

TASK 1

Your task is to make a short style guide for *either* Fuse Furniture or Quatro. Your style guide will include a colour palette, logo and typography.

FUSE FURNITURE

Fuse is a furniture store located in Toronto. They have been in business since 1970. However, over the years a great amount of competition has moved into the neighbourhood making business decline. Fuse knows they need to make a change and they decide to focus on modern, affordable apartment sized furniture. They are targeting young adults living in Toronto. Adjust their current logo and create a style guide that suites their needs.

QUATRO

Quatro is a designer menswear retailer. They only carry dress clothes such as suites, dress shirts, ties, dress shoes, etc. All of their materials are imported high-end Italian fabrics and leathers. They are targeting men 30 years old and older who value quality products. Their current logo does not represent the theme and mood of Quatro. Adjust their logo and create a style guide that suites their needs.

COLOUR PALETTE

- Include every colour that would be used in the company's future designs, packaging, website, etc. Use Adobe CC to make your palettes.
- Include and label primary and secondary colours.
- Be sure to include HEX colour codes.

TYPOGRAPHY

- Include every font type that would be used in the company's future designs, packaging, website, etc. Be sure to label primary and secondary fonts.
- Font size(s)
- Font weight(s)
- Font spacing
- Show an example of the font types.
- CSS

LOGO

- Fix their outdated logo using the colour palette and typography you chose.
- **Bonus:** include a variation of the logo.

Remember, the design of your style guide should reflect the specific elements you've chosen in your style guide (for example: fonts, colours). Package the colours, typography and logo designs together as a style guide. *Post as an image on an html document labeled "Week 12 Presentation - Style Guide"*

TASK 2

Create a style guide for your final web design assignment. The project outline states:

- You will definitely include examples of all possible types of typography that can appear; this may include different font types, font-sizes, weights, spacing, etc. CSS should accompany all fonts
- You will definitely include an extensive color palette. You will have an example of every color that appears in the site and if it is not immediately clear, please indicate where the color is being used using words or screenshots.
- The palette will also extend beyond this. The palette will suggest how it can be tweaked and repurposed. Include several shades, complements etc.
- Hex color codes required for each color shown.
- You may include variations of your layouts that did not make it.
- You may show how a logo can be tweaked or repurposed.

After completing your style guide, write a rationale at the bottom explaining your design philosophy and how you're reflecting it through your style guide.

Save as an image and post in the html document underneath task 1.

LET US KNOW IF YOU HAVE ANY QUESTIONS! 😊