



Interior Design Style Guide

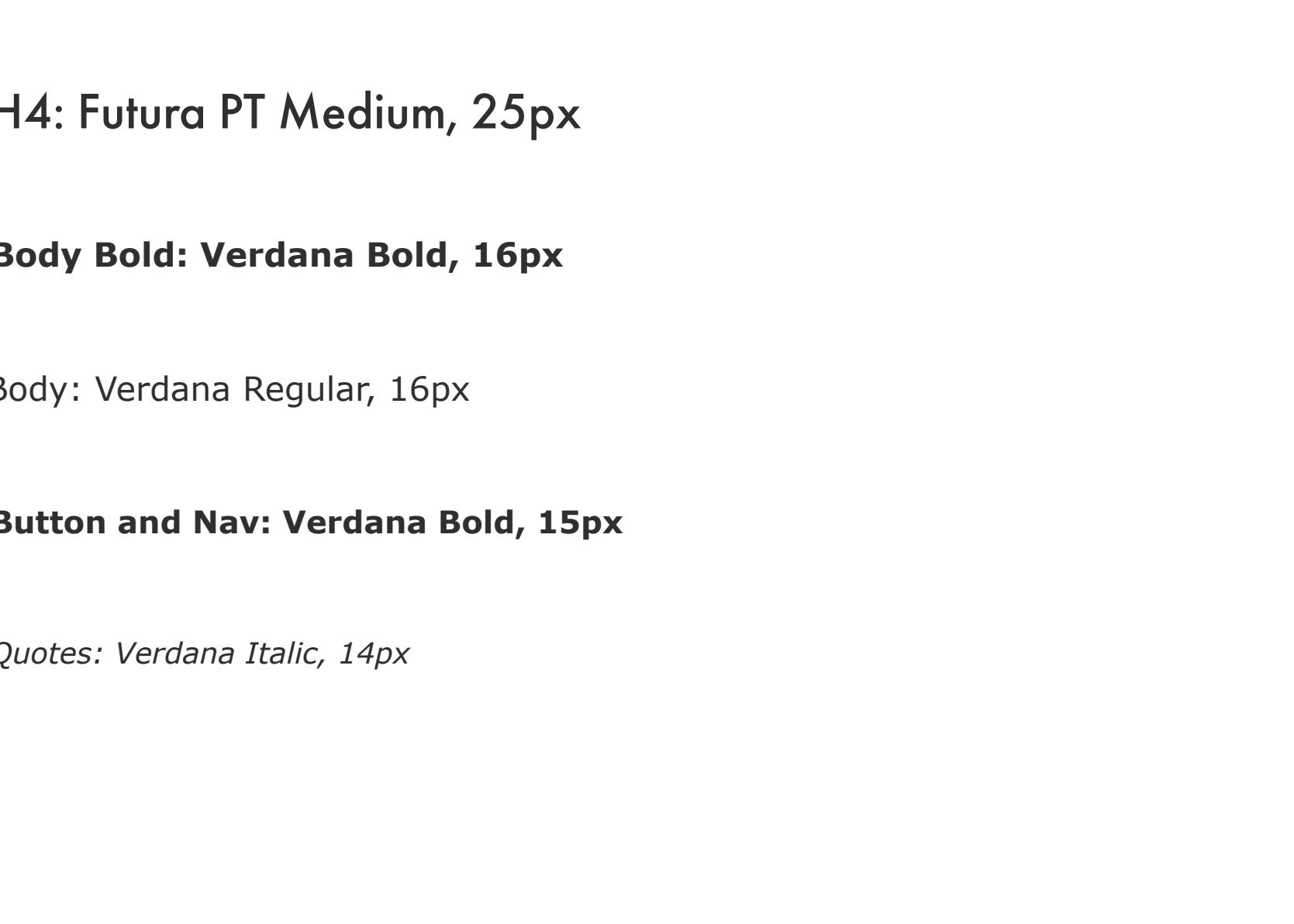
Logo variations



Maximum size



Minimum size



Without text

20px clear space



Interior Design

Maximum size



Minimum size



Without text

ID

Typography and font details

H1: Futura PT Bold, 60px

H2: Futura PT Bold, 46px

H3: Futura PT Medium, 35px

H4: Futura PT Medium, 25px

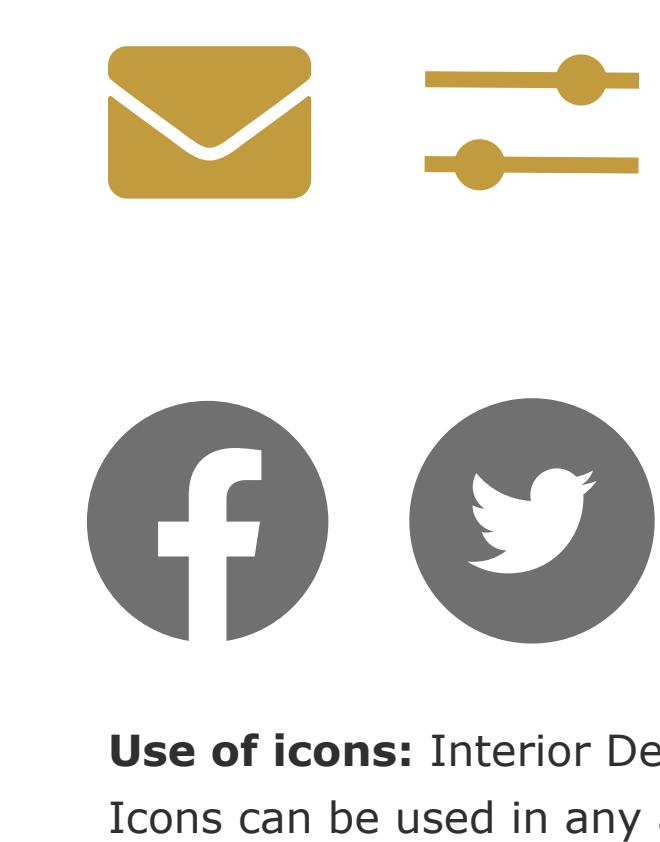
Body Bold: Verdana Bold, 16px

Body: Verdana Regular, 16px

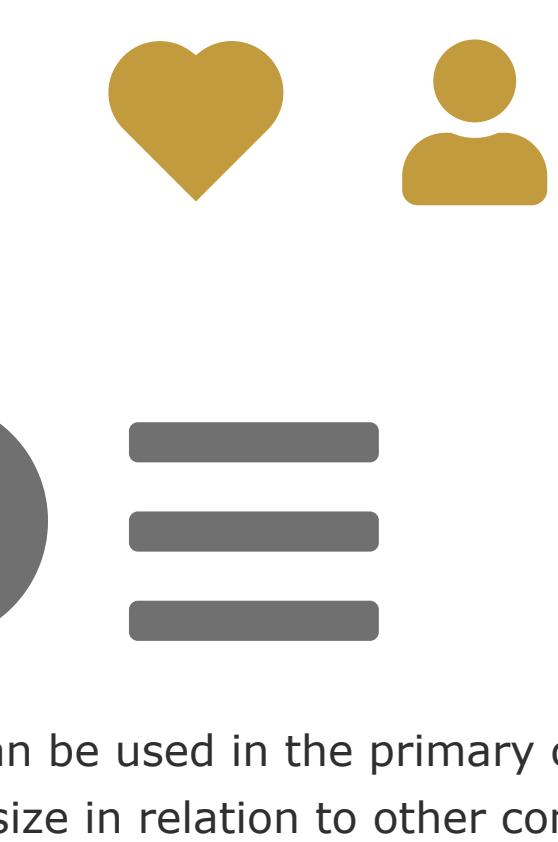
Button and Nav: Verdana Bold, 15px

Quotes: Verdana Italic, 14px

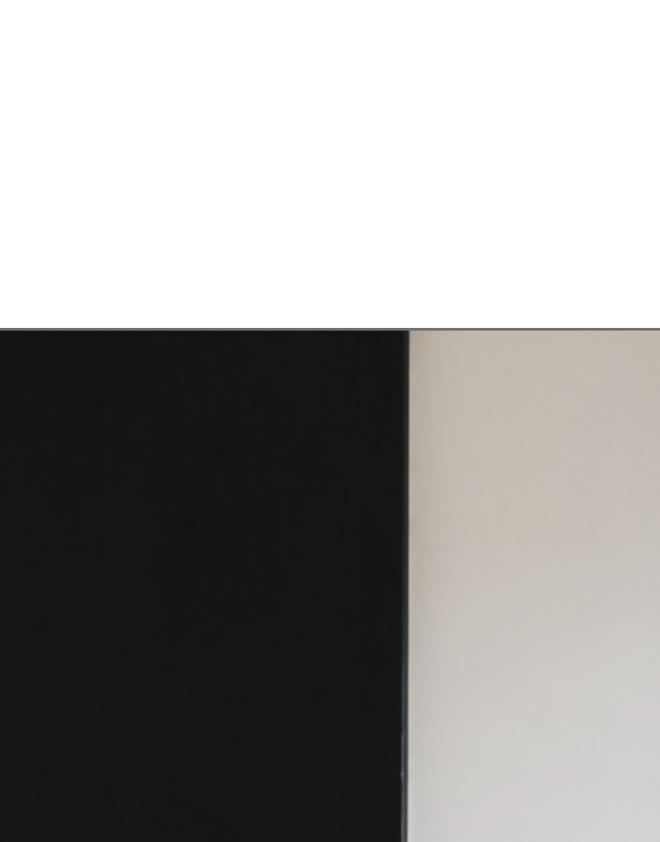
Colours



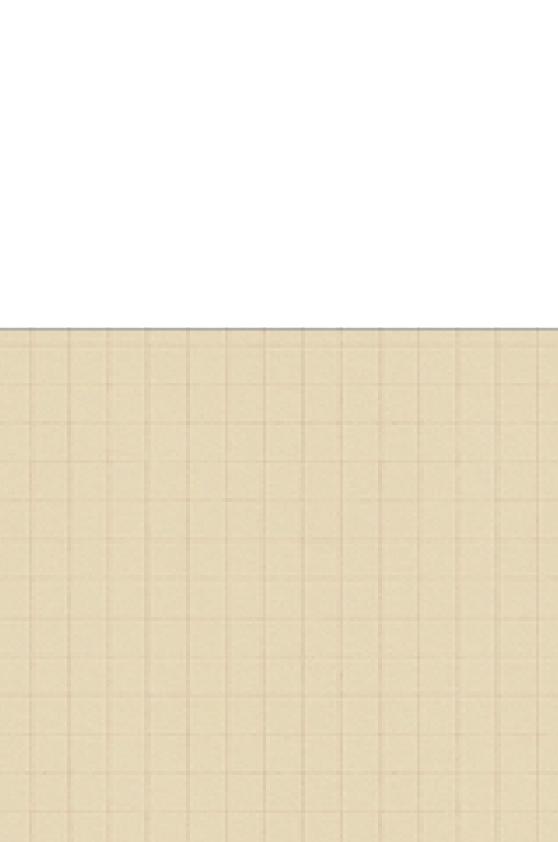
HEX: #C19B3D
R: 193
G: 155
B: 61



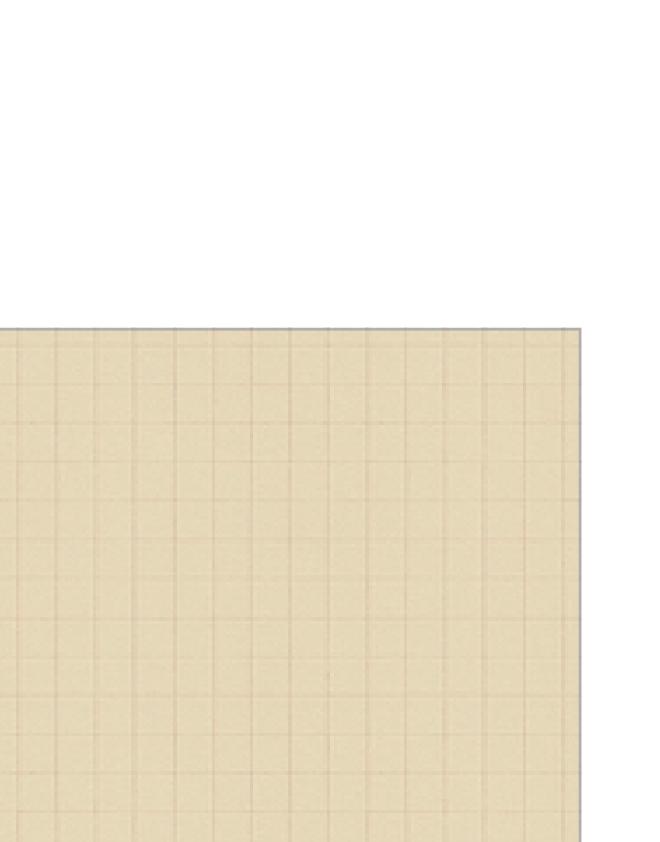
HEX: #DAC38B
R: 218
G: 195
B: 139



HEX: #2F2F2F
R: 47
G: 47
B: 47

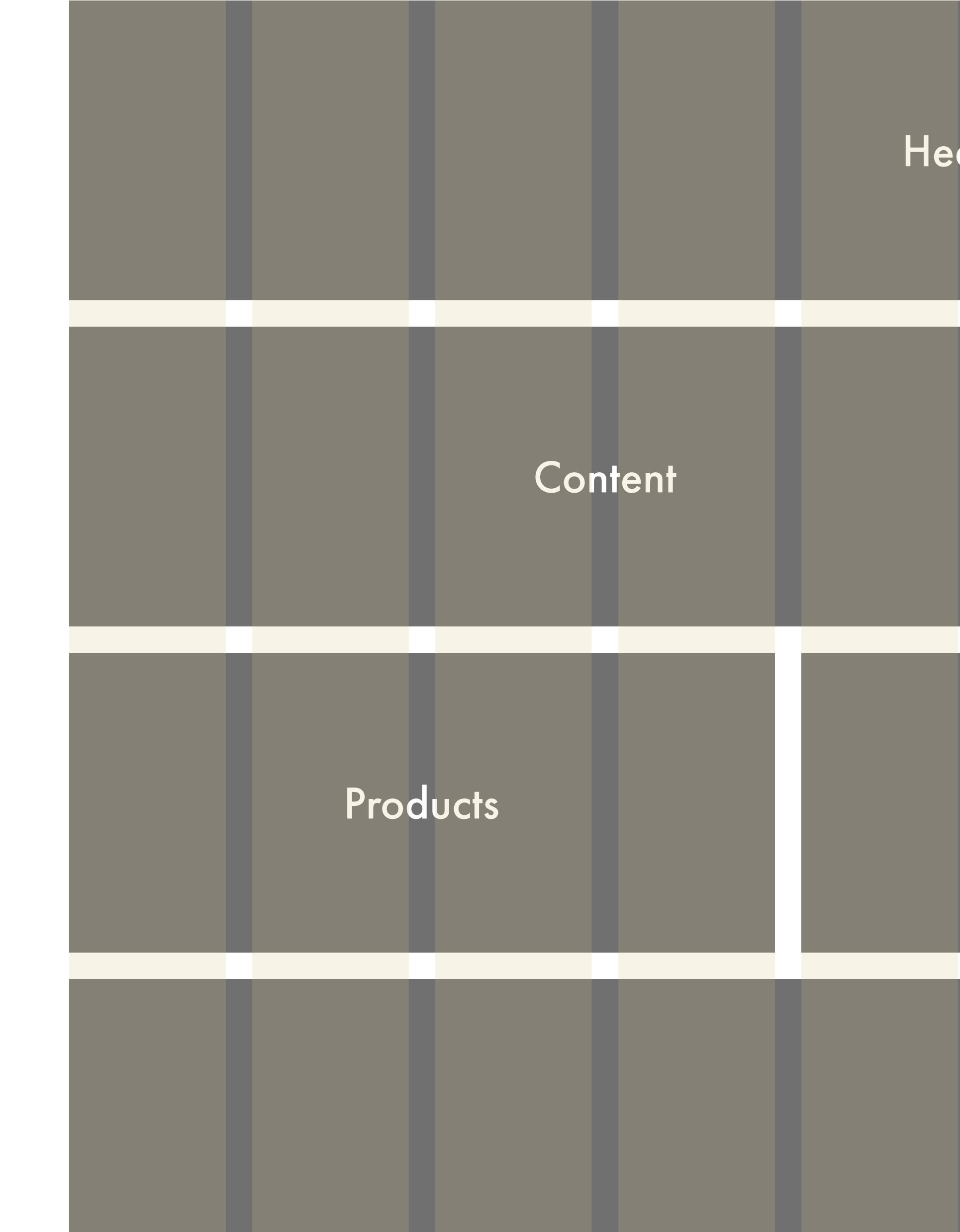


HEX: #707070
R: 112
G: 112
B: 112

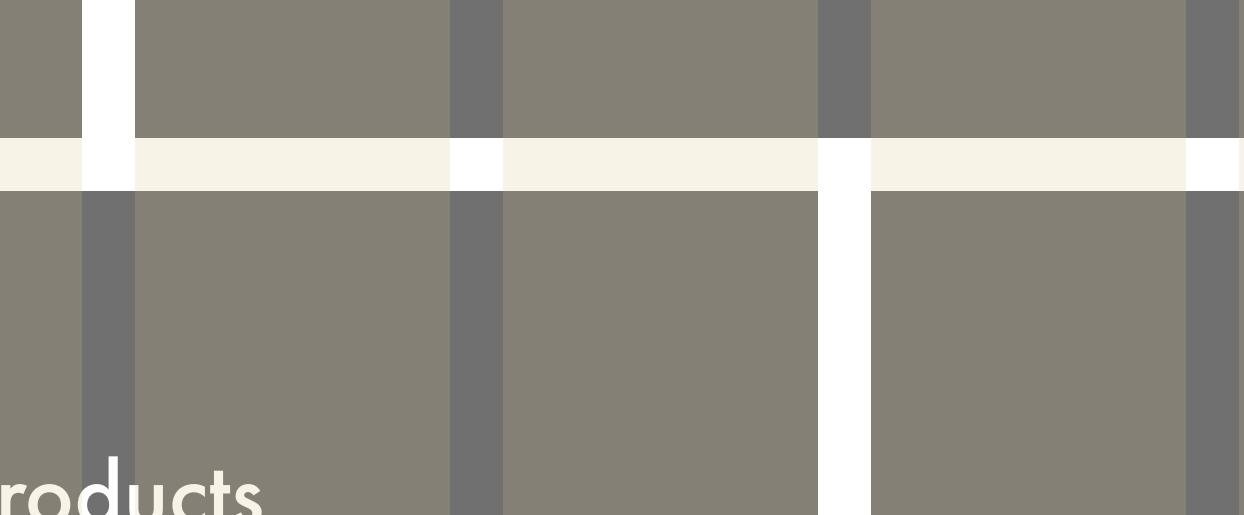
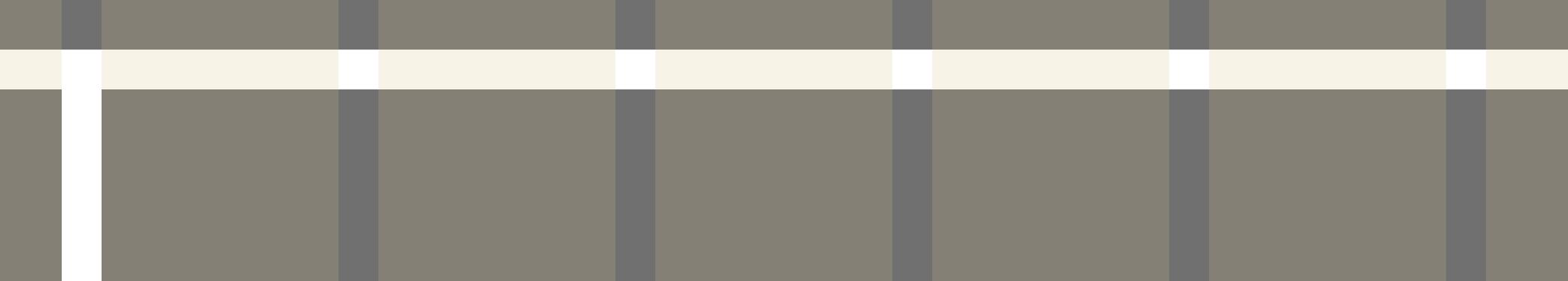


HEX: #FFFFFF
R: 255
G: 255
B: 255

Form elements



Icons



Use of icons: Interior Design icons can be used in the primary colour or black secondary colour. Icons can be used in any appropriate size in relation to other content on the page. All icons should be responsive and clear to understand on any screen size.

Social media icons can be used in the primary colour and any secondary colour, but can also be used in the specific social media companies own colours following their guidelines.

Images and Patterns



Use of images: General images of homes with a modern design from Interior Design. Minimalistic and clean interior style.

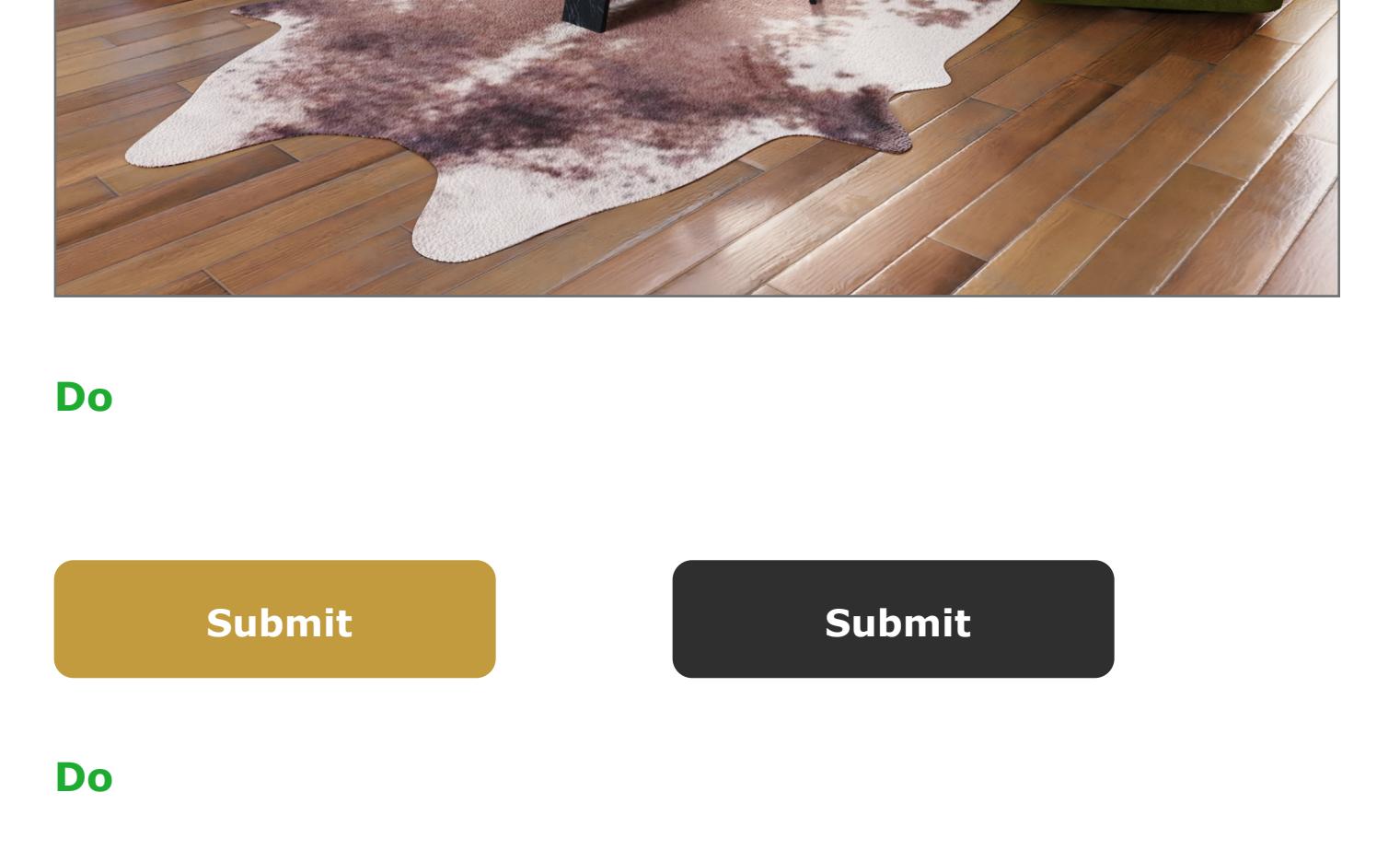
Use of Pattern: Small squared pattern used only with Interior designs primary colours, but variated opacity.

Layout



12 column grid layout with 20px gutter and 30px outer margin

Responsive Product card



Image

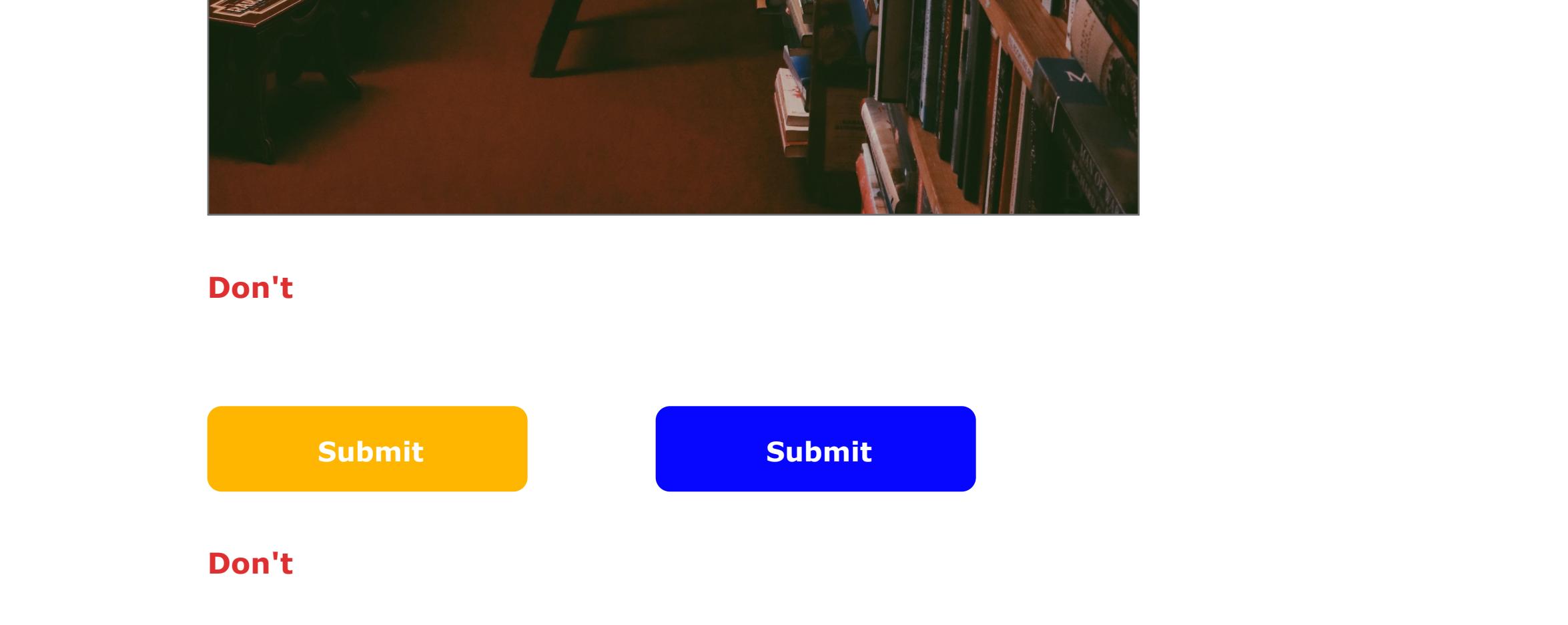
Product Header

Price \$

Shipping price

Max width 345px

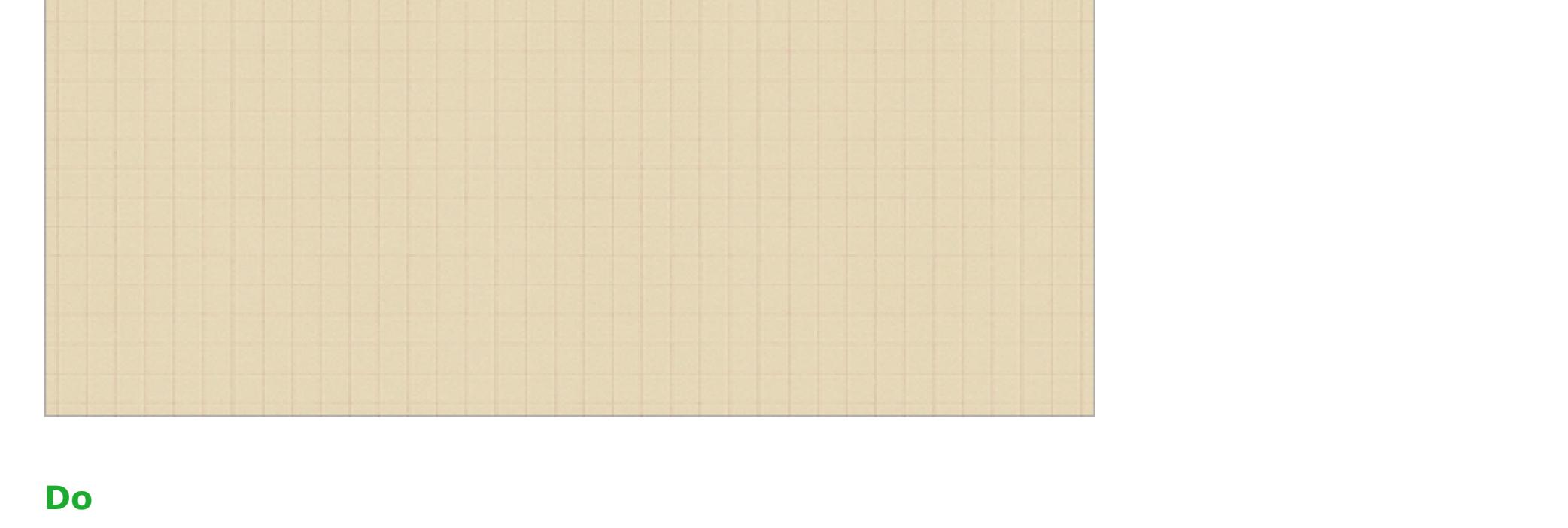
Interactive slider



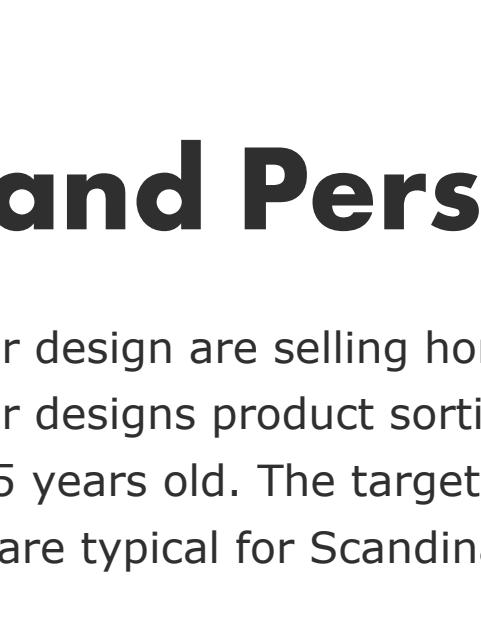
Automatic image slider. Changes image every 7 second. Dot navigation to change slide manually.

Dot's using Primary colour with lower opacity on slides not active. 10px margin between dot's. 30px margin to bottom.

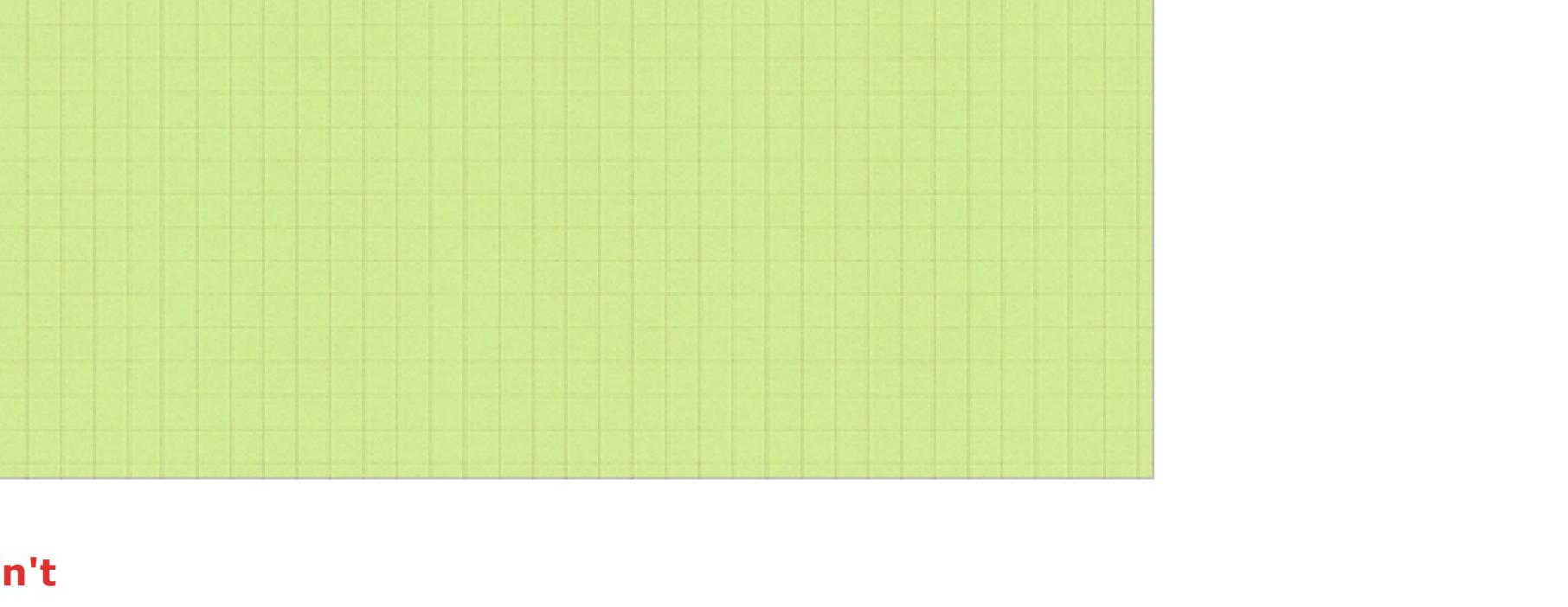
Dos and Donts



Do



Interior Design



Don't



Do



Don't

Do

Don't

Brand Personality and Target Audience

Interior design are selling home interior that is minimalist, modern, simple, calm and exclusive. These traits are replicated through Interior designs product sortiment. The target audience is the upper middle class families and singles in Norway between the age 25 - 55 years old. The target audience also has a special interest in design and/or luxury living. They like simple modern designs which are typical for Scandinavia.