

Link to Miroboard: <https://miro.com/app/board/uXjVOco1tSw=/> to see our workspace

GRAPHIC PROFILE

Fonts

No use of serifs for the text. Use soft edges. Serif for headlines.

Plan A:

Text: Raleway (Light 300)

Headlines: Sorts Mill Goudy

Plan B:

Text: Raleway (Extra Light-200)

We picked the font Raleway for the text on the site because we wanted to use a clean and simple font that will match the overall luxury and exclusive design. We went for soft edges, no serif and also picked it for its good readability.

We picked the font Sorts Mill Goudy for our headlines. With the serif it gives you a little bit more edge, but it is still easy to read and looks clean, minimalistic and soft.

We added a Plan B for our texts incase we don't like the different fonts together when we start to code. This font is smaller and thinner, And is not really our first choice, but we still like it.

Pictures

Malin provides the pictures of the brushes. Not too many on the same page. To keep the page minimalistic and non cluttery.

Colors

Clean and non-popping colors. We will mostly use black and white, with some light gray. Our accent color will be redwood for plan A. We picked a color that looks like the hair of the brushes, and to make a connection to nature though that.

Plan B accent color is mate gold/yellow. The matt gold color is also used in a traditional Japanese painting technique that they use to paint some of the brushes.

Shapes

Squares with and without soft corners, and circles

Other: NO unnecessary borders, we think it gives an old and not modern impression. The design should overall look very elegant.