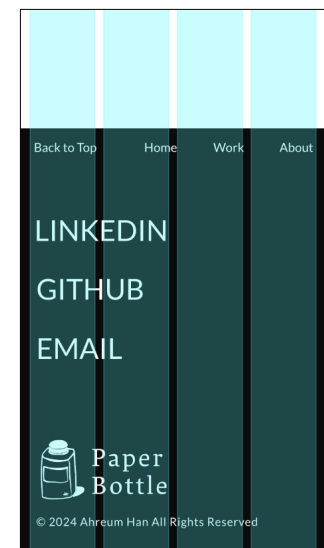
### Grid Layout

- Columns : 4
- Column Width : 69 px
- Gutter Width : 8 px
- Padding : 10 px

(Footer)

- Padding : 10 px

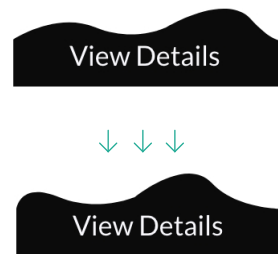
Note : Footer has same layout



# UI Elements

## Buttons

- #0B0B0B(black) background white text
- Upper edge features rounded curves, creating a unique and visually appealing design.
- Upon hovering, the button shape dynamically evolves, creating a wave-like motion.



## Buttons in dropdown menu

- #0B0B0B(black) background white text
- Upper edge features rounded curves, creating a unique and visually appealing design.
- A small circle appears in front of the text for hover effect



# Final Chapter

## Ahreum's portfolio the **Paper Bottle** Style Sign-off

As I conclude the Paper Bottle style guide, I'm just soaking in those creative vibes. This wasn't just about toying with colors and fonts; it felt like spinning the story of a brand-new career.

Let these guidelines be your compass in crafting seamless designs. I am excited to see your creativity unfold in the digital landscape. Until the next design adventure, happy creating!

