BRAND STYLE GUIDE

TABLE OF CONTENTS

OVERVIEW

Hello and welcome to a space where design, code, and artistry come together. I am a web designer and developer, passionate about building visually engaging digital experiences while also creating traditional charcoal drawings. I bring ideas to life through design and code, creating digital experiences that are clean, intuitive, and visually engaging.

LOGOTYPE

Jennifer
Cortez
Herrera

Jennifer
Cortez
Herrera

Jennifer
Cortez
Herrera

MONOGRAM

JCH

JCH

JCH

PRIMARY TYPEFACE

"Montserrat" is the primary typeface for body text, subtitles, and logo, providing a clean and legible layout. Its modern design complements the decorative font, "Hastegi", offering a sense of balance and readability, without overwhelming the design. It allows "Hastegi" to shine while maintaining a cohesive visual hierarchy. With its versatile range of weights, this font makes it ideal for emphasizing both subtle and bold text.

Montserrat

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

SECONDARY TYPEFACE

"Hastegi" is a stylish serif font used exclusively for headers and titles. This font makes a bold and sophisticated statement with its exquisite ligatures. Since "Hastegi" is highly decorative, it should not be used for body text, subtitles, captions, or other textual elements to maintain clarity and hierachy. Its unique style creates a visual focus point making each header stand out.

Hastegi

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

HIERARCHY & USAGE

"Hastegi" serves as the primary heading font to draw its bold and artistic style with a font size of 119px. To maintain consistency, headers are displayed in all caps, however, subtitles formatting are adjusted based on the case of the heading. If the headers are in all caps, the subtitles appear in lowercase; if the headers are in lowercase, the subtitles appear in all caps. This helps to maintain visual interest and contrast with one another. "Montserrat" is used for all supporting text with different weights and sizes to establish hierarchy, clarity, and readability. Subtitles are size 49px with a font weight of 500. The main body text is set at 16px with a font weight of 400. Additionally, for added emphasis within the body text, two variations are used: Subtitle one is set to a font weight of 700, providing a strong emphasis, while Subtitle two uses a font weight of 500, providing a medium emphasis. This balance between weights ensures a well-balanced layout where the eye naturally follows the most important elements first.

Basesize	Scale	Line height
16px = 1rem	1.250	1.5

Typeface	Size	Weight
Hastegi	119px = 7rem	Regular

H1 - HEADING

Typeface	Size	Weight
Montserrat	49px = 3rem	500

H2 - SUBTITLE

Typeface	Size	Weight
Montserrat	16px = 1rem	700

Body text subtitle one

Typeface	Size	Weight
Montserrat	16px = 1rem	500

Body text subtitle two

Typeface	Size	Weight
Montserrat	16px = 1rem	400

Body text

COLORS

The main text color, #333333, is applied to body text, headings, subtitles, and other textual elements to ensure clear and legible content. Additionally, it is also used for design elements and iconography such as borders and arrows. For interactive elements, #c3beef is used exclusively for hover accents to create visual feedback when users interact with links, buttons, or other clickable components. When hovered over, clickable components transition to this color as their background. It should not be applied to backgrounds or text accents in order to keep things clean, consistent, and free from distractions. #fef3e9 is the primary background color providing readability and contrast with the text color.

Jet black

Hex
#333333

RGB
51, 51, 51

CMYK
0%, 0%, 0%, 80%

HSL
0, 0%, 20%

Periwinkle

Hex
#c3beef

RGB
195, 190, 239

CMYK
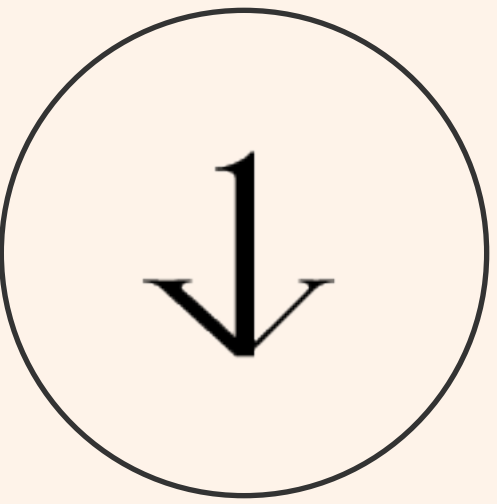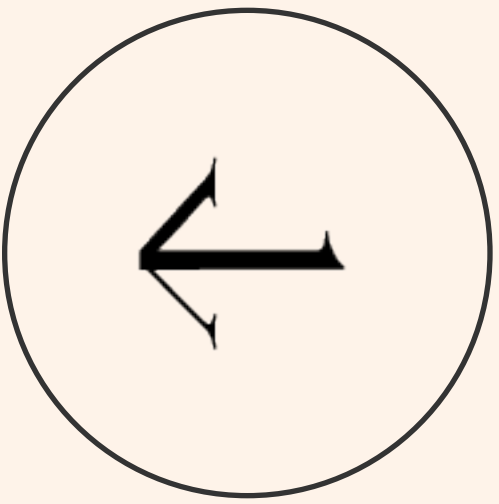18%, 21%, 0%, 6%

HSL
246, 60%, 84%
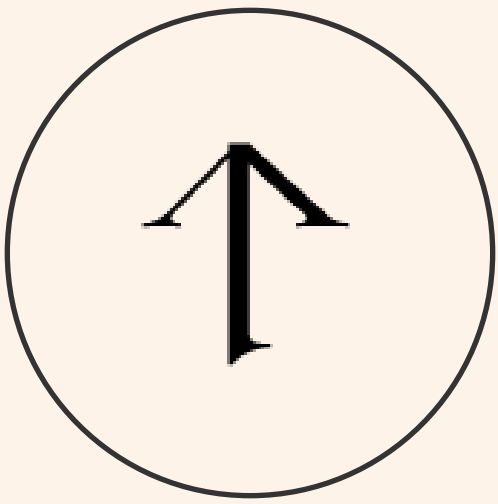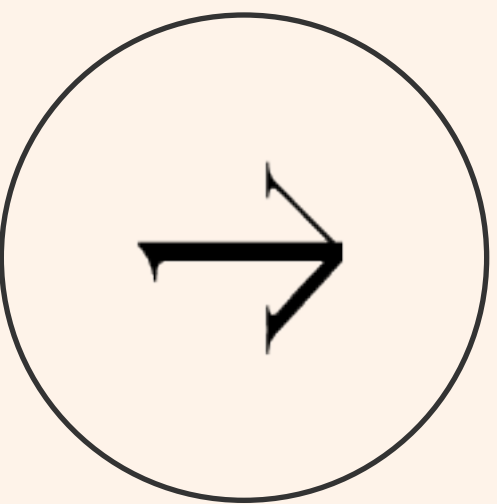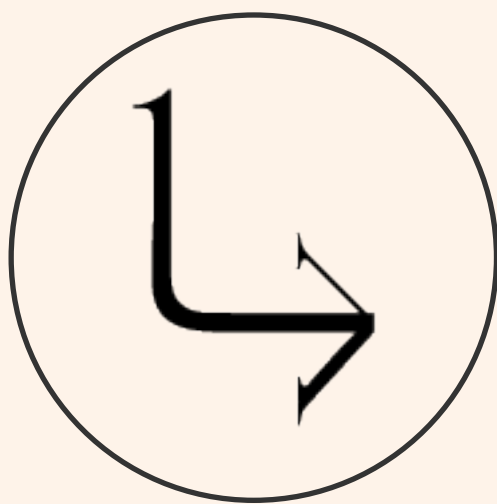
Linen

Hex
#fef3e9

RGB
254, 243, 233

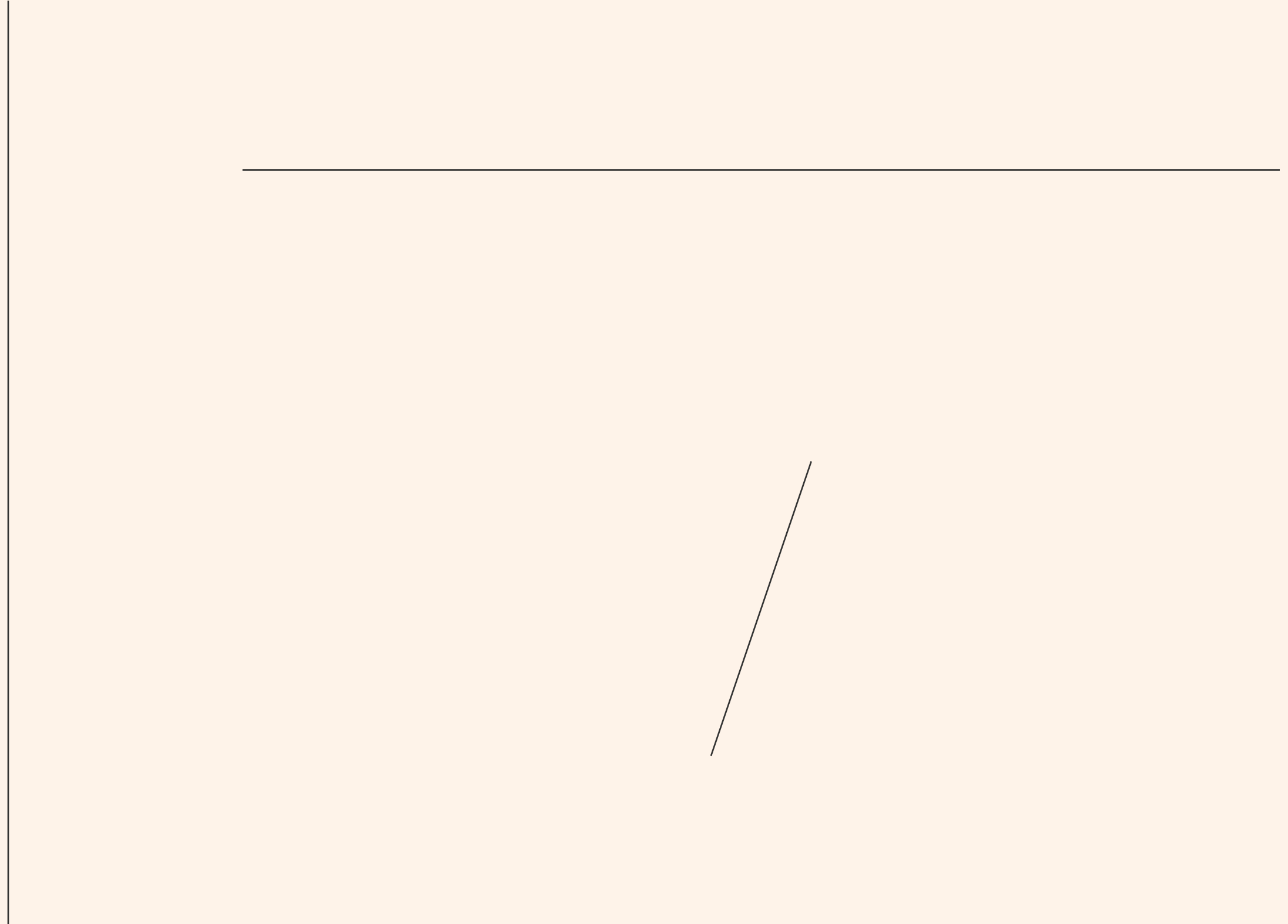CMYK
0%, 4%, 8%, 0%

HSL
29, 91%, 95%

ARROWS

Custom designed arrows, inspired by the bold and decorative font, "Hastegi", serving as directional cues. Used for navigation or interactive elements to enhance the overall design. These arrows were designed to have certain design elements from "Hastegi" letterforms to ensure a cohesive aestehtic that ties typography and iconography together.

BORDERS

Borders are used to frame content and create visual separation. They provide a structure layout to ensure a clean and polished look. Both vertical and horizontal borders extend the entire width of their container. Additionally, a diagonal line is used to visually break apart category items, such as navigation links.

THANK YOU