

Creative Products Website

WNM 608 Lianlian Ma

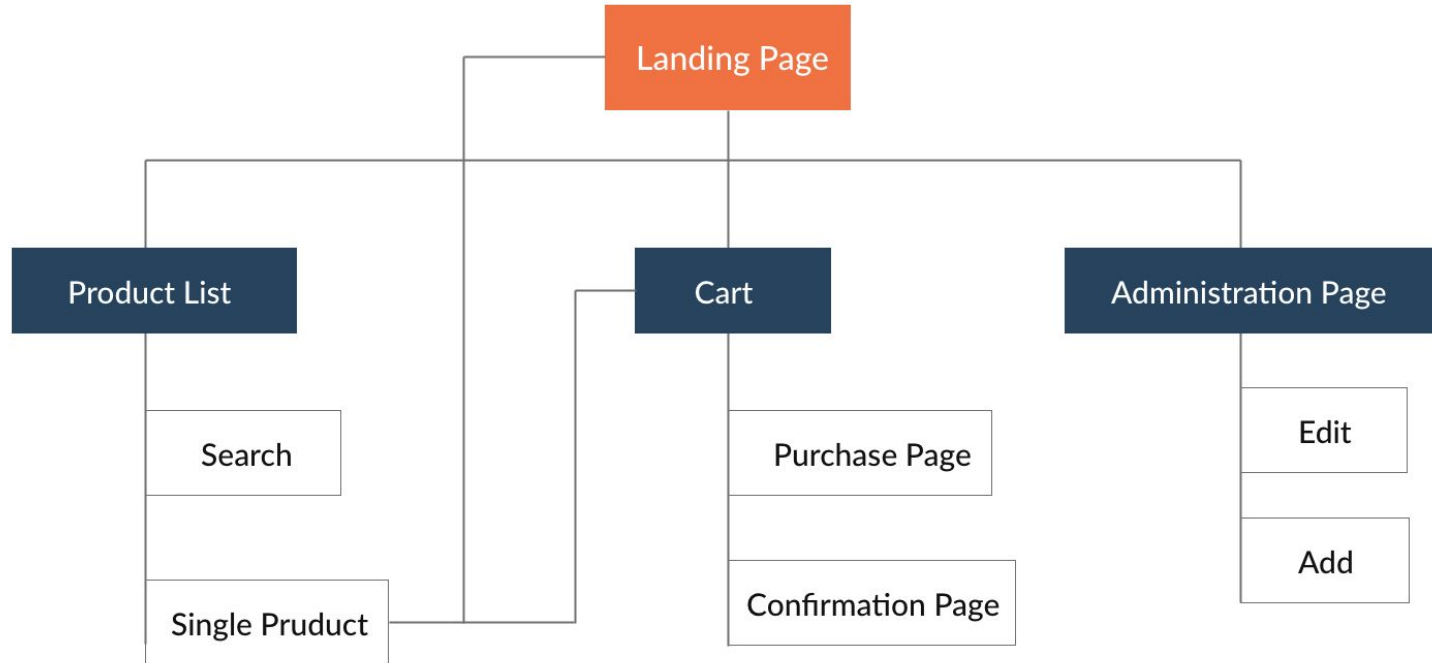
Statement of Intent

This project is selling cultural and creative products designed by me as I'm a fan of traditional culture.

Inspired by the structure of Chinese Huizhou architecture, I designed many creative products. The goal of this project is to promote Chinese Huizhou culture and convey traditional culture through modern home products.

The store shows culture derivatives products including furnitures, postcards and household decorations.

Site Map / Workflow



Moodboard



Style Guide

Color Palette

Primary



#2B5B86



#C92811

Secondary



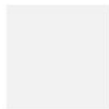
#F4E9E4



#353535



#707070



#F2F2F2

Typography

Heading 1: Roboto Blod

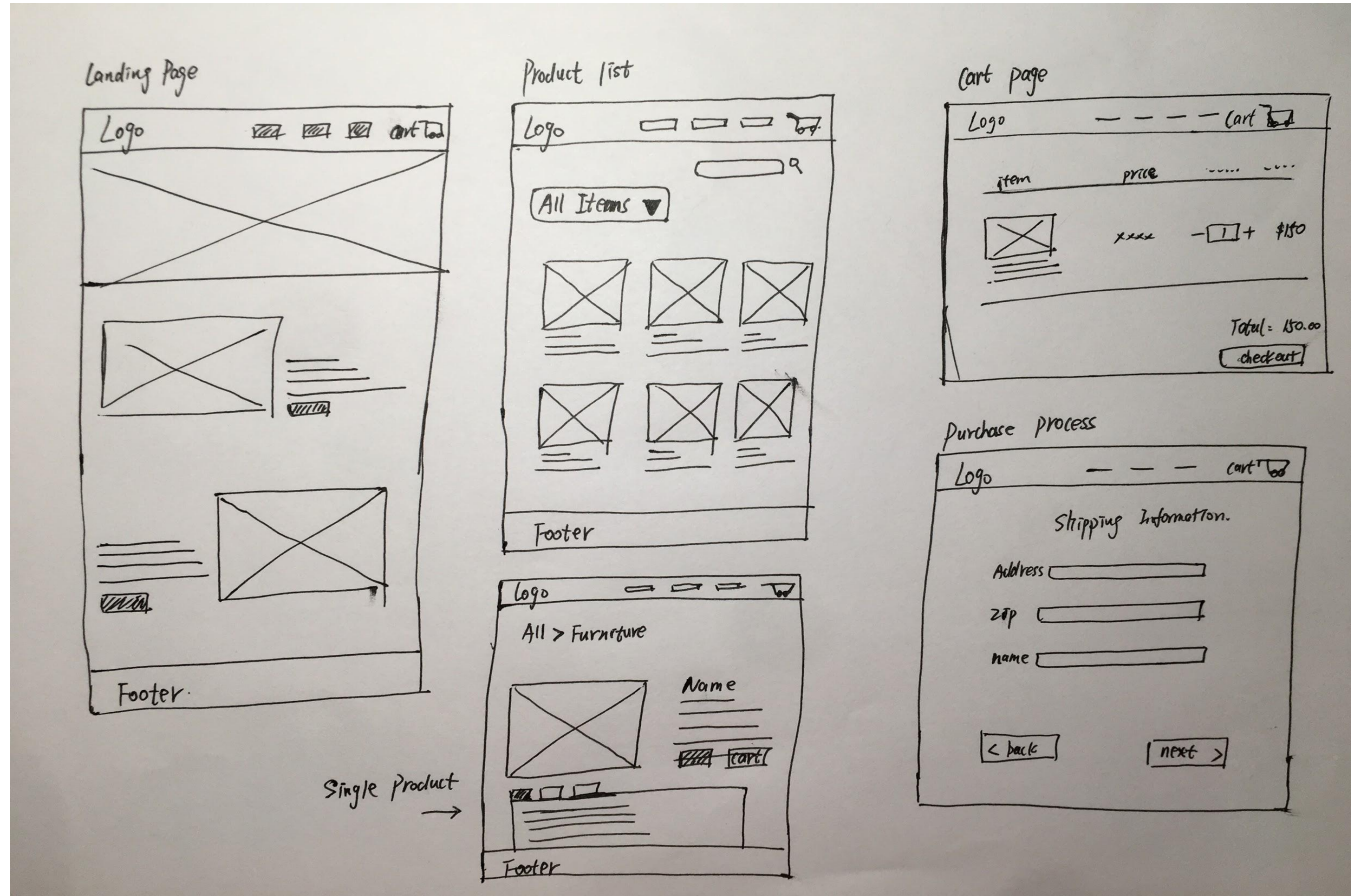
Heading 2: Roboto Medium

Negative Heading 2: Roboto Medium

Body Text 1: Georgia

Button Text 1: Roboto Regular

Wireframe



Logo & Icons

logo



icons

