

RE-FRESH WEBSITE STYLE GUIDE

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SITES PURPOSE

The purpose of this site is to provide an easy and accessible platform for creating high quality logos and brand assets. The goal is to simplify the design process so that anyone, from small business owners to individuals, can build a unique and polished assets without needing advanced design skills.

AUDIENCE

The audience for Re-Fresh includes individuals and businesses ranging from small business owners and entrepreneurs building their brands, to freelancers, content creators, and students working on personal projects.

LOGO VARIATIONS



WHITE



BLACK

FONTS

Helvetica Normal,
SIZES: 20,27,32,38,40,110px

Helvetica Light,
SIZES: 24px

Zeplin VF South West
SIZES: 50px



COLOR PALATE



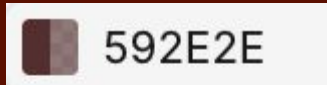
D80101

RED ORANGE



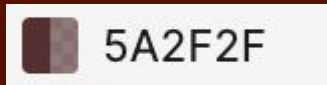
FF0303

ORANGE



592E2E

GRAY



5A2F2F

GRAY



813F3F

PINK



030303

BLACK



000000

BLACK



FFFFFF

WHITE



D9D9D9

OFF WHITE



352D2D

DARK GRAY

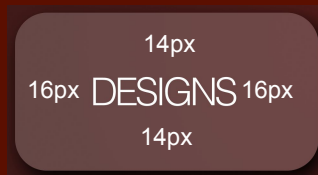


751010

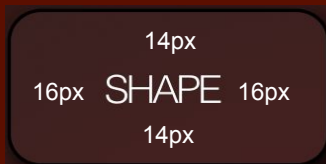
DARK RED

BUTTONS SPACING

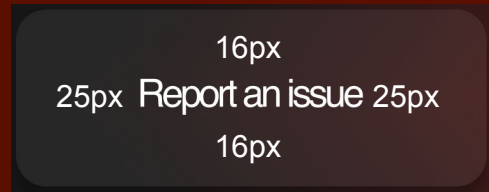
REGULAR BUTTON



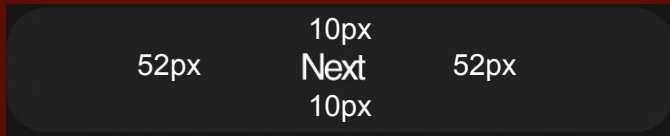
HOVERING BUTTON



HOVERING BUTTON



REGULAR BUTTON



SITE GRID

Grid Type: 12-column grid

Total Width: ~1200px (centered on screen)

Gutter Width: 24px between columns

Outer Margins: 80px on each side for visual balance

Alignment: Centered layout with symmetrical spacing

SITE ELEMENTS

Navigation Bar

Logo

Profile Icon / User Menu

Hero Section

- contains tagline (“Branding made simple.”)

Canvas / Editor Area

Tool Buttons (Left Panel)

- SHAPE, COLOR, DESIGNS, UPLOAD, MORE

Action Buttons (Right Panel)

- UNDO, EXPORT, SAVE/SHARE, FULLSCREEN

Images

Toolbar (Bottom Panel) – shape options (circle, triangle, square, rectangle, star, plus)

Start Designing Section – preview area to begin creating

User Creations Carousel – scrollable thumbnails of user designs

Sign In Button – top left corner for authentication

Dropdown Menu – profile, account settings, preferences, language, log out

Icons – arrows for navigation, plus sign for adding designs