Binary Galleries Portfolio

Site Plan

Carly Kjelstrom
crkjelstrom@gmail.com

Binary Galleries Style Guide

Overview

Site Purpose

The purpose of this website will be sharing my best art work in digital illustration and graphic design. I want to give a clean experience that clearly shows what I am offering to clients. I also want to give a shop for people to purchase prints of my art or order a design.

Target Audience

My target audience will be potential employers as well as the casual viewer wanting to see examples. I will need to keep this professional but inviting. I think the age range will be 27-45. This will include my peers as well as people who are interested in hiring me. It will be for both males and females.
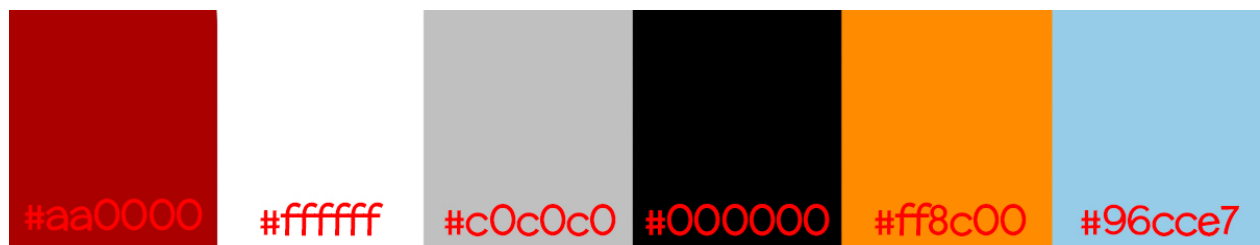
Branding

Website Logo

Binary Galleries

Binary Galleries

Color Palette

#aa0000	#ffffff	#c0c0c0	#000000	#ff8c00	#96cce7

Background	Header & Footer 1	Header & Footer 2	Buttons to site links	Words	Social Links
#ffffff	#aa0000	#ff8c00	#c0c0c0	#000000	#96cce7

Typography

Heading Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+

Sample Heading

I chose McLaren Bold for the headings and subheadings of the site. This is the same font I am using in my logo, so this provides repetition throughout the site.

Body Copy Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+

This paragraph will show how your paragraph text will look.

I chose Source Sans Pro for the body font and most identifying information. It has a good contrast to the flair of McLaren but not too much stiffness.

Other Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+

This paragraph will show how your additional text will look.

In case I need a third font for things like numbers or something else, I will use Libre Baskerville. It is a serif font and works great for numbers, and has a balancing contrast with the other two fonts.

Navigation

Main Navigation

The main color for the navigation bar will be a white background (#ffffff) with black words (#000000), and a bar of a maroon underneath the whole thing (#808080). The hover color will be orange (#ff8c00). The current page will be underlined and light blue (#96cce7). Visited links will be red (#ff0000).

Home   About Me   Portfolio   Contact Me

Links

Link:normal : #000000
Link:hover : #ff8c00
Link:current : #96cce7
Link:visited: #ff0000

Layout

Site Map

Home	About	Portfolio	Contact	Shop
		Illustration		Prints
		Concept Art		Commission
		Graphic Design		T.O.S.
		Other		

Wireframes