# Design Guideline – XXS

## 1. Theme

A combination of minimalist/simple and plain/neutral. The items sold on the webpage should be the focus and the design should emphasis the products. Follows a structural layout that is not confusing for the users.

## 2. Color scheme

**Main color**

A picture containing graphical user interface

Description automatically generated

**Accent color**

Chart

Description automatically generated with medium confidence

Green / teal color as accent color to emphasis nature, growth and health.

## 3. Typography

* Sans-serif text for both headings and body text.
* The font should have sharp edges.
* Headings and other important text should use bold font, while less important text and body text should use a more normal font weight.

**Font:** Segoe UI.

**Sizes:** 8.19px – 10.24px – 12.80px – 16.00px – 20.00px – 25.00px – 31.25px – 39.06px - 48.83px

(0.512rem – 0.64rem – 0.8rem – 1rem – 1.25rem – 1.563rem – 1.953rem – 2.441rem – 3.052rem)

## 4. Hierarchy

Call to action is “Go to shop”. The products sold on the website is the most important message.

The home page should contain:

* Nav: with logo and shopping cart
* Hero section: displaying some of the products in use
* Campaigns section: displaying some campaign products
* Review section: displaying some reviews. Make the company more trustworthy.
* About section: telling the customer who XXS are and what they are working towards. Also telling something about the products and services.
* Newsletter section: letting users subscribe so they can get notified when new campaigns arrive.
* First footer: with logo, social links, links for the webpage, opening hours and contact information.
* Second footer: copyright and legal information.

The main content of every section should be limited to a max width of 1200px. If the screen size is less than 1200px a small margin should be applied on both sides of 10-20px.

**Spacing:** *(multiples of 16px)* 2px – 4px – 8px – 12px – 16px – 24px – 32px – 48px – 64px – 80px – 96px - 128px

## 4. Images

Some images displaying the products in action and some images displaying the products with no noise (e.g., white background and different angles of the products).

For the most part text should be displayed next to or belove the images. For the hero section there will be text on top of the images.

## 5. Icons

Icons will be used for some parts of the page such as navigation (shopping cart, search icon, etc.), footer (social links) and other small details such as the reviews.

Icons with as little details as possible should be used, and the icons should not be too round (they should fit the rest of the design, a plain / neutral feel).

**Icon pack:** Font awesome

## 7. Border rounding

Little to none border rounding. Maximum a 5px border rounding on buttons and cards.

## 8. Shadows

Use a tiny box shadow around cards and other elements that needs to stick out from the white background.

**Specific box shadow:** x:0, y:5px, blur: 10px, color: #000, opacity: 10%

Text shadow can also be used for text on top of images. Same principle as box shadow, only a little bit to make the text more readable.