

HOTEL PALETTE

Web Design Study

Typography

IBM PLEX SANS

Regular (400) weight. Uppercase.
Used for headings and buttons.

Plantin

Light (300) weight. Body copy.

Color



#f6dfc6



#2f3b48



#2f3b48



#2f3b48

Components

This component shows the top navigation bar. It features the "HOTEL PALETTE" logo in a large, bold, orange font at the top center. Below it, there are two smaller sections: "WORDMARK" with the word "HOTEL" in a smaller orange font, and "PALETTE" in a dark blue font.

Cover Section

This component shows a large orange rectangular area. Inside, there is a small amount of text and a "Read More" button. The text is repeated in three different sections below the main area, each with its own "Read More" button. The sections are labeled "SECTION CONTENTS", "SECTION PARAGRAPH", and "SECTION HEADING".

Main Nav: This component shows a navigation menu with links for "About", "Services", "Thoughts", and "Contact us". There are also "Pillow Talk Magazine" and "Blog" sections. The "MAIN NAV LISTS" section shows the same list items, with "About" and "Pillow Talk" highlighted in orange.

Card Section: This component shows a grid of cards. One card is visible, featuring a small image, a heading, and some descriptive text.

Page Footer

This component shows the footer navigation. It includes "FOOTER NAV TITLES" (About, Services, Thoughts, Contact us), "FOOTER NAV LISTS" (Social Media links for Facebook, Instagram, YouTube, and Pillow Talk Magazine), and "FOOTER NAV LISTS" (About, Services, Thoughts, Contact us).

Articles

This component shows an article section. It includes an "ARTICLE TITLE" (Ready to take your holiday cottage or Airbnb property to the next level?), an "ARTICLE SUB-TITLE" (Replicate the hotel experience through enhanced service, interior styling and branding.), and an "ARTICLE SECTION CONTENTS" (A summary of the article's content, including tips for enhancing guest experiences and replicating hotel branding.)