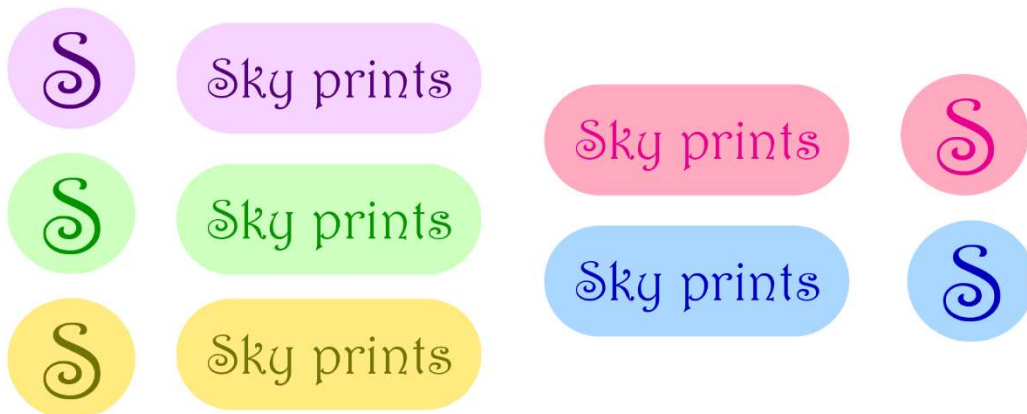


# Web Design Style Guide

by Rebekah Refalo  
GRD 5.1B  
Web Development Task 1

## Logo variations





## Icons

 Sky Prints



# Buttons

normal state



Sky Prints

hover state



Sky Prints

clicked state



Sky Prints

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# Visual Language

## Fonts

Harrington

Bodoni

Skybird

**Dreams Note**  
**Demo Black**

Aquil

Acumin Variable Concept  
**Bahnschrift**

Font sizes

## Colour palette Narrowed down



FFFFFF



F6D4FF



000000



CDFFBF



095105



56007F

# Template



Drop down menus

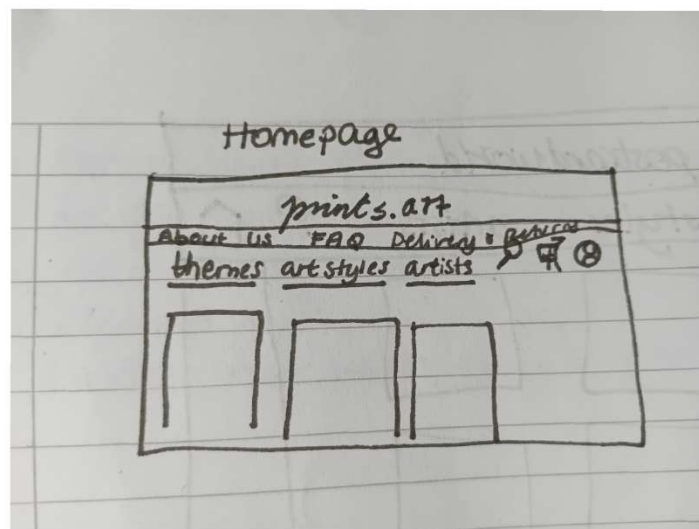
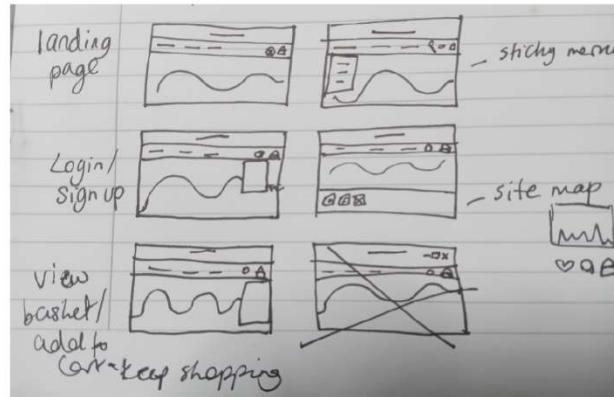
# Sitemap

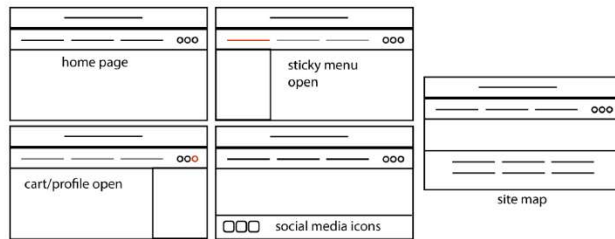
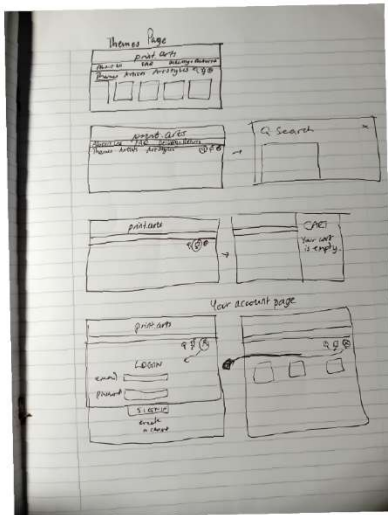
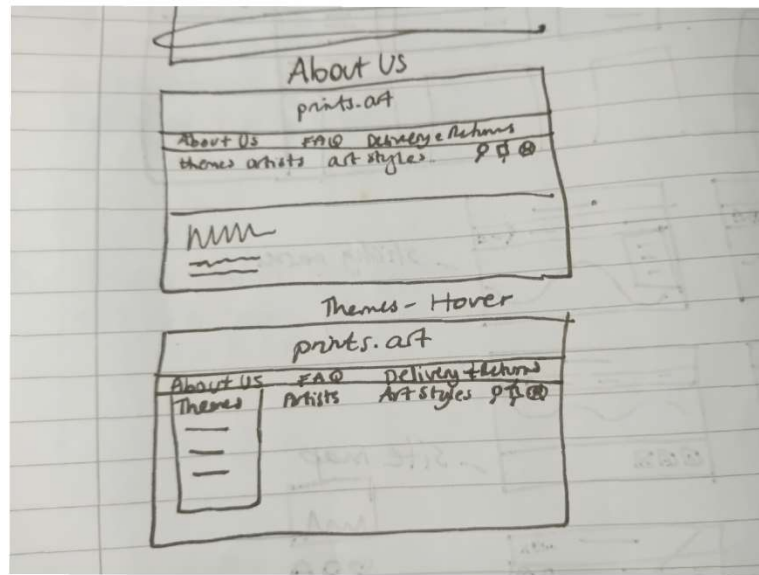


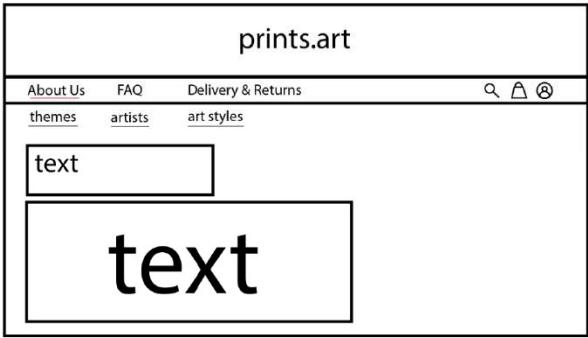
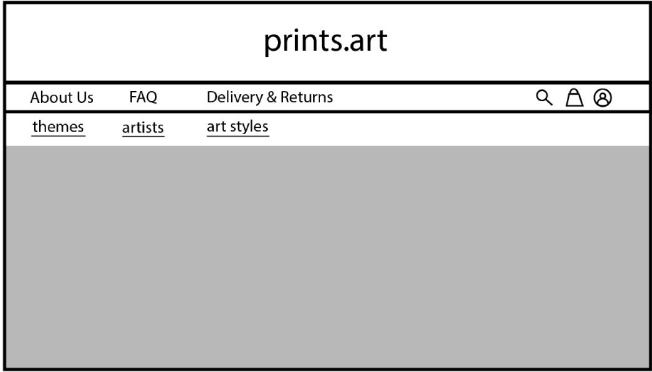
My account

Login or  
Sign Up

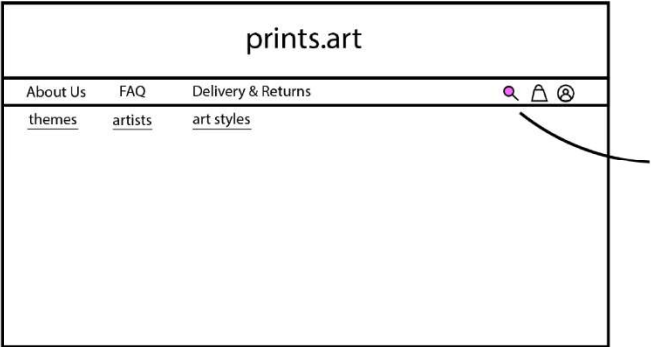
# Wireframes

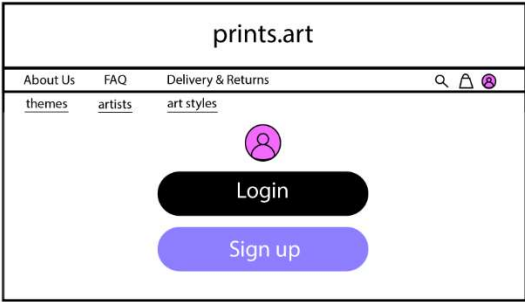
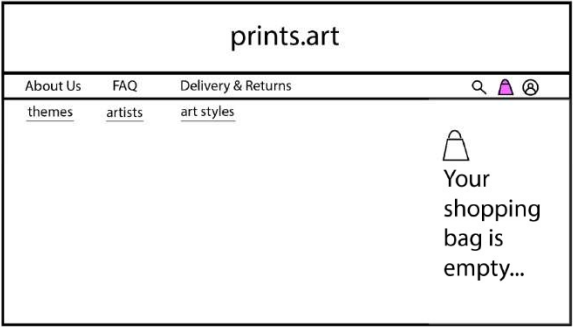












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Password

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# IPO Chart

Input	Process	Output
Search	Load results	See results
Click on "My Profile"	Login/Register/View Account	Page according to what was necessary
To login: Email & Password	To Login	Logged in
To sign up: Input Personal details	Creates account	New account created
Click on site name	loads homepage	You're on the homepage
Click on about us	loads about us page	You're on the About Us homepage
Click on FAQ	Loads FAQ page	You're on the FAQ page
Click on Delivery & Returns	Loads Delivery & Returns	You're on the Delivery & Returns page
Click on "Artist"	Preview of Artists' pages	Leads you to artists' page selection options
Click on "Art Styles"	Preview of Art Styles	Leads you to Art Styles
Click on "Themes"	Preview of Themes	Leads you to Themes

# User Personas



<https://www.pinterest.com/pin/1061160878657281328/>

- **Prints collector, artist, creative, social media blogger in her twenties, freelancer. Her room needs to emulate what she believes. She has trouble picking designs because she likes so many.**



<https://thebliss.org/blog/life/holidays/authors-day/quote-us-womenhood/>

- **28-year-old worker who lives with her husband, just bought a new home and they are looking to decorate it.**



<http://www.businessinsider.com/this-24-year-old-founder-wants-to-keep-a-billion-more-cars-off-the-road-2013-2>

- **Artsy 24-year-old girl redecorating her room, working part time living with her parents, loves to read and drink coffee. She has books and art stuff all over the place. She needs to get organised.**