A close up of a sign

Description automatically generated

**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

## A close up of a logo Description automatically generated

## A close up of a logo Description automatically generated**Search button**

## Create account button

## A picture containing laptop, drawing, white Description automatically generated

## Sign in button

## A close up of a logo Description automatically generated

## Help button

## A close up of a logo Description automatically generated

## Sign in button

## A picture containing drawing Description automatically generated

## Sign up button

## A picture containing screenshot, ball, player, woman Description automatically generated

## Contact form button

## Logos and Icons

## A close up of a sign Description automatically generatedA picture containing drawing Description automatically generatedA close up of a sign Description automatically generatedA picture containing clock, light Description automatically generated

## Drinks Icon Hotel Icon Resturant Icon Room service Icon

## A picture containing clock, drawing Description automatically generatedA close up of a logo Description automatically generatedA close up of a logo Description automatically generatedA drawing of a cartoon character Description automatically generated

## Spa Icon Star Icon Swimming Icon Carpark Icon

## A picture containing room, drawing Description automatically generatedA close up of a screen Description automatically generated

## 

## Tv Icon WIFI Icon

## A picture containing drawing Description automatically generated A picture containing drawing Description automatically generated A picture containing drawing Description automatically generated

## Facebook Icon Instagram Icon Telephone Icon

## A close up of a logo Description automatically generated A close up of a sign Description automatically generated A picture containing ax Description automatically generated

## Snapchat Icon TripAdvisor Icon Twitter Icon

## A close up of a sign Description automatically generated

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## Main Logo

## A close up of a logo Description automatically generated A picture containing drawing Description automatically generated

## Hamburger-open Icon Hamburger-close Icon

## A close up of a logo Description automatically generated A close up of a logo Description automatically generated

## Checkbox Icon Uncheck box Icon

## A close up of a logo Description automatically generated A close up of a logo Description automatically generated

## Edit Icon Delete Icon

## Colors for this website

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## HEX Code - #E8E7E7

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## HEX Code - #EFECEC

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## HEX Code - #FAF8F8

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## HEX Code - #573F3F

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## HEX Code - #4B210D

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## HEX Code - #F4ECEC

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## HEX Code - #F0DEDE

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## HEX Code - #445EC9

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## HEX Code - #938383

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## HEX Code - #D9CECE

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## HEX Code - #FFFFFF

## Images for this Website

A bedroom with a large bed in a hotel room

Description automatically generated *A room filled with furniture and a large window

Description automatically generated*

A bedroom with a bed in a room

Description automatically generated A bedroom with a bed and desk in a room

Description automatically generated

A bedroom with a large bed in a hotel room

Description automatically generated A bedroom with a bed in a hotel room

Description automatically generated

A person sitting at a table using a computer

Description automatically generated A sunset over a body of water with a city in the background

Description automatically generated

A view of a city at night

Description automatically generated A train crossing a bridge over a body of water

Description automatically generated

A picture containing outdoor, sky, water, dark

Description automatically generated A picture containing outdoor, water, boat, dock

Description automatically generated

A picture containing night, sitting, building, light

Description automatically generated A pool of water

Description automatically generated

A bridge over a body of water

Description automatically generated A long bridge in the night sky

Description automatically generated

## Forms on Website

A screenshot of a cell phone

Description automatically generatedA screenshot of a cell phone

Description automatically generated

A screenshot of a cell phone

Description automatically generatedA screenshot of a cell phone

Description automatically generated

A screenshot of a cell phone

Description automatically generatedA screenshot of a cell phone

Description automatically generated

A screenshot of a cell phone

Description automatically generated

## 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