



Design Package

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Philosophy

Design philosophy

Fuse Furniture focuses on selling beautiful modern and rustic furniture, specifically apartment sized. Their design philosophy is based on this theme. The colours chosen are light and fresh, yet compliment each other well giving a matching modern look to their furniture. The fonts chosen are very clean. With one sans serif and the other serif contrasting against each other to give a more interesting design.

Branding

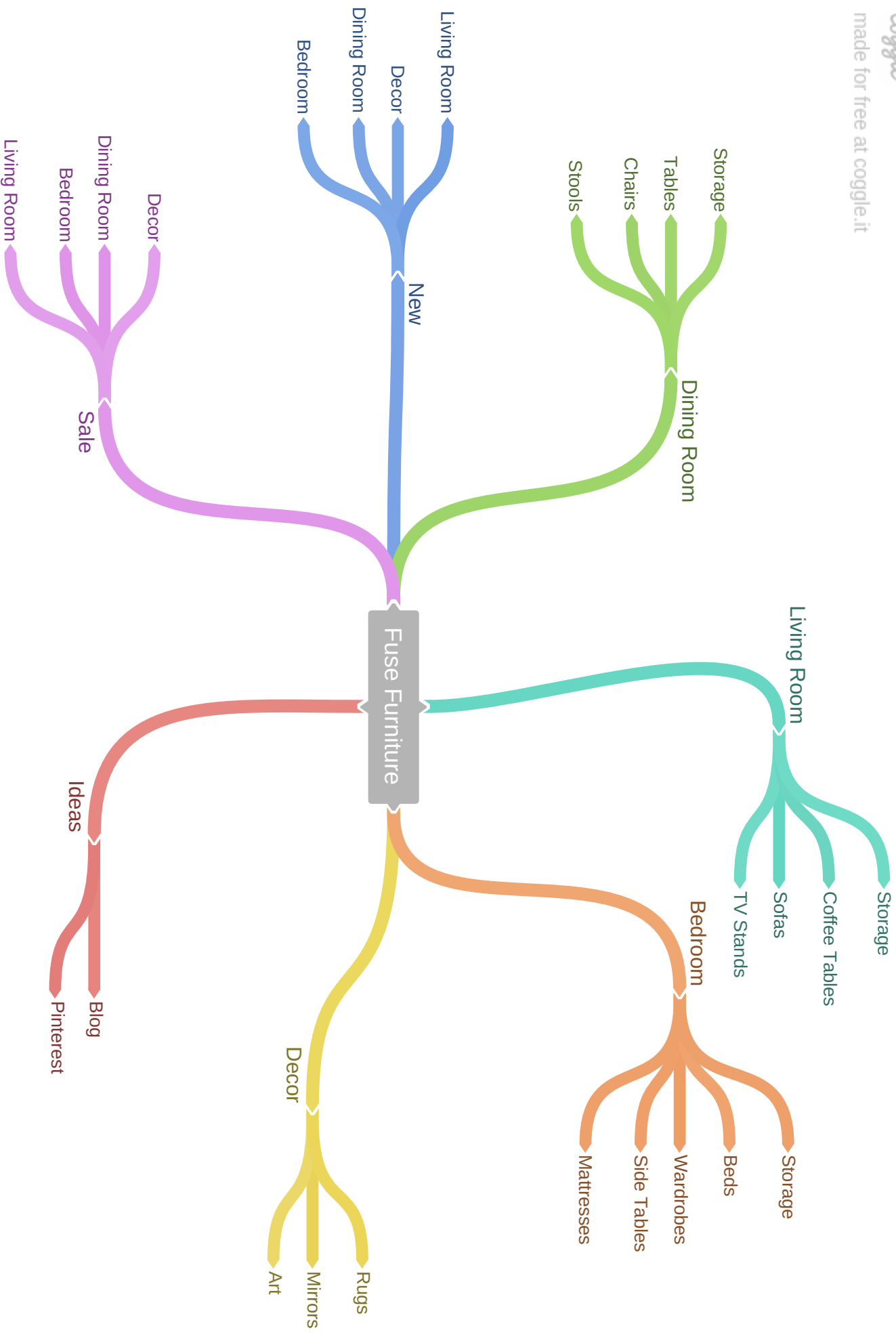
Fuse Furniture will use this strict colour scheme, typography, logo and imagery to create a cohesive look throughout their digital, print and corporate elements. They want to stand out to younger adults who are looking for awesome and small sized furniture at affordable pricing. The elements outlined in this design document will allow Fuse Furniture to become recognizable to customers and potential customers, thus building trust and lifelong support.

Target audience

Targeting young adults from the ages of 20-35 with a middle income. Specifically young adults in Toronto living in condominiums and apartments.

User experience

The user experience will be extremely easy on the eye. It's appealing design will compliment the beauty of the furniture offered by Fuse Furniture. Everything is designed to be user friendly and easy to navigate.



Logo
H: 120 px
W: 200 px

400 px

Search
H: 70 px
W: 350 px

Cart
H: 70 px
W: 350 px

Nav Bar
New
Dining Room
Living Room
Bedroom
Decor Ideas
Sale
H: 700 px
W: 190 px

TEXT: Deals & Promos
H: 200 px
W: 960 px
Image
H: 500px
W: 960 px

H: 80px W: 960 px

15 px

Image
H: 470 px
W: 300 px

Text
W: 300 px H: 80 px

Subscribe
W: 200px H: 25px

15 px

Image
H: 470 px
W: 300 px

Text
W: 300 px H: 80 px

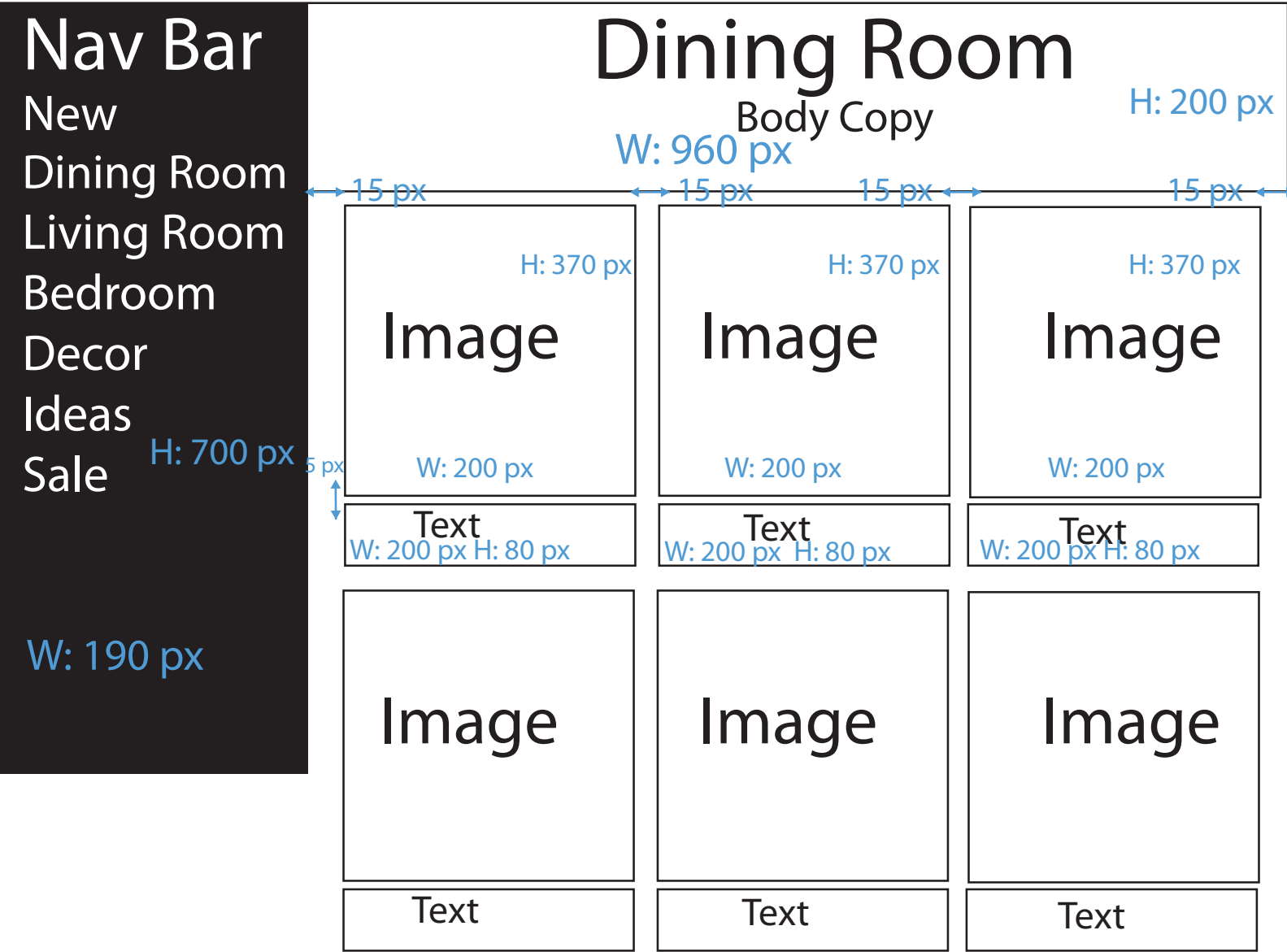
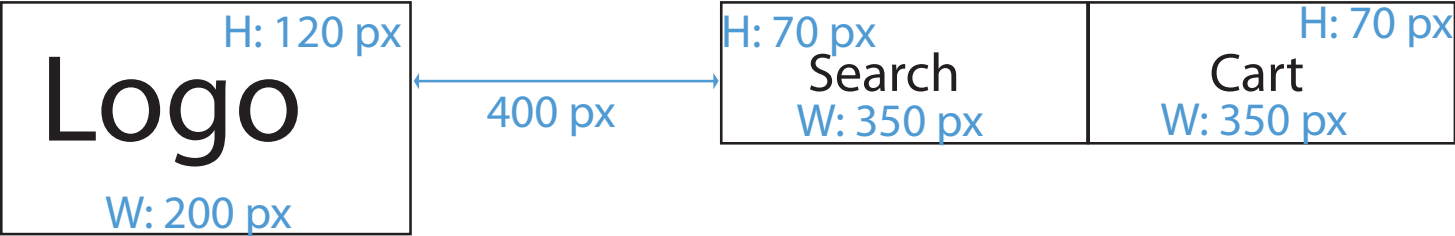
Social Media
W: 400px H: 30px

15 px

Image
H: 470 px
W: 300 px

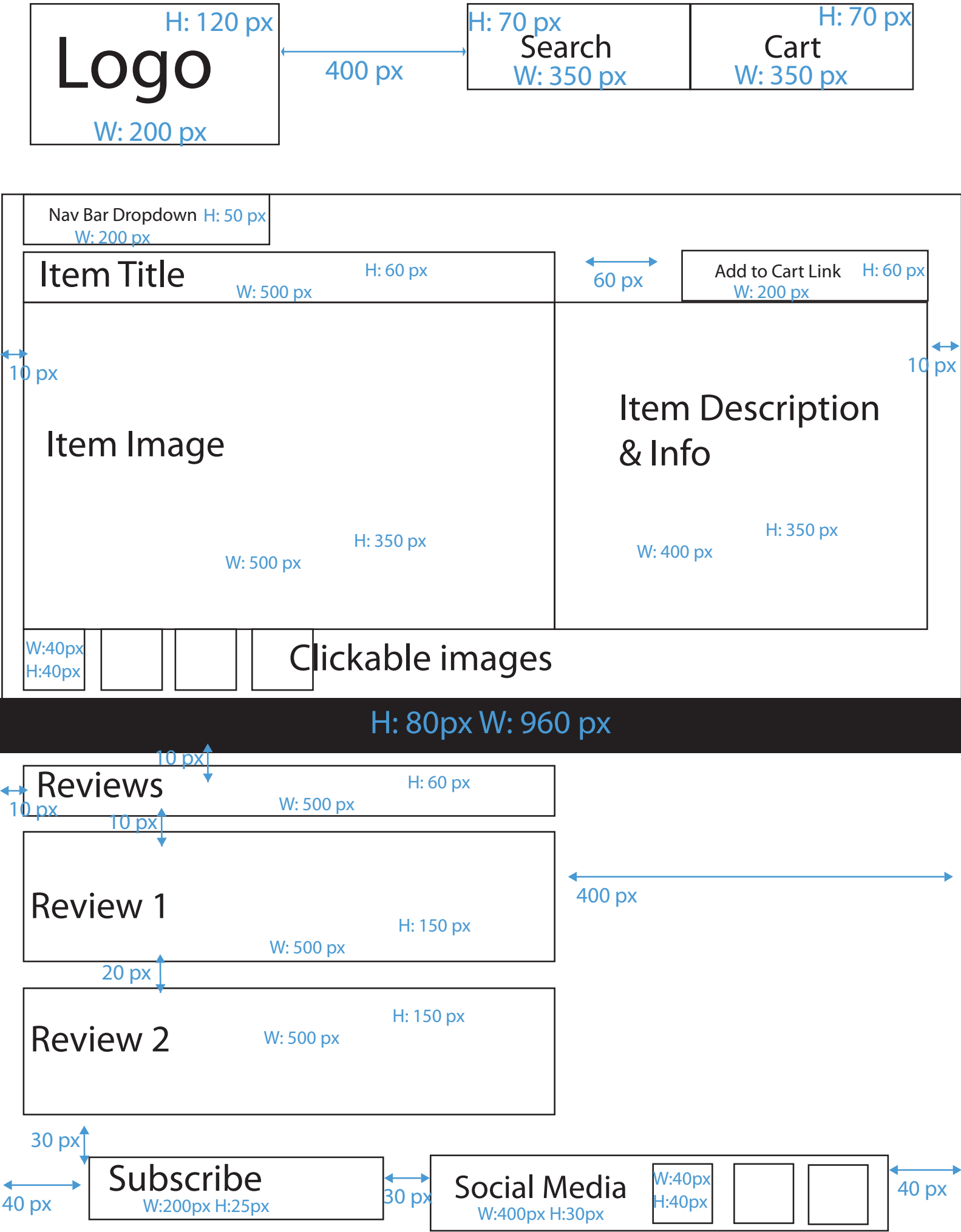
Text
W: 300 px H: 80 px

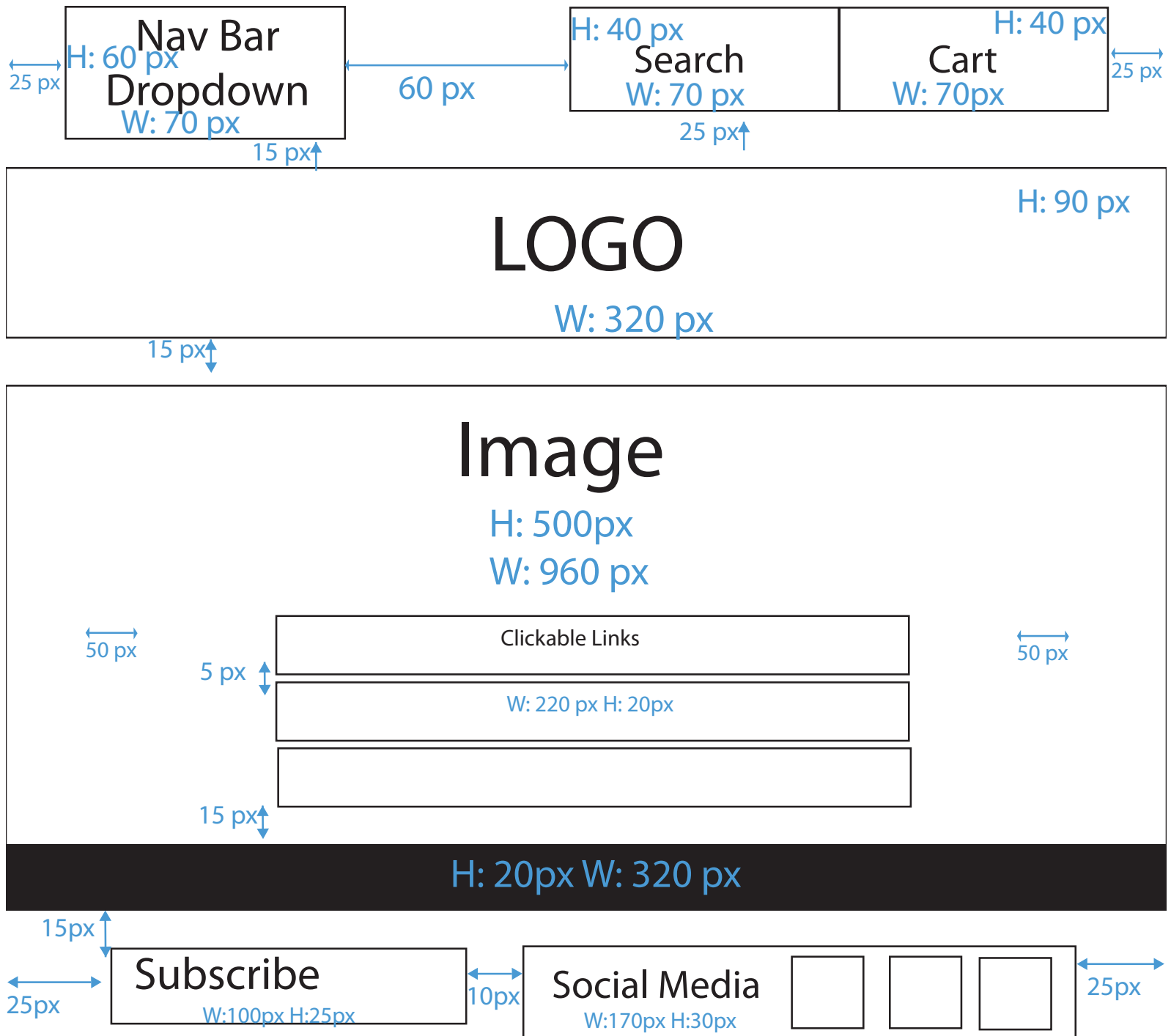
15 px

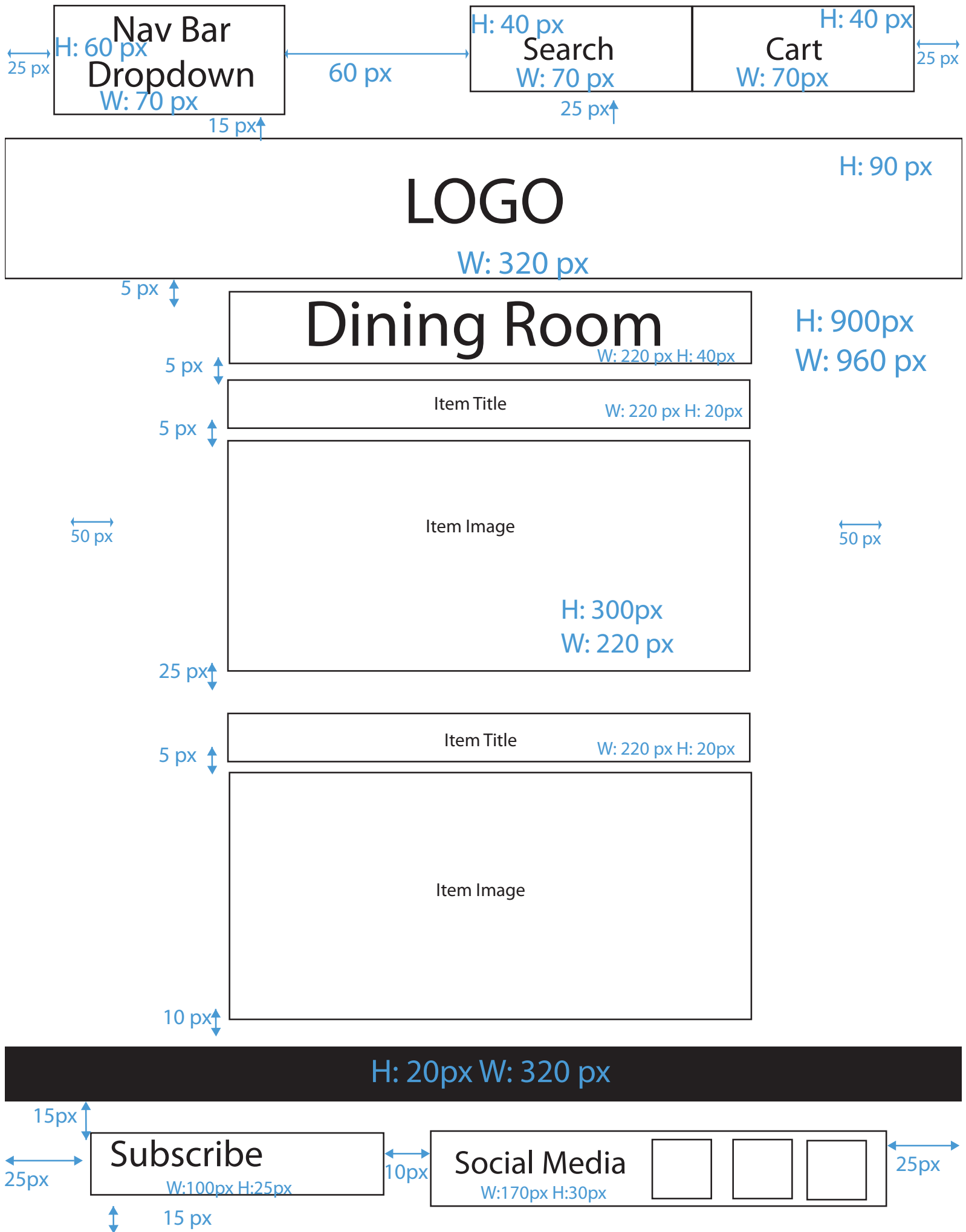


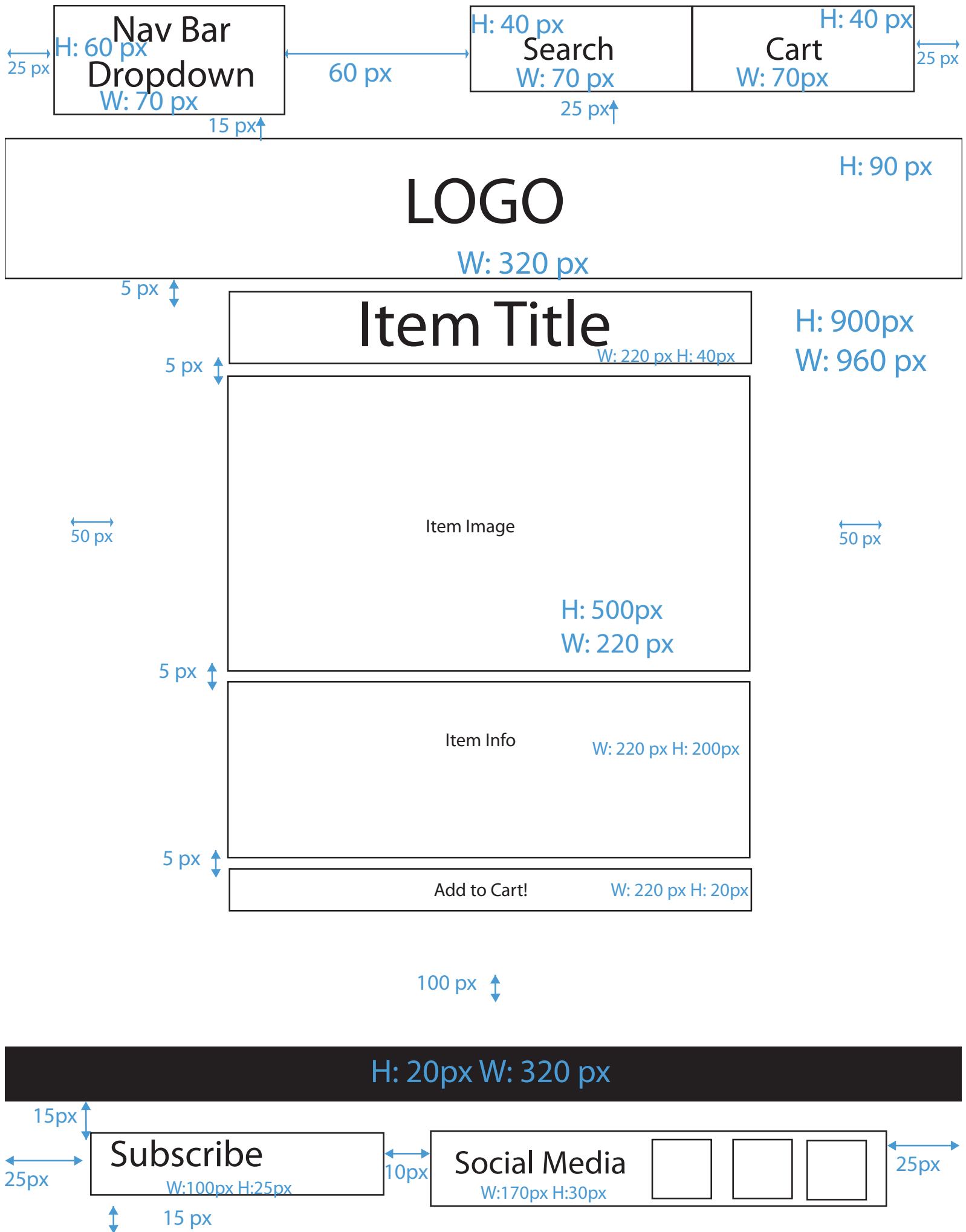
Autoload next page when scrolled to bottom of 6 images











New
Dining Room
Living Room
Bedroom
Decor
Ideas
Sales

Kitchen Event is on now!

Lorem Ipsum è un testo segnaposto utilizzato nel settore della tipografia e della stampa. Lorem Ipsum è considerato il testo segnaposto standard sin dal sedicesimo secolo, quando un anonimo tipografo prese una cassetta di.



Lorem Ipsum è un testo segnaposto utilizzato nel settore.



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[Social Media](#)


[Search](#)[Cart](#)

New
Dining Room
Living Room
Bedroom
Decor
Ideas
Sales

Dining Room

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Madison Dining Set
\$1200



Madison Dining Set
\$1200



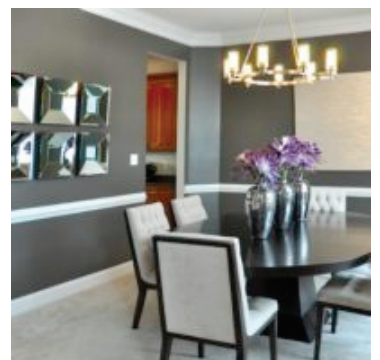
Madison Dining Set
\$1200



Madison Dining Set
\$1200



Madison Dining Set
\$1200



Madison Dining Set
\$1200

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[Search](#)[Cart](#)

NAV BAR DROPDOWN



MADISON DINING SET

[ADD ITEM TO CART](#)

È universalmente riconosciuto che un lettore che osserva il layout di una pagina viene distratto dal contenuto testuale se questo è leggibile.

- L: 30"
- W: 50"
- H: 30"



REVIEWS

Verified Buyer: Kayla Fuoco

È universalmente riconosciuto che un lettore che osserva il layout di una pagina viene distratto dal contenuto testuale se questo è leggibile.

Verified Buyer: Kayla Fuoco

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NAV BAR DROPDOWN 

Search

Cart



Subscribe

Social Media





Dining Room

Madison Dining Set \$1300



Madison Dining Set \$1300



Subscribe

Social Media





Madison Sofa



Product Description

È universalmente riconosciuto che un lettore che osserva il layout di una pagina viene distratto dal contenuto testuale se questo è leggibile.

- lettore
- viene

Add to Cart!

Subscribe

Social Media



Components

New
Dining Room
Living Room
Bedroom
Decor
Ideas
Sales

When links on the nav bar are selected, they turn darker blue.

NAV BAR DROPDOWN



When the entire page is needed on an item page (to show the item image) the nav bar is hidden. But it is accessible through a drop down menu to the left.

When buttons are pressed, they turn into a lighter shade.

ADD ITEM TO CART

ADD ITEM TO CART

Clicked Here!

Click Here!



STYLE GUIDE COMPOSITION

Typography

Primary Fonts

Fjalla One

Type: Sans Serif

Used for: Headings, subheadings and some links

Size: 24px-38px

Weight: No weight should be used with this font

Fjalla One

Sorkin Type (1 style)



Waves flung themselves
at the blue evening.

Alegreya

Type: Serif

Used for: Body content and some links

Size: 14px-18px

Weight: Regular, bold, italic, and bold italic

Don'ts: Do not use for headings

Alegreya

Huerta Tipográfica (6 styles)



Regular
Regular Italic
Bold
Bold Italic
Black
Black Italic

The sky was cloudless
and of a deep dark blue.

Secondary Font

Mohave

Type: Sans Serif

Used for: Logo and corporate documents

Size: 12px-38px

Weight: No weight should be used with this font

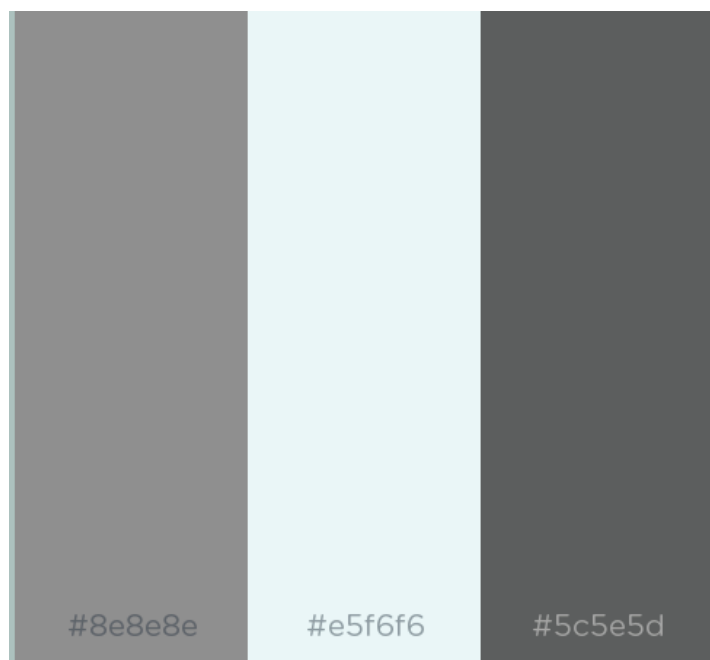


Mohave.otf

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

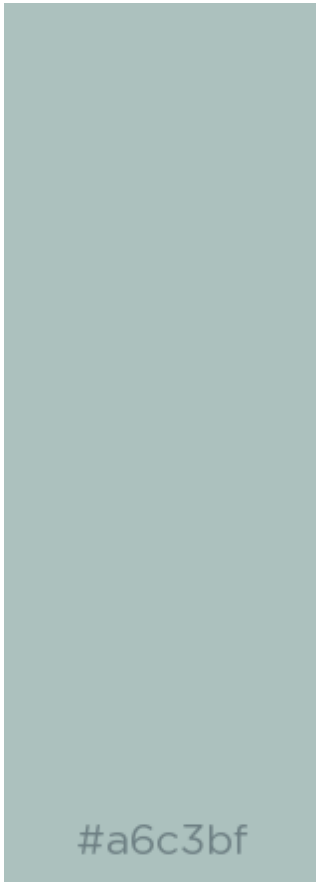
Colour Palette

Primary Colours



The primary colours include two shades of grey and a light blue. The dark grey is often used for colour blocks or to contrast against the light blue. The light grey is used for some colour blocks as well. The light blue is used for links and headings.

Secondary Colours



This darker shade of blue is the secondary colour that is often used when needed to build contrast against the primary colours.

Supplementary Colours



This shade of green is the supplementary colour that is not going to be used often. It will only be used when completely necessary to add a pop of colour in advertising.

Colour Do's and Don'ts

DO:

- Use colours to create a light and refreshing look
- Use blocks of colour
- Incorporate white space

DON'T:

- Use the colour black
- Overwhelm designs with blocks of colour
- Don't use similar colours on top of each other - make sure to use colours that will be legible together.

Colour Usage

These are examples of blocks of colour used to make things pop, but does not overwhelm the overall design.



Lorem Ipsum è un testo segnaposto utilizzato nel settore.

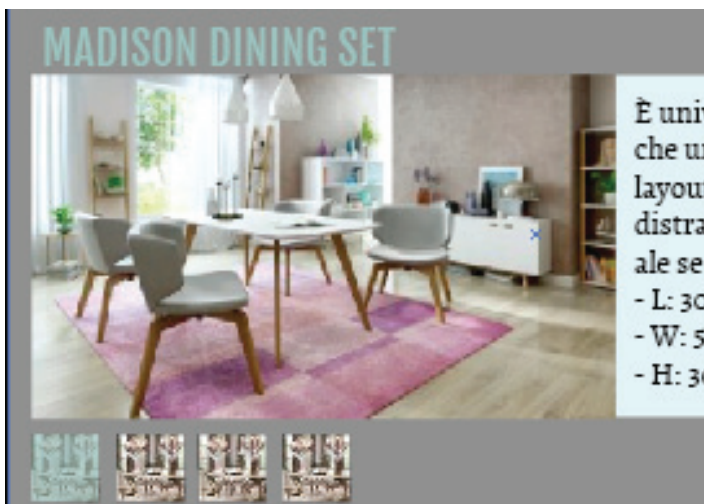


Lorem Ipsum è un testo segnaposto utilizzato nel settore.



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This examples shows colour blocks underneath images, used as links. The lightness of the images balances out the darkness of the block.



This examples shows colour blocks on the item page. It is used as a background for the container. However, the large image and the white space around the container does not overwhelm the design.

White Space

REVIEWS

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Primary & Secondary Blue

Product Description

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- lettore
- viene

Add to Cart!

This is an example of how the two shades of blue should be used. The lighter blue can be used a lot more generously. The darker blue is saved for when you really want to draw a user's attention to something (like the add to cart button).

Logo

Primary



Variations



Logo Do's & Don'ts

DO:

- Use the primary logo as much as possible
- Use the variation logo when a black and white document is necessary
- Enlarge the logo when necessary

DON'T:

- Add any other colours to the logo
- Rotate the logo