



# Web Design Style Guide

AviaTalk.com

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David Rueda Madrid

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## 1. The brand, tone and logo

This is the logo designed for the web, with a delta style triangle:



*Principal design of the AviaTalk.com blog*

An alternate version is also available:



*Secondary design of the AviaTalk.com blog*

And also will be a logo only version for mobile devices:



*Logo design for mobile devices*

## 2. Typography

The principal typography for the page will be **Ubuntu Light 300**.

This will be mainly used in the home page, the header, footer and important buttons:

Everyone has the right to freedom of thought, conscience and religion; this right includes freedom to change his religion or belief, and freedom, either alone or in community with others and in public or private, to manifest his religion or belief in teaching, practice, worship and observance. Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers. Everyone has the right to rest and leisure, including reasonable limitation of working hours and periodic holidays with pay.




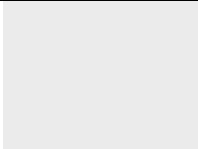
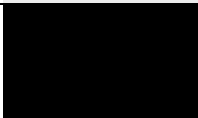
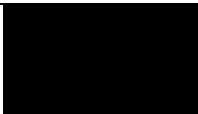
The secondary typography for the page will be **Open Sans Light 300**.

This will be mainly used in the articles itself:

Everyone has the right to freedom of thought, conscience and religion; this right includes freedom to change his religion or belief, and freedom, either alone or in community with others and in public or private, to manifest his religion or belief in teaching, practice, worship and observance. Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers. Everyone has the right to rest and leisure, including reasonable limitation of working hours and periodic holidays with pay.

### 3. Colour palette

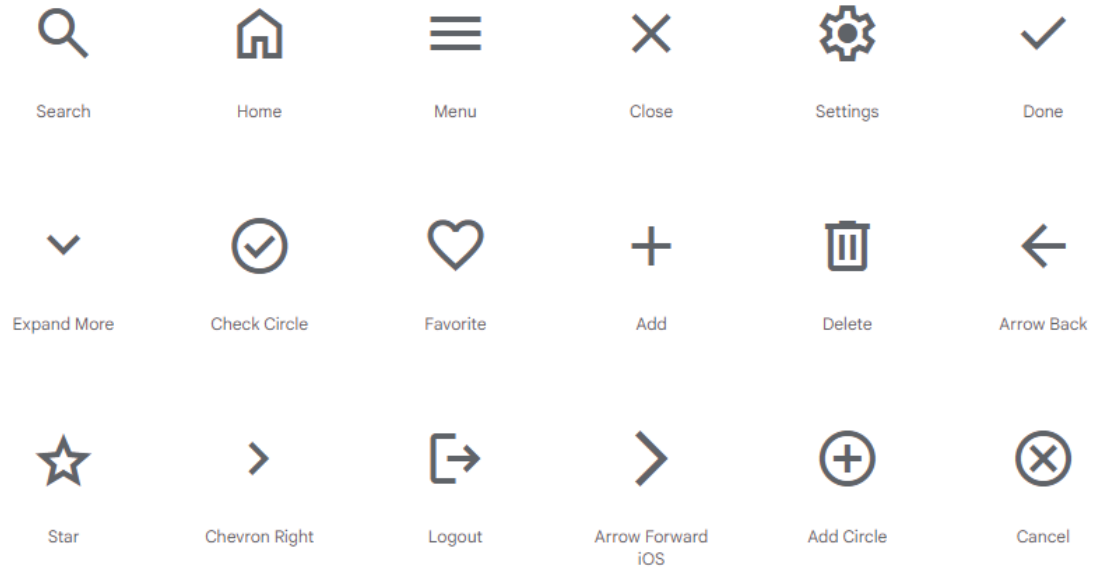
The colour palette will be based off the logo for the blog and here is a summary:

		Hex code	
Primary colour		#B4001D	This will be used on the header & footer
Typography		#FFFFFF	The text will be in this colour to have good contrast
Secondary colour		#F7A500	This will be used for the menu buttons and all the buttons of the webpage
Typography		#000000	The text will be in this colour to have good contrast
Primary neutral colour		#EBEBEB	This will be used for the background colour for the webpage
Typography		#000000	The text will be in this colour to have good contrast
Secondary neutral colour		#FFFFFF	This will be used for the background colour for inputs in forms
Typography		#000000	The text will be in this colour to have good contrast

This colour palette is based on the actual livery of [Asiana Airlines](#) & was chosen by personal preference.

## 4. Icons

The icons used will be Material Symbols by Google:



*The most used icons of Material Symbols*

## 5. Image ratio

The image ratio that will be used will be Classic Film 3:2:

- For the desktop the size will be 600x400 like in this image:



*This image of a Boeing 777-281 has the 3:2 ratio in 600x400 (actual size)*

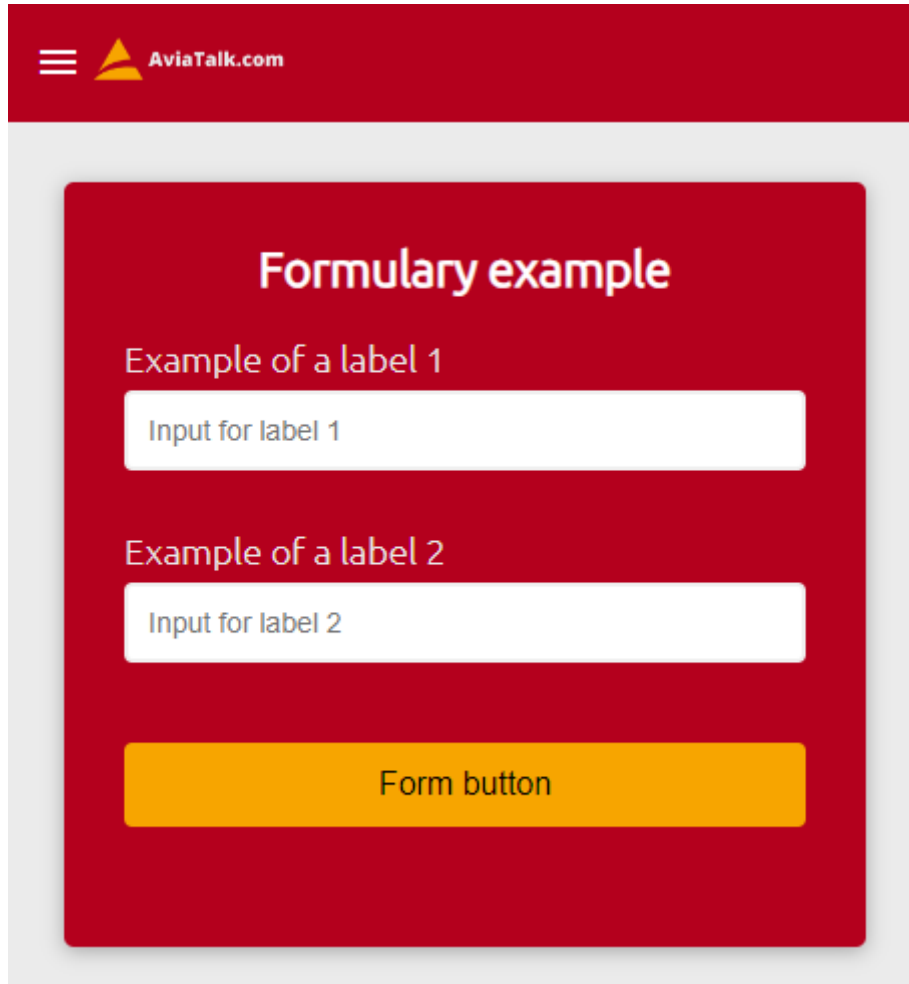
And for mobile devices & areas with the need of smaller images, the size will be 400x267, using the same 3:2 ratio:



*This image of a Boeing 777-281 has the 3:2 ratio in 400x267 (actual size)*

## 6. Form controls & interface elements

This is how the page will look like:



The image shows a web design mockup for a form. At the top, there is a red header bar containing a white hamburger menu icon, a yellow triangle logo, and the text 'AviaTalk.com'. Below the header, the main content area has a light gray background. Centered in this area is a red rectangular box with rounded corners. Inside this box, the title 'Formulary example' is written in white. Below the title, there are two input fields. Each field has a label above it: 'Example of a label 1' and 'Example of a label 2'. The input fields themselves are white with rounded corners and contain the placeholder text 'Input for label 1' and 'Input for label 2' respectively. At the bottom of the red box is a yellow button with rounded corners and the text 'Form button' in black.

*Example of how a form looks with this web design*



## 7. Bibliography

Logo created with logo AI:

<https://www.logoai.com/>

Ubuntu font from Google Fonts:

<https://fonts.google.com/specimen/Ubuntu?stroke=Sans+Serif>

Open Sans font from Google Fonts:

<https://fonts.google.com/specimen/Open+Sans?stroke=Sans+Serif>

Colours available with Coolers.co

<https://coolers.co/b4001d-f7a500-ebebeb-ffffff>

Material Symbols icons by Google:

<https://fonts.google.com/icons?icon.platform=web>

Image used for the image ratio (Boeing 777-281 of ANA landing at ITM – JA8197):

<https://flic.kr/p/AvxYHN>

Calculate Aspect Ratio:

<https://calculateaspectratio.com/>

Made by David Rueda Madrid