

Corporate Design Choices

1. Brand Identity & Objectives

The goal of our website design is to make navigation very user-friendly and intuitive while maintaining a nostalgic and comfortable atmosphere through the color scheme and typography.

2. Key Design Elements

a. Layout & Structure

We maintain a simple balance between centering slogans and organizing more detailed content in columns.

- Navigation Bar: Includes essential navigation links (Home, Catalogue, Account, Imprint), with the store's logo prominently displayed for consistent branding.
- Hero Section: The home page hero section features a strong headline and a clear call to action: "Join the Membership."
- Catalogue Section: This section suggests the wide array of products available and includes a button that invites the user to browse our inventory.
- Membership Section: Here, we briefly describe our membership options and their benefits, showing the prices and including a button that invites the user to become a member.

b. Typography

The font used is Outfit.

- Titles: Every word is capitalized for cleanliness.
- Subtitles: Capslocked text that is usually smaller than other text.
- Body Text: Capitalized normally.

c. Color Scheme

- Primary Color: white.
- Secondary Color: Warm accents (orange and red) to highlight key elements.
- Neutral Background: black, representing the vinyl.

d. Imagery & Icons

Images of vinyls are overlapped and used to suggest the wide selection of records we sell. Other icons (squares with rounded corners - used to highlight prices)

3. Project's landing page URL: <http://5.75.182.107/~rtimeea-andreea>