

Buttons:

Our buttons is minimalistic and based on universal symbols that most users of the world wide web is familiar with. The frame around the view alternative buttons seperates the buttons from each other and the rest of the content. We also made yellow ones for people who are visually impaired.



Color palette:

We chose dark colors for the background of our website because it gives the site a serious and classic look. In addition to black, we found two slightly lighter colors to separate between the different parts of the website. In psychology the black color stands for strength, simplicity, seriosity, which fits well with what we want to communicate. The greyish colors is neutral and balances well with black.

As contrast to the dark colors we use white and a light grey on the main page, and yellow on the page for visually impaired people.



Font:

We chose to use Helvetica because it's a plain and modern font.
It is both elegant and relaxed at the same time.
And it is easy to read without the serifs.

Helvetica Bold
Helvetica Regular
Helvetica Oblique

Helvetica Bold
Helvetica Regular
Helvetica Oblique

As a fallback-font we use Arial because it is the closest looking font.
The character width is the same, which is a advantage when it comes to the webdesign.

Arial Bold
Arial Regular
Arial Italic

Arial Bold
Arial Regular
Arial Italic