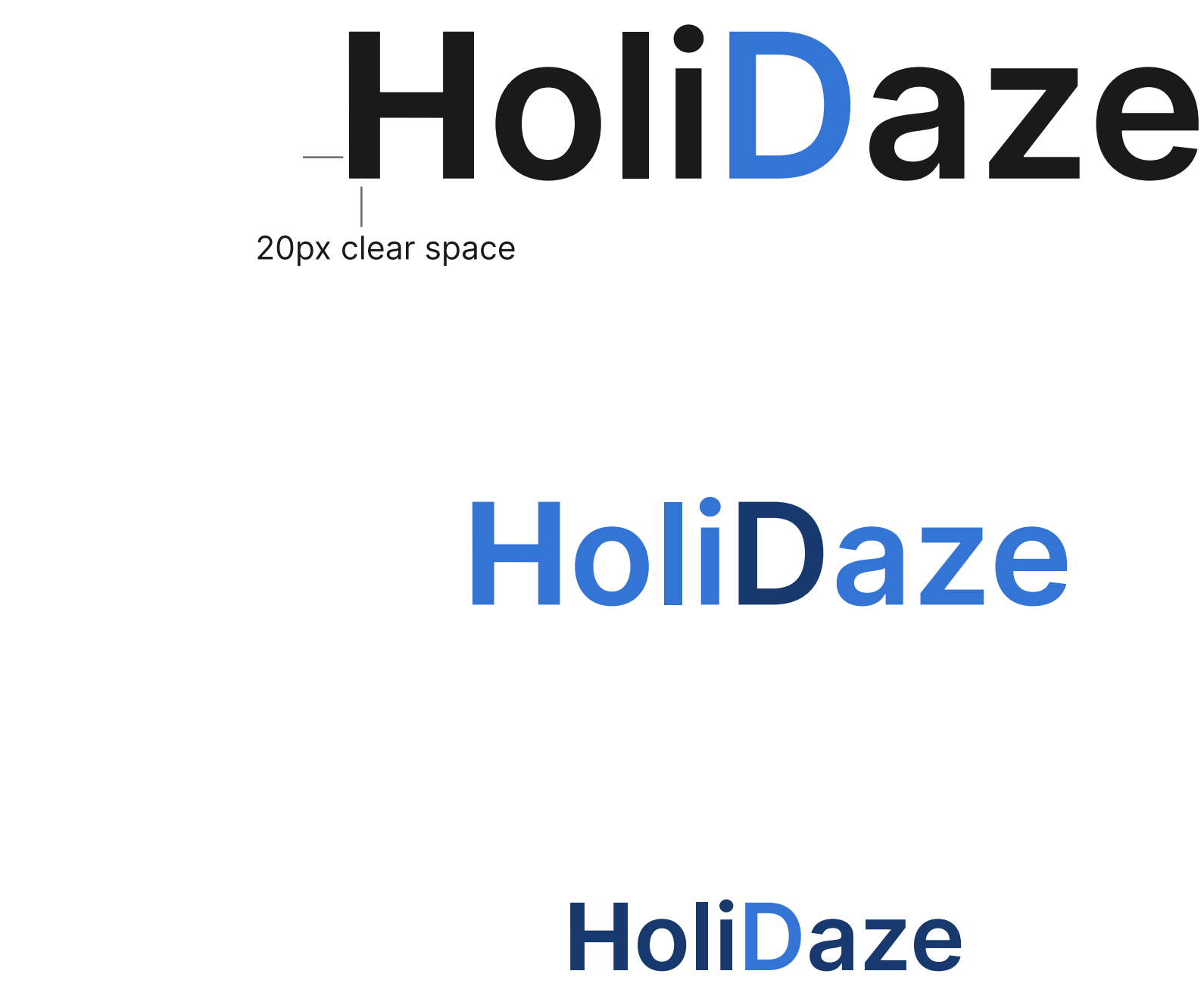


# HoliDaze Design Style Guide

## Logo variations



## Typography and font details

H1: Inter Semibold, 60px

H2: Inter Semibold, 46px

H3: Inter Medium, 35px

H4: Inter Medium, 25px

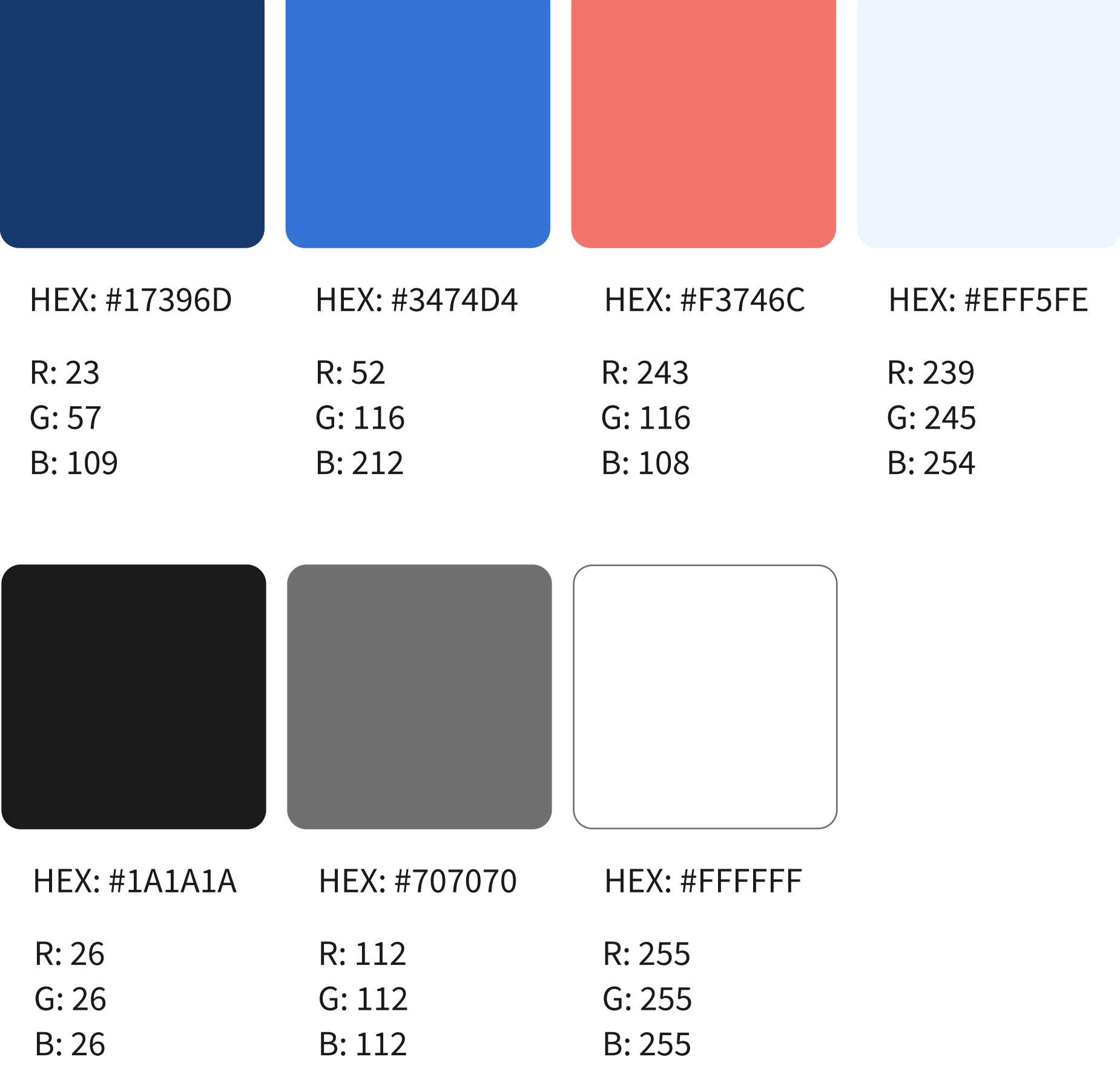
Button and Nav: Inter bold, 20px

Body bold: Source Sans Pro bold, 16px

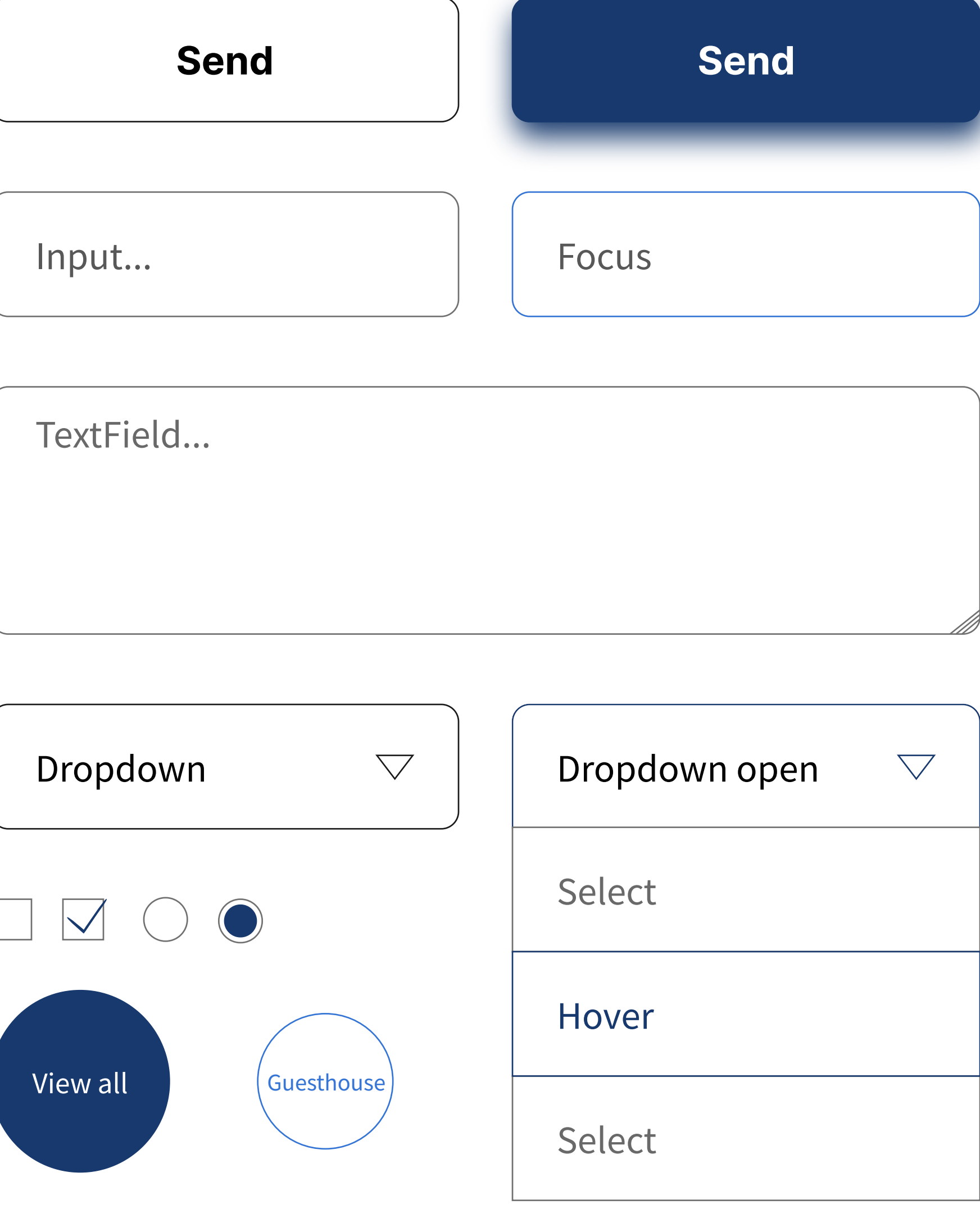
Body: Source Sans Pro Regular, 16px

Quotes: Source Sans Pro Regular, 16px

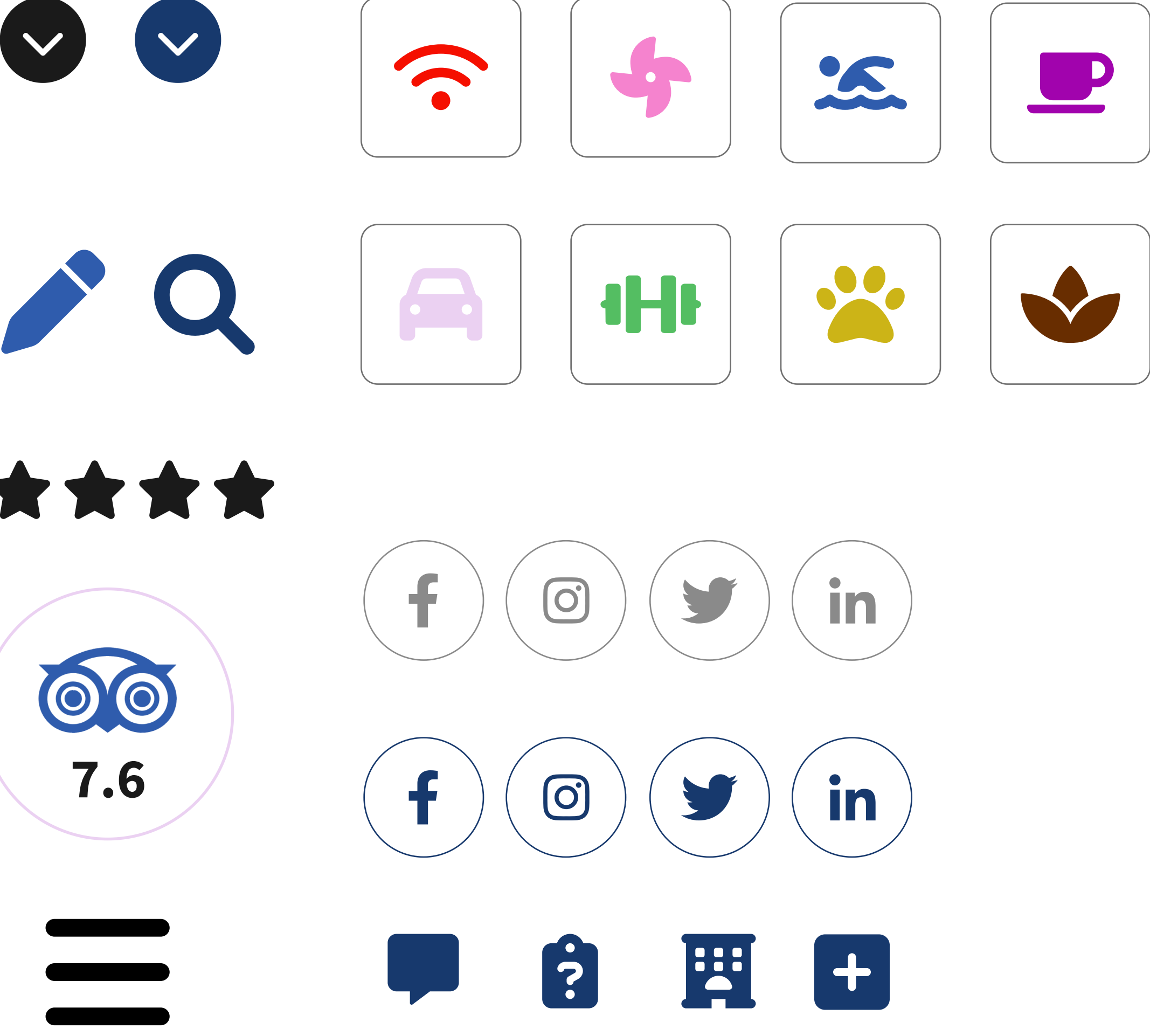
## Colours



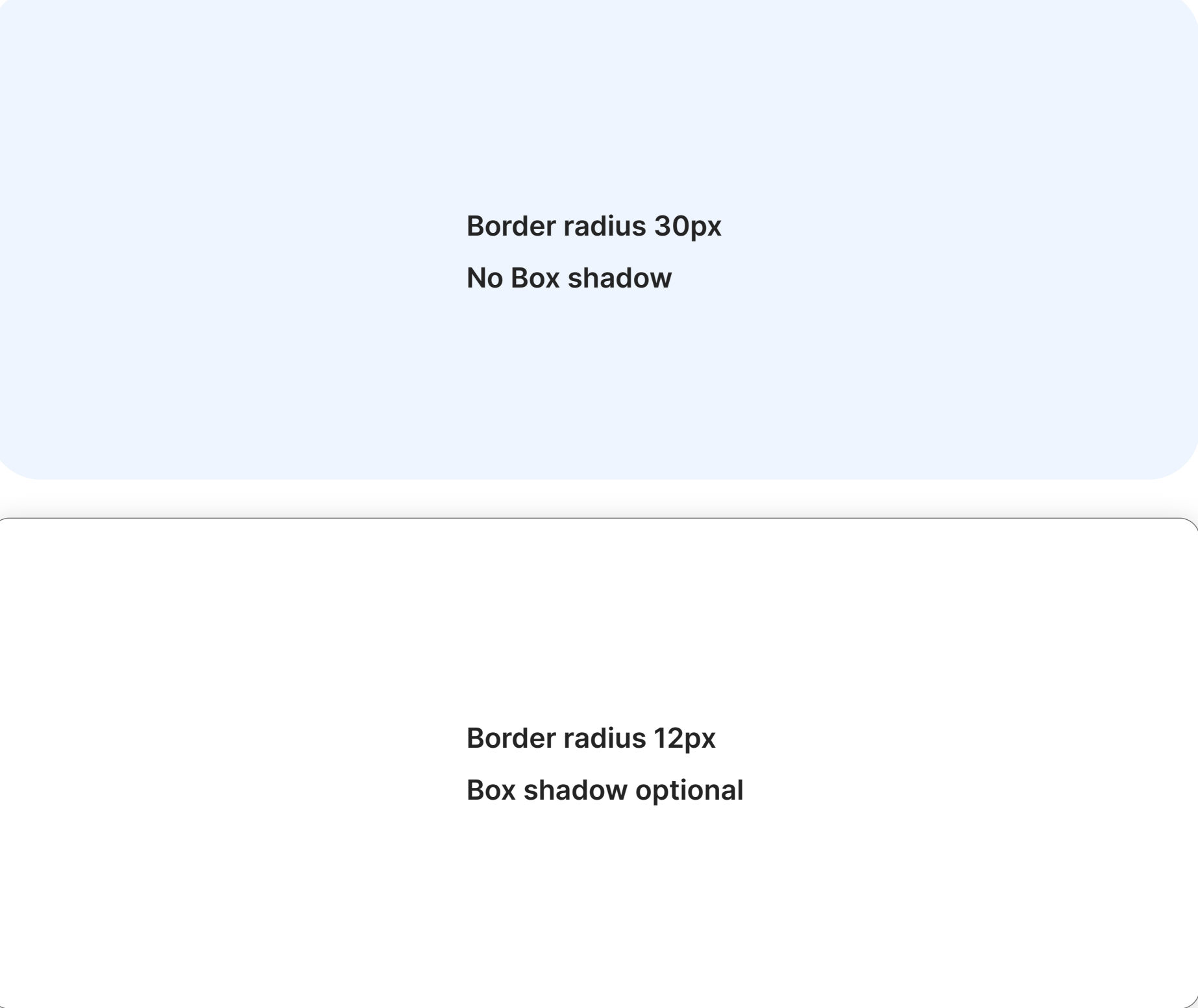
## Form elements



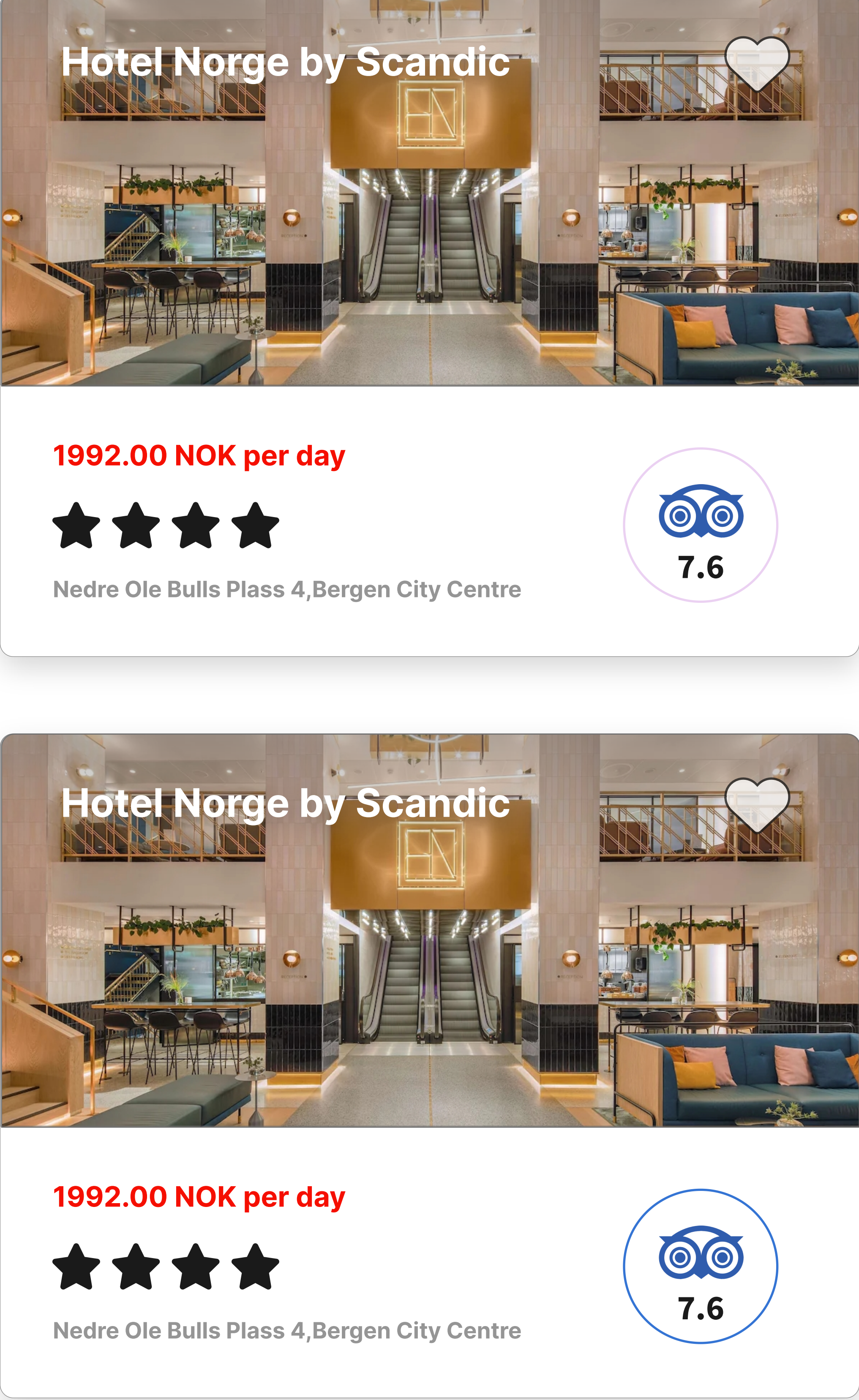
## Icons



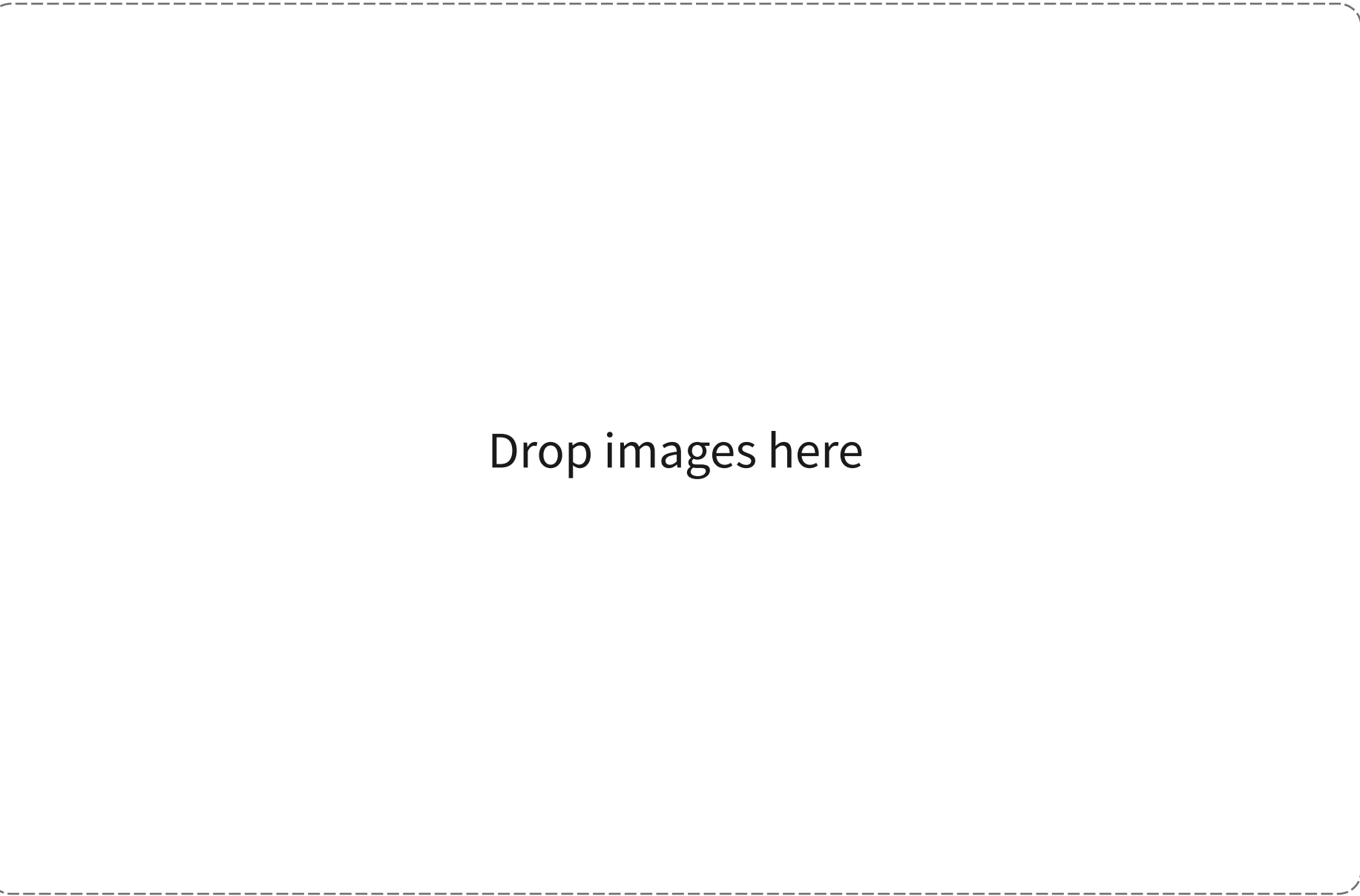
## Background box



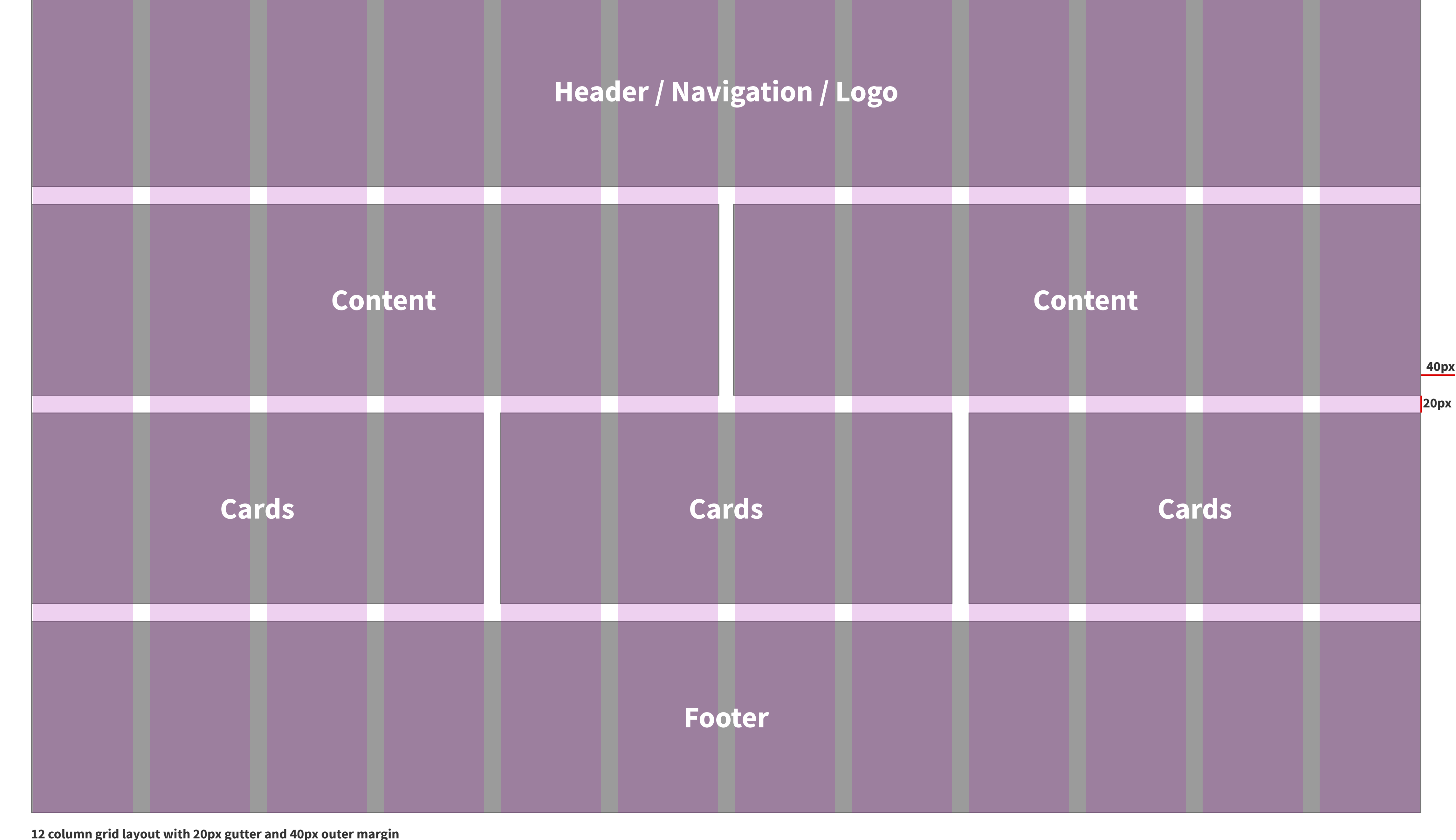
## Responsive Accommodation card



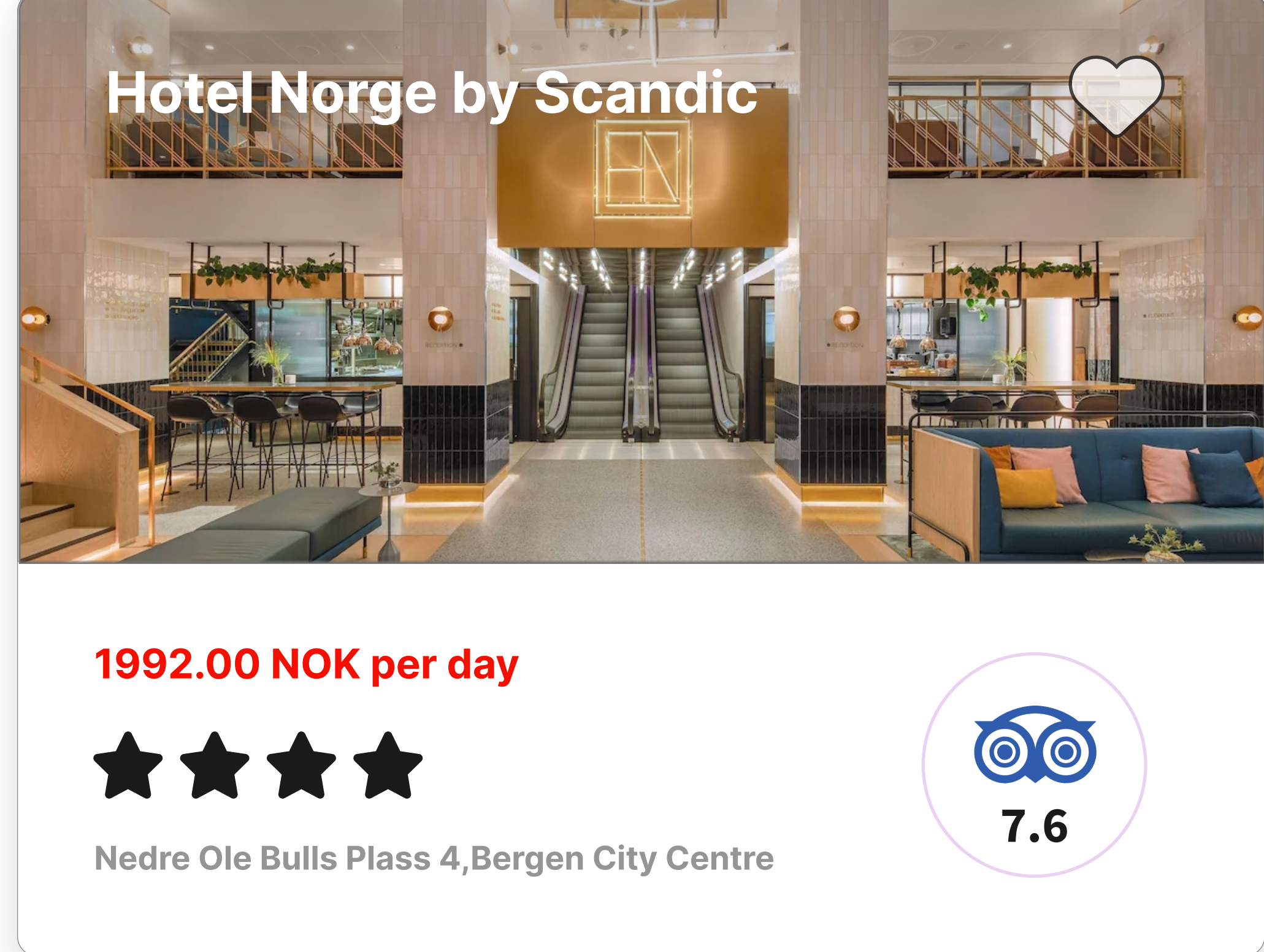
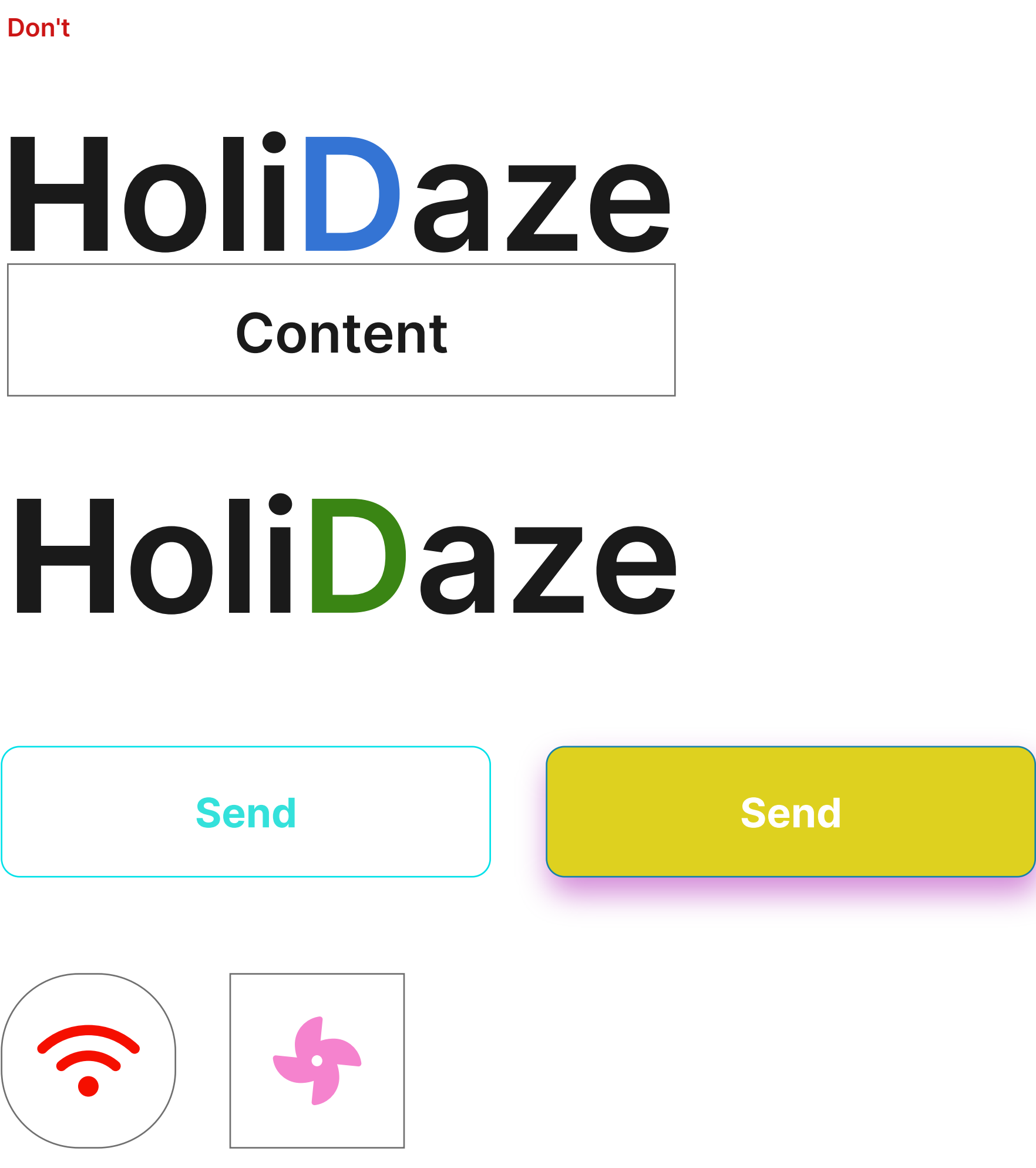
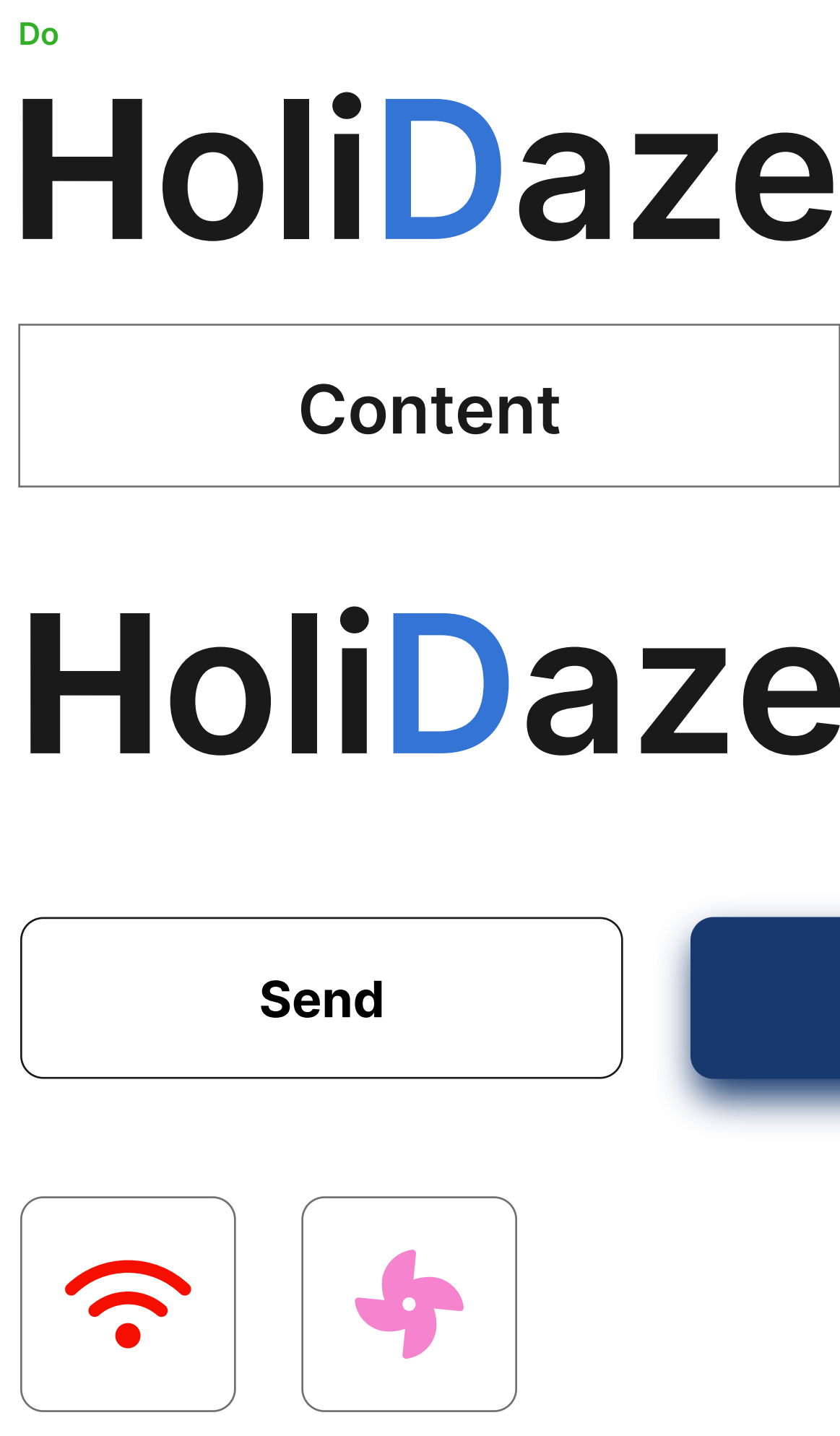
## Image upload field



## Layout



## Dos and Dont's



## Brand Personality and Target Audience

HoliDaze is a web portal for finding hotels, B&B's and guesthouses in Bergen. The website has a modern look with rounded corners, minimalist design and light colors. HoliDaze should be simple to use and attract younger tourists by it's modern and clean design. The target audience are younger tourists all over the world between the age 22 - 45 years old. The target audience are looking for hotels with a central location and the best value for money spent. The typical user of HoliDaze has a good technical understanding and interacts with websites on a daily basis.