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Wine Warehouse Plus Corporate Design

Introduction:

In this PDF file, we will describe the corporate design (CD) of our database project web page verbally. We are going to include the logo, style, fonts, color scheme, imagery, layout structure, tone, and feel. At the end, we will also attach the link to our website.

Layout Principle:

For the layout, we are going to use a grid-based layout with a clear visual hierarchy so that visitors can easily find details such as products, about, and contact information.

Main layout sections will include:

- Header: Logo + navigation bar (Home, Wines, About, Contact/Imprint)
- Hero section: Large banner image (vineyard, wine bottles, or cellar) with a tagline
- Body area: Featured wines, categories, or promotional highlights
- Footer: Contact info, links, social media, legal imprint

Additionally, we'll use a centered or symmetrical design to create a sense of tradition and balance – suitable for a product associated with heritage and craftsmanship. We will align content in neat columns of either 2 or 3 and use consistent margins to give breathing space.

Logo:

The logo will be simplistic and modern in design. Visually, it will depict 3 wine bottles with the letters WWP in the same color palette as our website. #511f1d and #f8c67d.

Tone and feel:

The website's tone should convey a sense of trustworthiness and genuine fascination with wines. This will be delivered with professional and academic language while also keeping the simple and minimalistic feel of the website.

Style:

Minimalistic, modern, and appealing. The focus is on readability, alignment, and balance between text and visuals.

Fonts:

Headings - Melodrama

Body text - Clash Grotesk

Color Scheme:

La très sage Reine de Lucas, fourmi malgré lui Color Palette

#54422b

#511f1d

#f8c67d

#5f4839

Website Link:

https://ilia-dzneladze.github.io/wine-warehouse-plus/