

# MICRO CENTER

## computers & electronics

### Redesign Style Guide

By:

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#### Typography:

The newly designed site for Micro Center uses different fonts to match with the logo.

For the category text, the font Horizon is used. This sans-serif based, blocky font, is similar to the main Micro Center text in the logo. This font allows for the same modern and sharp feeling as the logo.

For the navigational text, the font Source Serif Pro is used. This is a serif font, that is similar to the sub text in the logo. It keeps the same modern and serious nature as the logo.

The text header text for the category section, is using the font Bevan. It is a serif, cursive like font that is meant to draw the attention of the viewer. This font gives a loud and capturing feeling, as it prompts the viewer to see what is under the text.

## Color:

The colors used on the newly designed Micro Center site, appeal to a new demographic while maintaining the simple and appealing visuals.

The color used on the logo and category text is black. This color gives a serious and modern look that is easy to read and contrasts the rest of the page.

The color used for the navigation is a dark gray for the background and light gray for the text. These colors also convey a serious and neutral tone as does the black.

The gradient is used for the header text, as well as for the background of the logo and footer. This is used to attract viewers of a younger demographic and to give color to what was a bland webpage prior. The “RGB” effect is similar to that of the computer parts that are sold on the site.

The images use very neutral colors of gray, black and white, contrasted against the rainbow cycle of “RGB” on the computer parts.

## Layout:

The newly designed Micro Center is using a grid layout to make use of the entire space of the webpage.

There is hierarchy in the logo being at the top to introduce the page, but having the header text over the categories to draw in the attention of customers. This text excites people to build their own computer and to explore the different categories.

The navigation is stationed between the logo and categories for visitors of the page to quickly navigate the other products for sale from Micro Center.

## Persona:

The website's designed is catered towards a younger, more modern demographic.

With the most sales coming from gaming products, with colorful lights and sleek aesthetics, the website follows in the same venture.

The shift from a business and corporation style to a new modern approach, attracts a new audience that is much more profitable to the company.