

1

NORTH EAST EVENTS

2

The event company rooted in the North East.

3 HOME

VIEW EVENTS

ADMIN

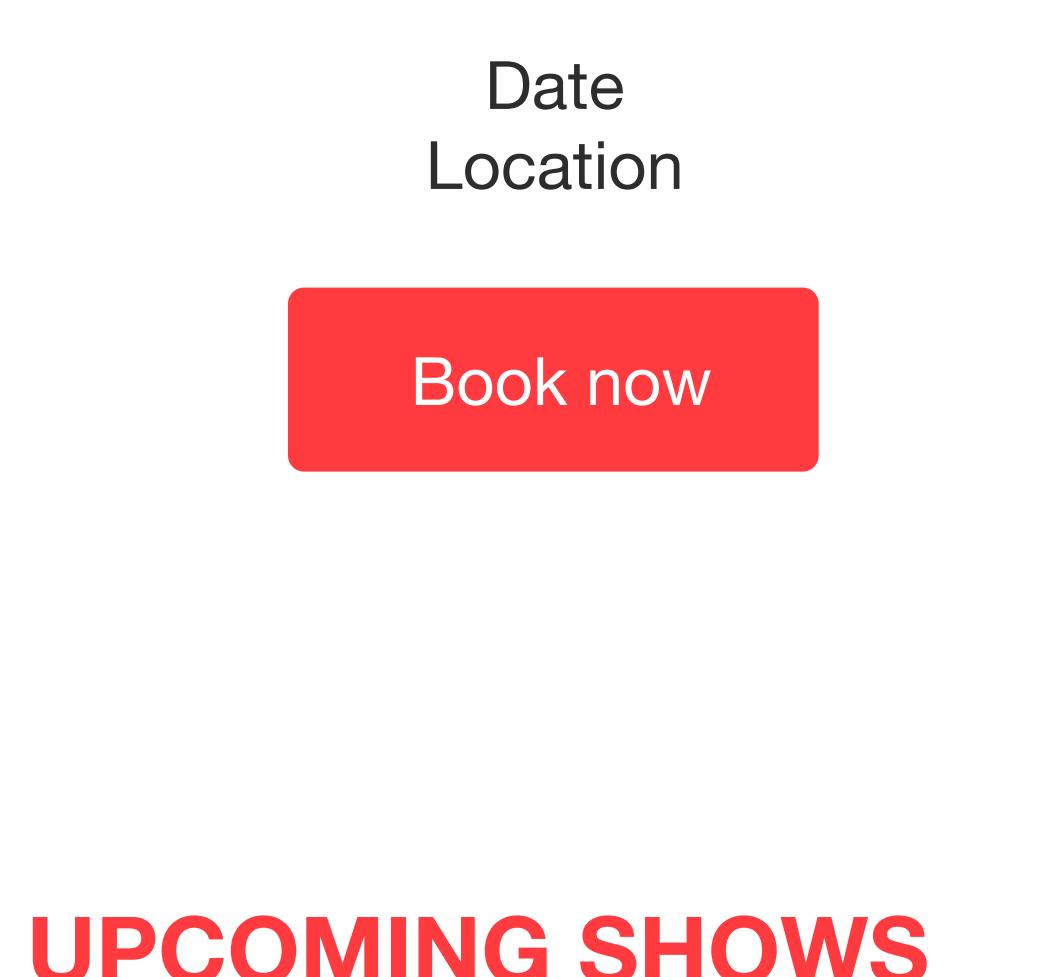
CREDIT

WIREFRAME

4 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Fringilla phasellus faucibus scelerisque eleifend. Dolor sit amet consectetur adipiscing elit dui tristique. Sed arcu non odio euismod lacinia at. Massa ultricies mi quis hendrerit dolor magna eget est. Imperdiet dui accumsan sit amet nulla facilisi morbi tempus. In ornare quam viverra orci sagittis eu volutpat odio. Egestas tellus rutrum tellus pellentesque. A diam maecenas sed enim ut sem viverra aliquet. Fames ac turpis egestas maecenas pharetra convallis.

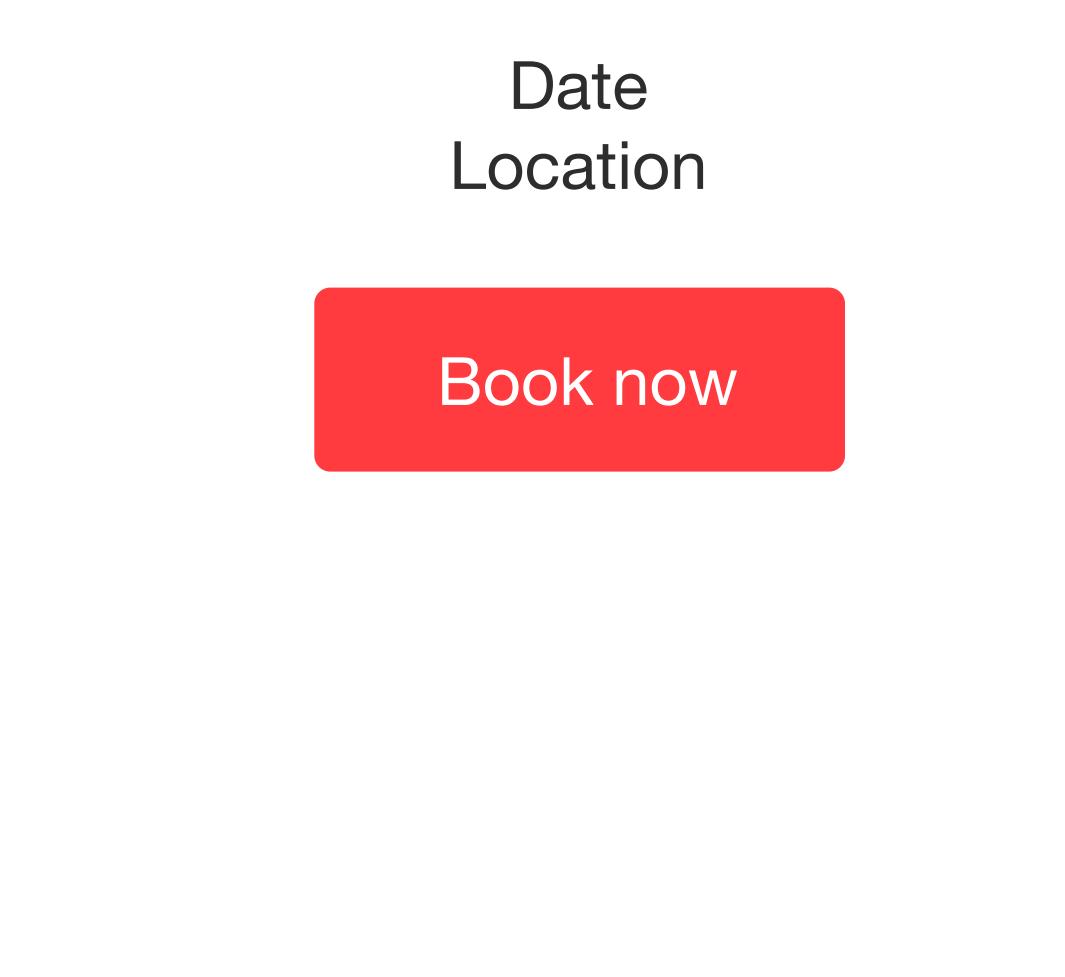
UPCOMING EVENTS

5



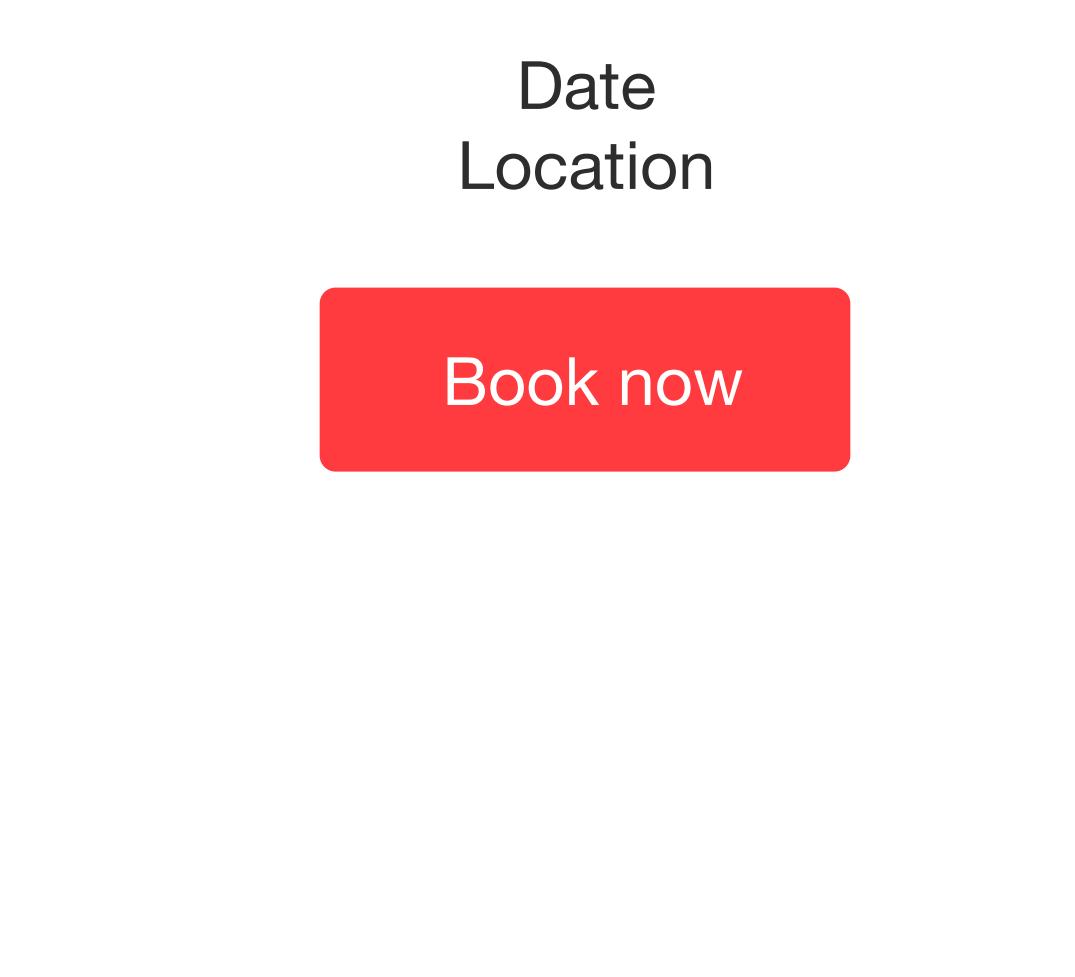
Beer Festival

Date
Location

[Book now](#)

Nothing Special

Date
Location

[Book now](#)

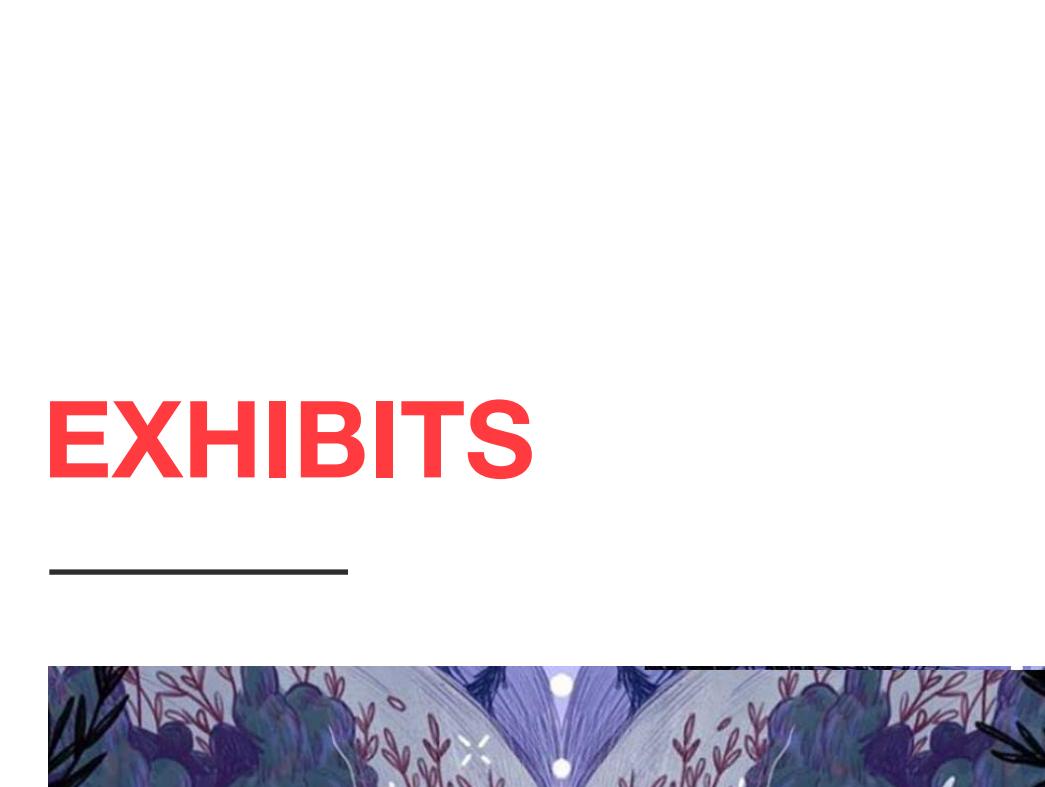
Holi Festival

Date
Location

[Book now](#)

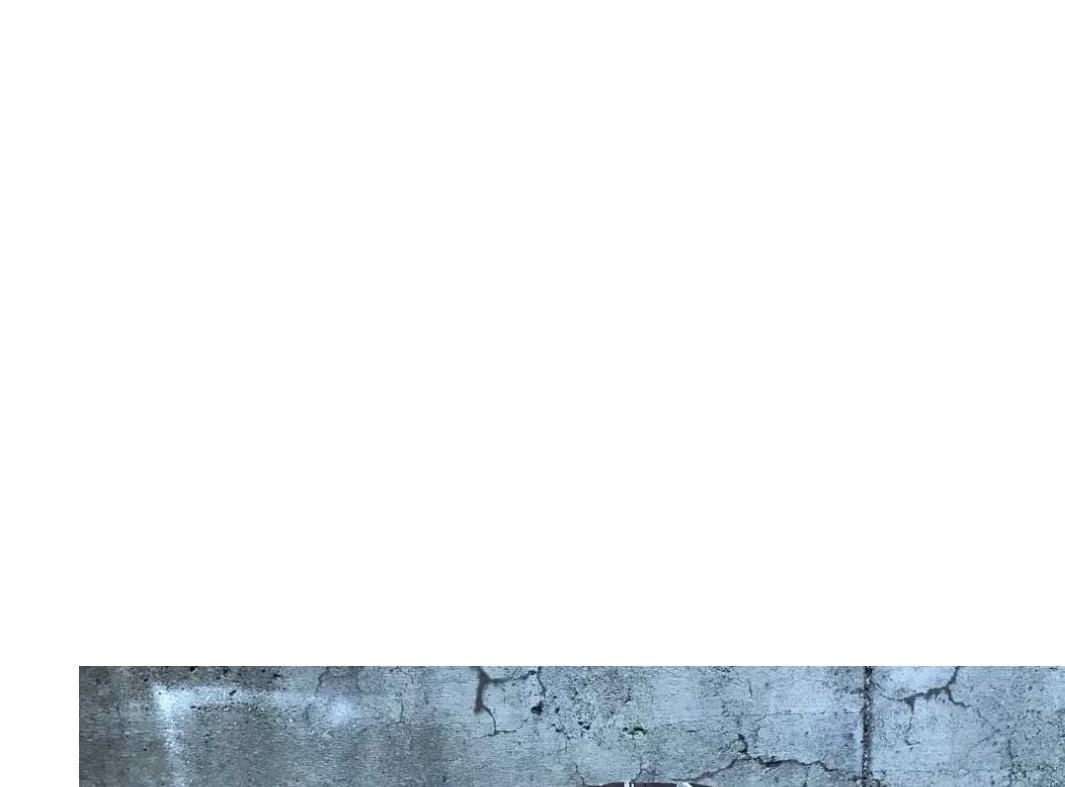
6

UPCOMING SHOWS



The Smallest Show

Date
Location

[Book now](#)

Saturday Night Morning!

Date
Location

[Book now](#)

The Leonard Show

Date
Location

[Book now](#)

8

EXHIBITS



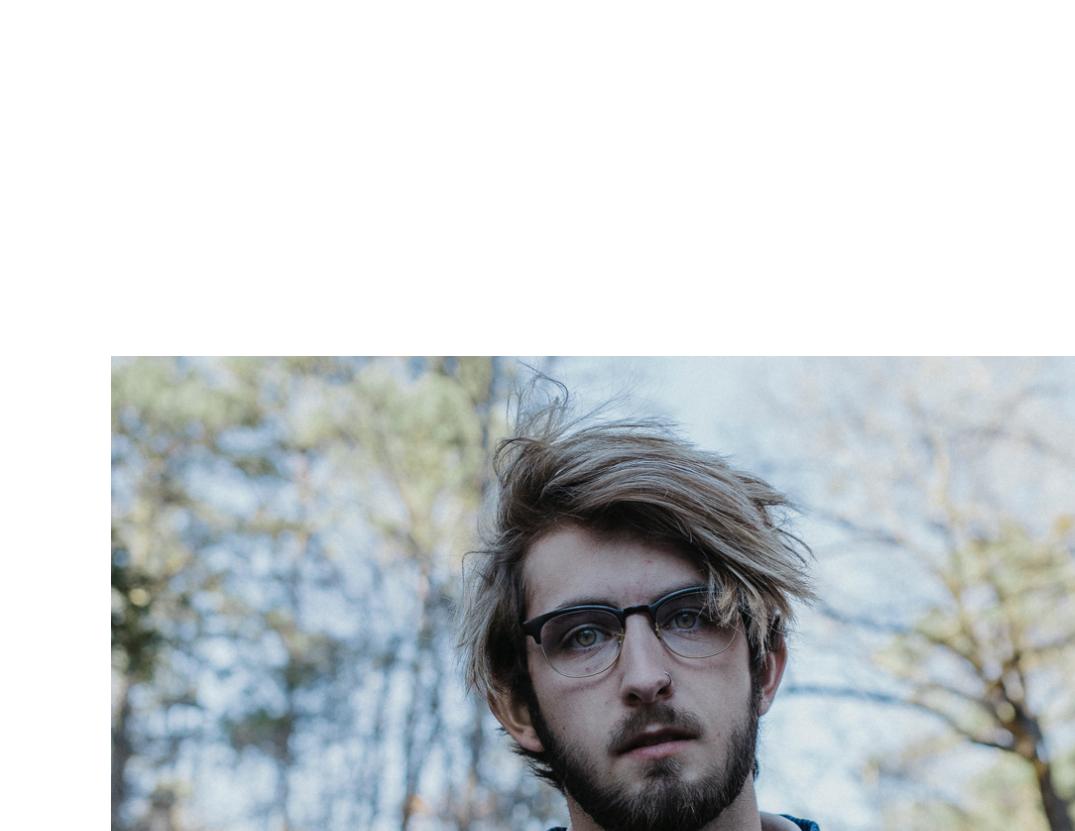
Red Guy

Date
Location

[Book now](#)

Poetic Art

Date
Location

[Book now](#)

Just Another Art

Date
Location

[Book now](#)

9

ARTISTS FEATURED



Kenny

Incidentum Ut Labore Et Dolore Magna Aliqua. Tellus At Urna Condimentum Mattis Pellentesque Id Nibh Tortor. Sed Sed Risus Premium Quam Vulputate. Molestie A Iaculis At Erat Pellentesque Adipiscing Commodo. Et Pharetra Pharetra Massa Massa Ultricies Mi Quis Hendrerit Dolor. Et Odio Pellentesque Diam Volutpat Commodo Sed.



Queen Gizzard

Incidentum Ut Labore Et Dolore Magna Aliqua. Tellus At Urna Condimentum Mattis Pellentesque Id Nibh Tortor. Sed Sed Risus Premium Quam Vulputate. Molestie A Iaculis At Erat Pellentesque Adipiscing Commodo. Et Pharetra Pharetra Massa Massa Ultricies Mi Quis Hendrerit Dolor. Et Odio Pellentesque Diam Volutpat Commodo Sed.



Homie

Incidentum Ut Labore Et Dolore Magna Aliqua. Tellus At Urna Condimentum Mattis Pellentesque Id Nibh Tortor. Sed Sed Risus Premium Quam Vulputate. Molestie A Iaculis At Erat Pellentesque Adipiscing Commodo. Et Pharetra Pharetra Massa Massa Ultricies Mi Quis Hendrerit Dolor. Et Odio Pellentesque Diam Volutpat Commodo Sed.

10 Contact us

Hoult's Yard, Newcastle upon Tyne, NE6 2HL

hello@northeastevents.co.uk

0191 12345678

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Notes

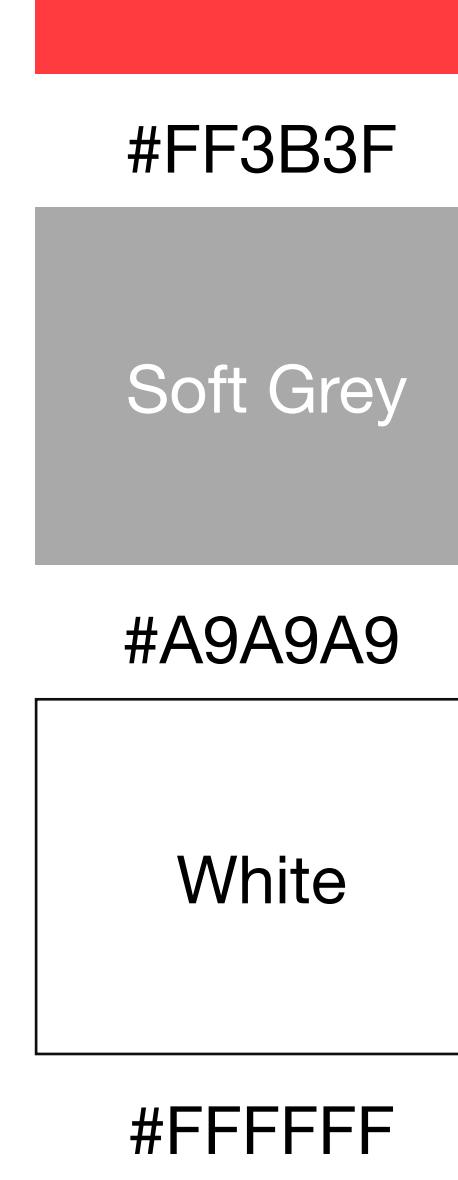
- 1 North East Events logo is bold and expressive. While allowing for easy brand recognition, it also helps the brand as an approachable, people-centred event company. Using Deep Red (#FF3B3F) and White as the primary colour creates a contemporary and distinctive look and feel. This logo is located on the left-hand side of the screen
- 2 The logo is built using the core elements seen in the icon, one of which being geometry. Therefore, a strong and recognisable typographic has been developed to help the brand. It is set in the Helvetica Neue. The typography has been selected as it gives a fresher and timeless look. This is located on the left-hand side of the screen, sitting next to the logo. This is a H1 tag. A strap line is also included.
- Font size:** 5em
colour: White #FFFFFF
- 3 Navigation is placed underneath the logo and typographic. It is set to display the navigation menu to flex and the direction to a row which created a horizontal menu.
- Font size:** 16px
Colour: Light Grey #A9A9A9
Navigation hover colour: #2D2D2D
Border bottom colour: #2D2D2D (set to solid, thick)
Align: Centre
- 4 A brief description of the company, our services, and what we offer. Helvetica Neue is used to keep the consistency of the site. This is located underneath the navigation. This is main paragraph.
- Font size:** 15px;
Colour: Light Grey #2D2D2D
Align: Centre
- 5 A separator to sector off each section. It has been implemented to help the users identify when the content is ended and when the new one begins.
- Style:** Solid line
Colour: Dark Grey #2D2D2D
- 6 A section on Upcoming Events in the H2 tag. Below, there are three copyright images, H3 tags, and a sentence that specifies a location and a date for each event. 'Book now' button also has been included for the users to book tickets if they wish. Applied some shadow behind images and buttons when they have hovered.
- Layout:** Grid
H2 tag font size: 30px
H2 tag colour: Deep Red #FF3B3F
H3 tag font size: 25px
H3 tag colour: Dark Grey #2D2D2D
Paragraph Font Size: 15px
Align: Centre
Button Colour: #Ff3B3F
Button Hover Colour: #2D2D2D
Button Text Colour: White
- 7 A section on Upcoming Shows in the H2 tag. Below, there are three copyright images, H3 tags, and a sentence that specifies a location and a date for each show. 'Book now' button also has been included for the users to book tickets if they wish. Applied some shadow behind images and buttons when they have hovered.
- Layout:** Grid
H2 tag font size: 30px
H2 tag colour: Deep Red #FF3B3F
H3 tag font size: 25px
H3 tag colour: Dark Grey #2D2D2D
Paragraph Font Size: 15px
Align: Centre
Button Colour: #Ff3B3F
Button Hover Colour: #2D2D2D
Button Text Colour: White
- 8 A section on Exhibits in the H2 tag. Below, there are three copyright images, H3 tags, and a sentence that specifies a location and a date for each event. 'Book now' button also has been included for the users to book tickets if they wish. Applied some shadow behind images and buttons when they have hovered.
- Layout:** Grid
H2 tag font size: 30px
H2 tag colour: Deep Red #FF3B3F
H3 tag font size: 25px
H3 tag colour: Dark Grey #2D2D2D
Paragraph Font Size: 15px
Align: Centre
Button Colour: #Ff3B3F
Button Hover Colour: #2D2D2D
Button Text Colour: White
- 9 A section on Artist Featured in the H2 tag. Below, there are three copyright images, their names are in H3 tags, and a short bio of each artist. Applied some shadow behind images to separate the images from the background and to give that 3D look.
- Layout:** Grid
H2 tag font size: 30px
H2 tag colour: Deep Red #FF3B3F
H3 tag font size: 25px
H3 tag colour: Dark Grey #2D2D2D
Align: Centre
Paragraph Font Size: 15px
- 10 The footer consists of H2 tag title - 'Contact us'. The company address and contact details for the users to contact the company if they have any enquiries. The copyright reserved is also included in the footer area, along with social media icons.
- Layout:** Grid
H2 tag font size: 40px
H2 tag colour: Dark Grey #2D2D2D
Align: Centre
Paragraph Font Size: 15px
Copyright Font Size: 10px

Design Choice

I want my website to be minimalist and modern. More users are now visually refined sufficiently to navigate their way around minimalistic digital visual languages easily; 'less is more'. This website is for a wide target audience (18 - 60+ years of age), whether a local, new in town or travellers. Therefore, the website needs to look fresh and contemporary so the younger visitors, but it also needs to look professional and straightforward for much older users to navigate around the site.

I used a grid layout because it sets the structure, and it allows you to set each element of design to respond to various breakpoints. Many people are accessing websites via different types of devices, from a small screen to more wider TV screens. A layout grid system enables you to create a website that is more fluid, responsive, creates clarity and keeps consistency across the site.

Colour Palette



Helvetica Neue is North East Events primary font and should be prominently across all the site for all headings and important messaging. The brand uses Helvetica Neue.

Typography

Aa
Helvetica Neue
ABCDEFGHIJKLMNOPQRSTUVWXYZ