

KAMINSKI FLIES

Concept Document, Style Guide, and Re-
sources/Links List

Kevin Hill



**KAMINSKI
FLIES**

Logo Design

KAMINSKI



**KAMINSKI
FLIES**

Key Features to Implement:

- Rope imagery
- Texas star imagery
- Red/Blue-based colors
- Old Western aesthetic

Design Justification:

Initially, the logo was simply the star in the middle with a basic sans-serif font for “Kaminski Flies”. After quickly realizing this was far too bland of a design, I decided to dig deeper into Brendan’s wants and use as many of those elements as possible. After a few iterations of deciding where to place the rope, I finally ended up with the final logo designs seen above.

Style Guide

HEADLINE 1

ROSEWOOD STD | SIZE: 3.75REM



Headline 2

Alegreya Sans | Size: 2rem



Paragraph Copy

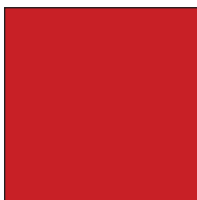
Alegreya Sans | Size: 1rem



Background: rgba(36,53,64,.85)



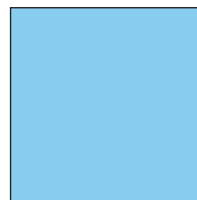
Colors Used



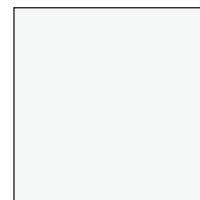
#C82127



#04A0D7



#8ACCFO



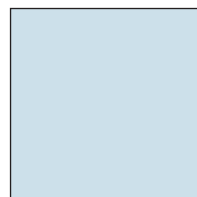
#F4F4F5



#80151A



#243540



#CDE0E8



#303030

Outside Resource List

Stack Overflow

Through each project in this course, Stack Overflow is consistently a go-to resource for solving problems that other people have already addressed. This goes a really long way towards not only fixing issues, but understanding why they happened. No significant portions of code were taken here, but S.O. assisted me with learning [how to remove vertical space in flexbox](#), [how to keep the footer at the bottom](#), and [making a star with pure CSS](#).

Pexels

For free-to-use stock images, I have historically used Pixabay as my standard resource. However, after discovering Pexels, I found a much greater variety of images to use. These were implemented in the background of each page to create a more scenic aesthetic for the site. I used this for the [home page](#), [about page](#), [shop page](#), [tutorial page](#), and [contact page](#).

Plugins (JS/CSS)

The amount of efficiency plugins bring to the table for development is tough to match. They add an extra level of depth in style and functionality to any website. For this project, I used two JavaScript Plugins: [Backstretch](#) for my background image, and [jQuery Instagram Feed](#) for the Kaminski Flies Instagram feed on the home page. Additionally, I used a pure CSS solution for [mobile navigation](#) and [navigation animation](#) from Codepen.io.

Concepts & Considerations

Instagram Plugin

Given that a prominent link to the Kaminski Flies Instagram was a requirement, it made sense to go beyond a prominent link. By using an Instagram feed plugin, more engaging content can be used to grab the user's attention from the home page, or better yet, connect them with Brendan's Instagram.

Featured Fly

While this feels like an early iteration of this idea, the implementation of a "Featured Fly" section on the home page would serve two primary purposes: driving customer traffic from the home page to the shop, and offering more varied content on the home page for users to read and interact with. The additional frequently-updated content would also bode well for SEO.

Tutorials

While it feels a little basic in its current usage, the tutorials page feels like it would be a must for the Kaminski Flies website. To drive inward traffic, there needs to be more content than just shopping. Tutorials provide a great way of drawing in users who are already interested in flies, while establishing your expertise before they consider ultimately making a purchase.

Custom JavaScript

For the Kaminski Flies website, it felt logical to implement a custom solution for the online shop page. Instead of hard coding twelve elements in the shop, I built a JavaScript function to automatically populate the shop based on a given array. In the future, this could be used to allow Brendan to have full ownership over the shop content from the front end.