

# Style guide for Holidaze

## **Brand personality & Target Audience**

Holidaze is a local tourism agency in Bergen and they are offering online booking services for their customers. Providing great packages for hotels, bed & breakfast and guesthouses to their customers. The target audience I would say for all ages and those deals will benefit everyone.

## **Typography**

Typography that is used in the website:

- \* Font-Family for Headings-1 is Hoefler Text, bold and font size is 50px.
- \* Font-Family for Headings-2 is Hoefler Text, bold and font size is 42px.
- \* Font-Family for Headings-3 is Hoefler Text, bold and font size is 36px.
- \* Font-Family for Headings-3 is Al Bayan, bold and font size is 36px.
- \* Font-Family for Headings-4 is Hoefler Text, Regular and font size is 30px.
- \* Font-Family for Headings-5 is Hoefler Text, regular and font size is 26px.
- \* Font-Family for Headings-6 is Hoefler Text, bold and font size is 20px.
- \* Font-Family for Headings-7 is Hoefler Text, bold and font size is 16px.

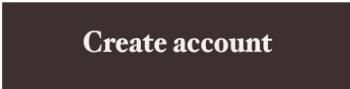
## Design for Buttons

**Search button**

A rectangular button with a brown background and a thin grey border. The word "Search" is centered in a white, bold, serif font.

**Search**

**Create account button**

A rectangular button with a dark brown background. The text "Create account" is centered in a white, bold, serif font.

**Create account**

**Sign in button**

A rectangular button with a dark brown background. The text "Sign in" is centered in a white, bold, serif font.

**Sign in**

**Help button**

A rectangular button with a blue background. The word "Help" is centered in a white, bold, serif font.

**Help**

**Sign in button**

A rectangular button with a blue background. The text "Sign in" is centered in a white, bold, serif font.

**Sign in**

**Sign up button**

A rectangular button with a blue background. The text "Sign up" is centered in a white, bold, serif font.

**Sign up**

**Contact form button**

A rectangular button with a blue background. The word "Submit" is centered in a white, bold, serif font.

**Submit**

## Logos and Icons



**Drinks Icon**



**Hotel Icon**



**Resturant Icon**



**Room service Icon**



**Spa Icon**



**Star Icon**



**Swimming Icon**



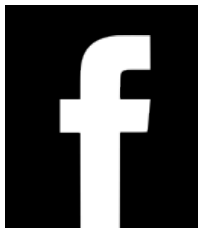
**Carpark Icon**



**Tv Icon**



**WIFI Icon**



**Facebook Icon**



**Instagram Icon**



**Telephone Icon**



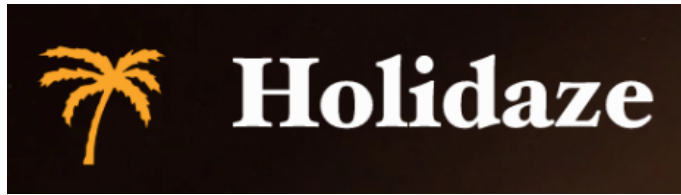
**Snapchat Icon**



**TripAdvisor Icon**



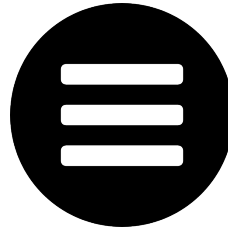
**Twitter Icon**



**Main Logo**



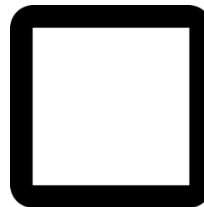
**Hamburger-open Icon**



**Hamburger-close Icon**



**Checkbox Icon**



**Uncheck box Icon**



**Edit Icon**

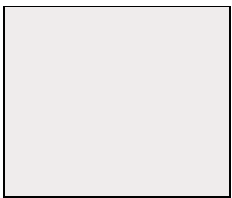


**Delete Icon**

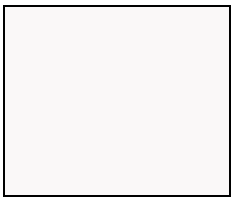
## **Colors for this website**



**HEX Code - #E8E7E7**



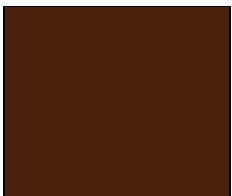
**HEX Code - #EFECEC**



**HEX Code - #FAF8F8**



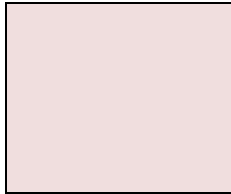
**HEX Code - #573F3F**



**HEX Code - #4B210D**



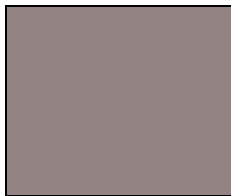
**HEX Code - #F4ECEC**



**HEX Code - #F0DEDE**



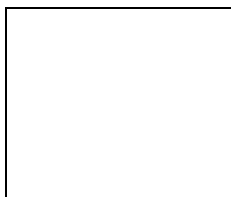
**HEX Code - #445EC9**



**HEX Code - #938383**

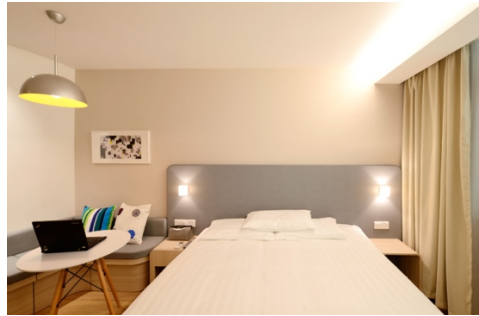
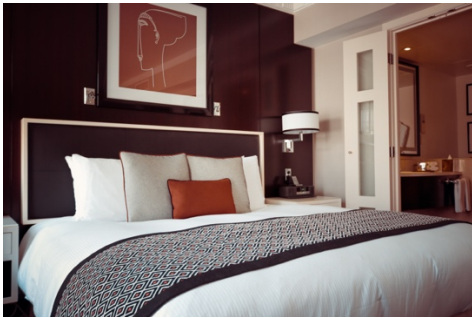


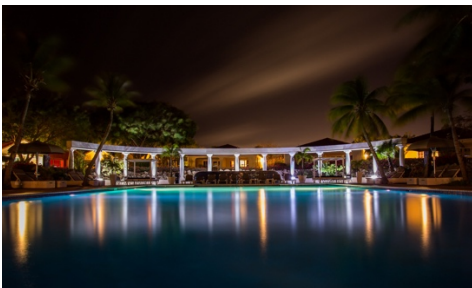
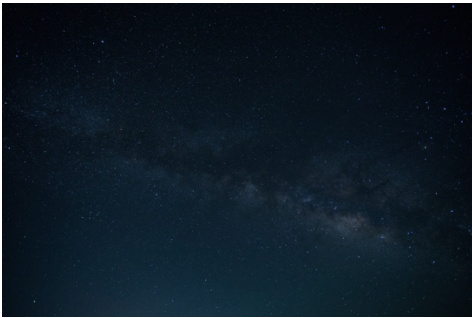
**HEX Code - #D9CECE**



**HEX Code - #FFFFFF**

## Images for this Website







# Forms on Website

## Sign up

Create an account

Your Email

Password

Name

Telephone

Create account

## Sign in

Your Email

Password

Sign in

Dont have a account ? **Sign up**

## Contact form

Full name

Email address

Message

Submit

## Sign in as member

Username / Email

Your password

Sign in

Dont have a account ? **Sign up**

## Sign up

Register your property

Your location

Firstname

Lastname

Email Address

Tlf number

Create account

List your property and get great benefits

Already a member **Sign in**

New member **Sign up**

Any issues **Help**

Going to

Destination

Check in

02/06

Check out

10/06

Adult

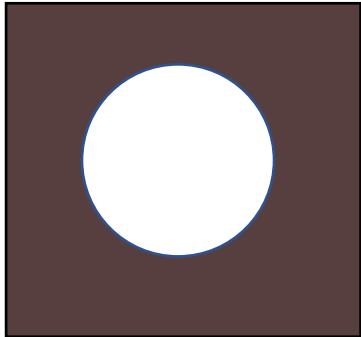
18 +

Children

0 - 17

Search

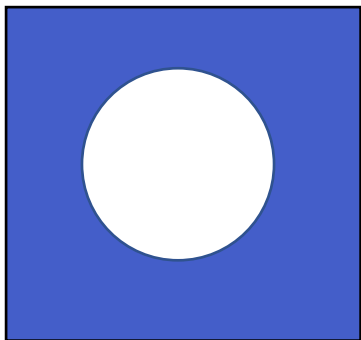
## **Color combinations**



**Color Contrast**

**Ratio is 9.59**

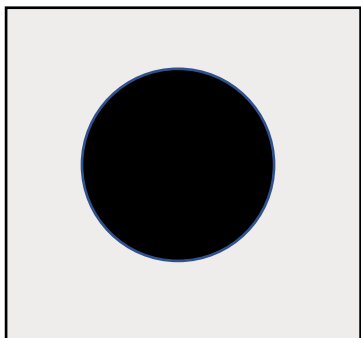
**For Signup form**



**Color Contrast**

**Ratio is 5.69**

**For Contact form**



**Color Contrast**

**Ratio is 17.87**

**For text on page**