

# Doodle Style

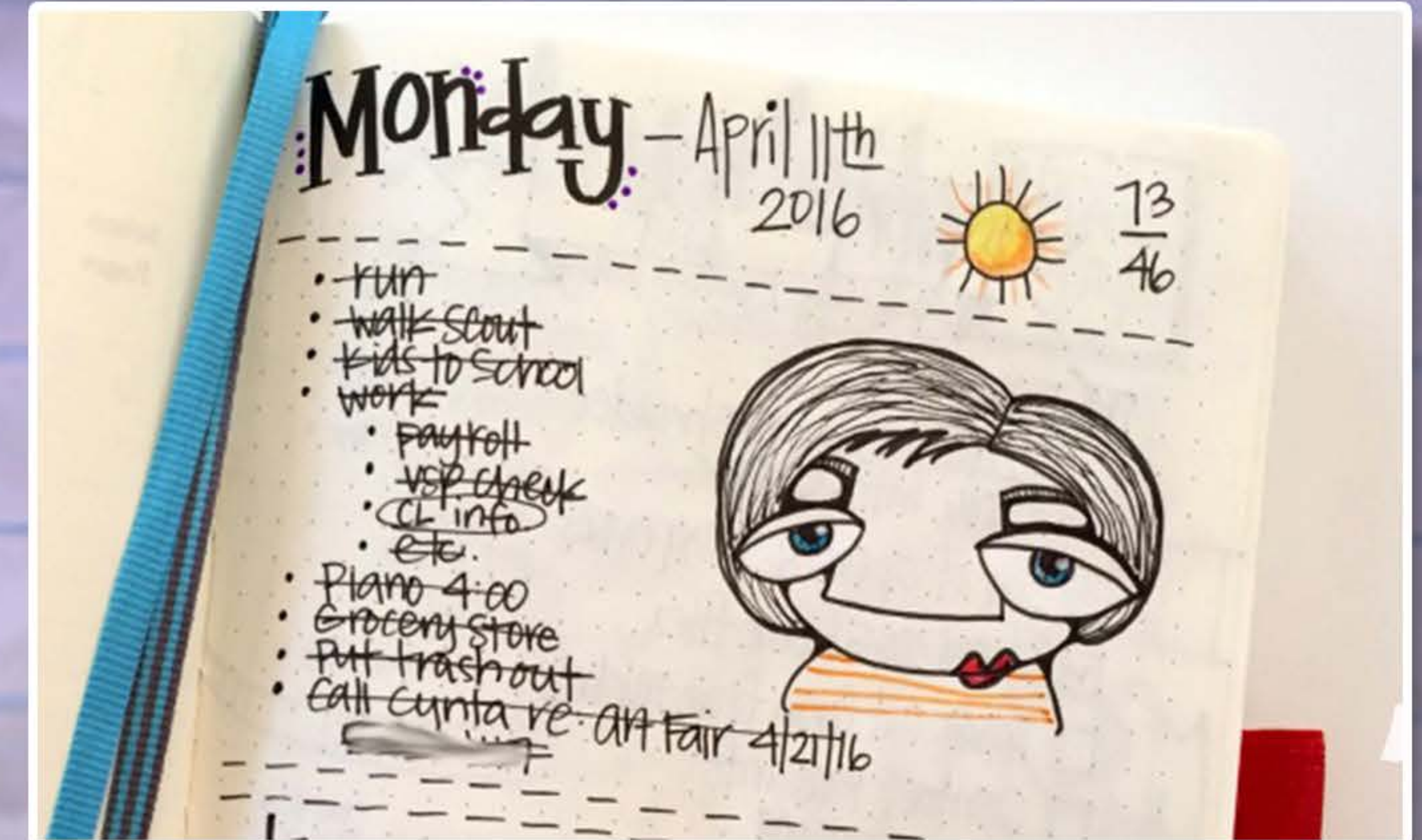




# Doodle style

for the artsy  
and creative

Creative  
ARTISTIC  
Fun  
Unique





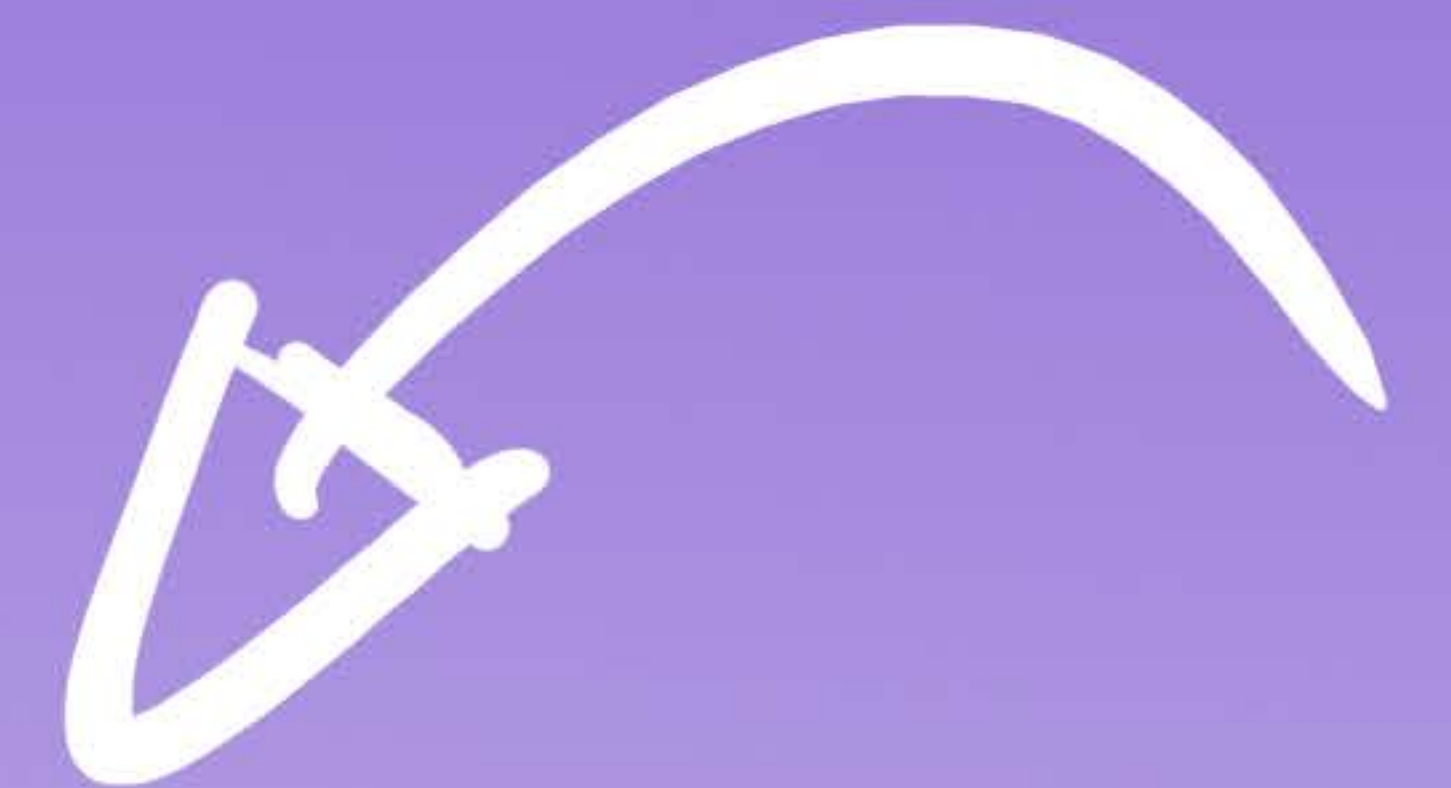
# Doodle style



When using the doodle style you have a lot more creative freedom, than you'd have when working with different styles. Selecting a colorscheme is no exception. Therefore, I chose to go with my favorite color as the main color; dark purple (middle color).

Since dark purple is a very strong color, my two other colors are very soft. The lighter purple is my second color, because I wanted to keep it simple. It is just a lighter shade of the same purple.

I chose yellow as my accent color, as it is complimentary to purple, and thus creates color harmony.





Doodle style



Blockhead  
OT



Typography

yes, that was my titlefont, and this is my header font

Arial →

As you can imagine, the typefaces above would be horrible to use for your copy text. Not only would the readability be a disaster in smaller sizes, but it also gives your website a cheap and childish look.

The purpose of the doodle style is not to look childish, but rather to give off a fun and unique style, laced with personality.

You want your target audience to think “wow, this website is really fun and stylish. It’s friendly.” and not “this website is childish and unprofessional. I will go somewhere else.”

Using this typeface for copytext is therefore a good choice. It is professional looking, yet still loose enough to go with the doodle style. I went with Arial, but other sans serif typefaces such as Calibri would work perfectly fine too!

Chantal →

**“HANDWRITTEN- OR SCRIPT TYPEFACES  
COULD BE FUN TO USE FOR QUOTES” -  
MEYER, ANGEL (2018)**



## Everyone Doodles!

Whether you're an artist, have a bullet journal, or simply a bored student, you doodle. It's simply natural and happens without you even realize it, but have you ever considered using it as the theme of your next website?

### Why go for the doodle style?

The doodle style is undoubtedly one of the most creative and unique styles.

It is very expressive, which also means it's an easy way to achieve a design that communicates your message.

The main purpose of the style is to convey personality and individuality.

It can make a website look different and stick out.

### What characterizes the style?

- Hand drawn elements
- Versatile: can be implemented in many different projects - from TV (Lizzie McGuire) to personal planning (bullet journaling).
- Paperlike textures are often used.
- Offers a lot of freedom since it can be implemented in various styles.

### Things to keep in mind (webdesign)

- Use hand-drawn elements moderately to make it comforting and user-friendly. It's important to provide the users with empty space so that the eyes can rest. (the same concept is often applied to art. If an artwork is too full it can be tiring to look at.)
  - Keeping the copy text in a simple font could be a good idea, since it causes contrast.
  - Some fonts can be very hard to read, so keep readability in mind
  - Keep it from looking too childish, unless that is what you're going for.
- Keep it subtle, modern and fresh. Over-saturation is bad, and can make it too much to handle visually.

### Target groups (webdesign)

- Artists
- Bloggers
- Content creators
- Influencers
- Illustrators
- Web designers
- Freelancers
- Children's websites



# Doodle style

## Simon's Cat

Simon's cat is an animated cartoon series first released on youtube by Simon Tofield. The shorts are based on real life experiences with his own 4 cats. Since starting the series his brand has branched out to books, merchandise, a facebook game. The show was even picked up by Walt Disney Studios in 2012.

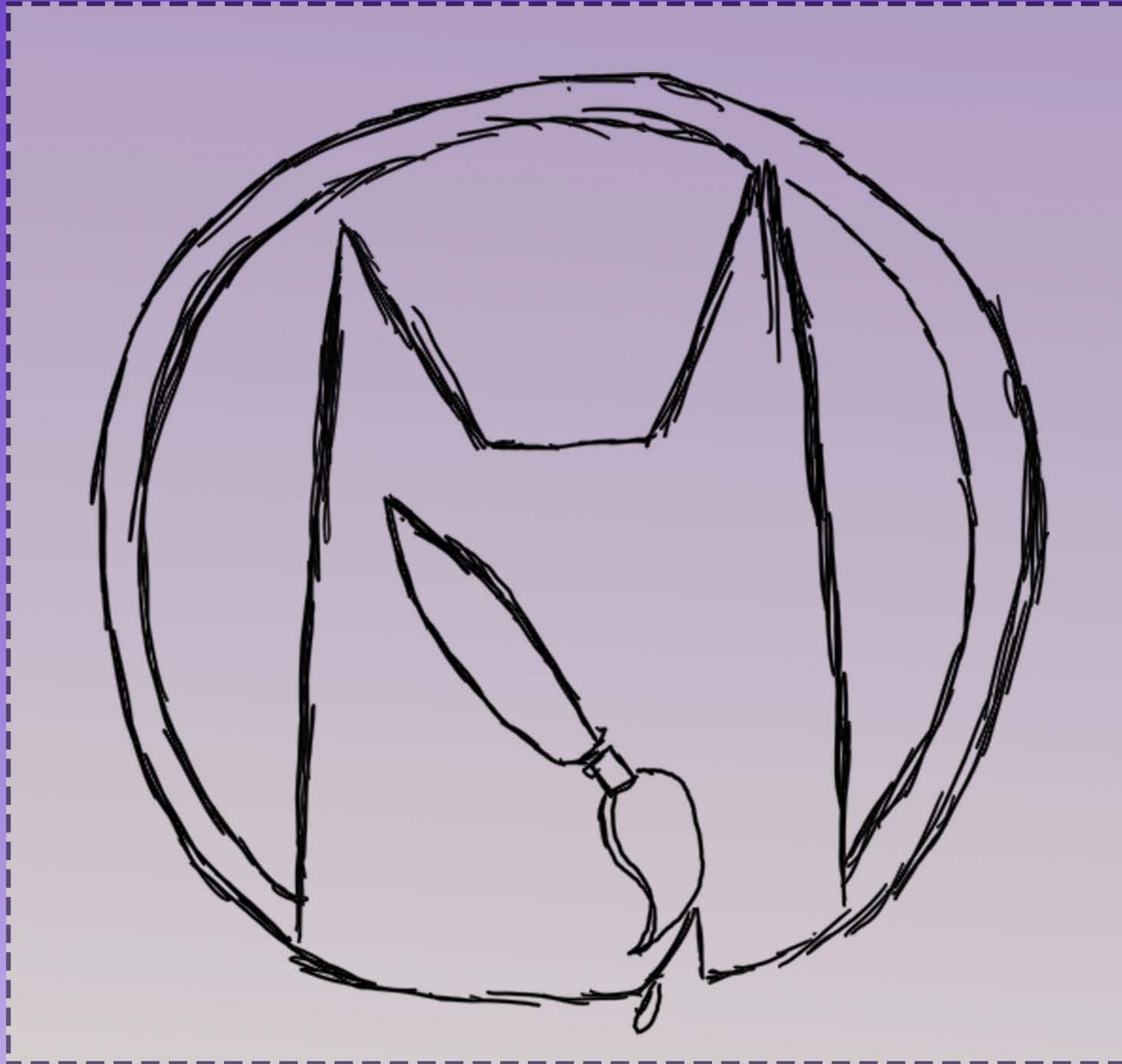
The signature style Tofield uses in his show is a very doodle-like style. He uses very simple shapes in his character designs and the linework is thin and imperfect. The artwork is not colored or even blocked in in grayscale. It is only lined. That aspect is definitely the key thing, that gives his art the doodle like vibe.



"I HAD NO IDEA IT (SIMON'S CAT) WOULD BECOME THIS HUGE PHENOMENA THAT IT HAS TURNED INTO. I FEEL VERY HONORED THAT IT HAS, AND IT FEELS AMAZING!" - TOFIELD, SIMON



# Doodle style



I wanted my logo to represent me and not my given style. My two favorite sketches are depicted above. Since I am an artist, I wanted a paintbrush in both of them. Although the angel is funny because my name is angel, I decided to go with the round one. The silhouette is much sharper, and more recognizable. It looks more modern, and I liked the design a lot more. I also didn't want it to contain religious symbols, as that could potentially turn people



# Doodle style

Dimensions: 240 x 134  
Resolution: 96 dpi  
Quality: 100%



Dimensions: 480 x 265  
Resolution: 96 dpi  
Quality: 100%



Dimensions: 960 x 530  
Resolution: 96 dpi  
Quality: 100%






# Doodle style

← → ▾ ↑ > OneDrive > KEA MMD INT 2018 > week 36 > hand-ins > Doodle style project > Media > Images > Assets > Medium

- ▼ KEA MMD INT 2018
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  - Extra work
  - week 35
  - ▼ week 36
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    - ▼ hand-ins
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        - ▼ Media
          - ▼ Images
            - ▼ Assets
              - Large
              - Medium
              - Small
              - Original Material
              - Research

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✓ SC, Butterjump