- <u>GENERAL INFO ABOUT THE WEBSITE:</u>

Project Name: Campus QR

Goal: Make creating and attending events easier for all students/faculty members of the university so they can focus more on the event itself rather than on the logistics, improving events quality overall.

Target audience: Clubs, organizations, students and faculty members in the university.

- <u>LOGO CONCEPT</u>

Our logo aims to speak out the true color of constructor university and represents its innovative and student driven identity, displaying a QR code like motif merged to the university's iconic arrow.

- <u>COLOR PALETTE</u>

We tried to follow closely the color palette used in the logo itself, so the main colors would be Blue, white. To be more precise, here are the exact colors:

dark-blue: #0f4c6e
light-blue: #17a2e2
text-color: #333
light-gray: #f8f9fa
white: #ffffff

<u>-Tone & style</u>

Modern, clean, and welcoming, focused on accessibility and simplicity, the goal is not to make event makers life harder but easier,
icons will follow a rounded consistent, minimalist style using the same blue shades.

LAYOUT

Campus QR follows a centered, grid-based layout to maintain clarity and consistency.

- **Header:** fixed at the top with semi-transparent white background and navigation links, ensuring easy access and consistent branding
- **Content Sections:** structured with generous white space and consistent padding for readability.
- **Footer:** dark-blue background for visual closure, containing imprint and project disclaimer.

On smaller screens, the layout automatically stacks vertically, maintaining centered alignment and legible typography.

<u>-Typography</u>

The website uses *Poppins sans serif* for all text elements. Its geometric, rounded design gives a modern and approachable look while maintaining strong on-screen readability