# Content

# Introduction to Design project

For this project, I chose to make brand guidelines for a fictive **Wintersports Club** website which mainly offers for people leisure activities during winter season. The social responsibility for this brand is to to help as many people as possible to stay active, also when the weather is getting colder while also enjoying many beautiful winter landscapes.

## Brand Personality

Rosta is the chosen brand name for the website - taken from- and played with the word «frost». The logo reminds us of a mountain top that signalize strength, confidence, bravery, adventure and purpose.

The brandmark will be portrayed as a free destination where people can find inspiration for an active lifestyle with exciting sport activites to choose from; from ice rinks to mountain peaks.

In addition to the logo design, colors and typography plays an important role to represent the brand's identity and its values.

## Main color palette

Taken from the skies and the natural elements from the harsh wintertimes, primary color blue, from the logo, inspires a sense of calm and spiritual awareness along with feelings of trust. While the complementary color of orange, usually used in CTAs, sends the message that the brand is friendly and cheerful, who wants to be seen as light-hearted, but still confident with a sense of spontaneity and optimism.

## Typography

The font choise does portray a very significant part of the Rosta's brand that is chosen for a bold, and clear communication for the younger generation(s).

The free weights of the **Gilroy** font, extra bold and light, has been only used and are allowed to be used.

## Target audience

Rosta's largest target segment seems to lie between teenagers and young adults between 15-25 years old from generation Z mostly who hail from the middle class to the working class.

Rosta are mostly for the younger participants who wants to be able to gain some new- or to polish their coming wintersport skills, regardless of the their pyssical shape, who are passionate about winter activities.

Gen Z is living with their mobile phones and these devices have inadvertently become an extension of themselves - which is the idea behind the need to think mobile-first principle when creating webdesign for Rosta.

The Rosta's blue logo, pictured top left, is the primary logo color way, and it only should be used on a white/light or dark background, as shown above. The colors and background-colors shown above are the only color combinations that are allowed to use (see next page for further color usage and guidance).

### Sizes & spacing

The blue fields shows how much minimum spacing there should be between text and other graphic elements in every corner of the logo (min. 15px margin/padding). For its readability, it should not be less than 34px in overall size (on mobile it shouldn't be less than 16px) which applies to both variants of the logo shown below that are the only logo variants that can be used.
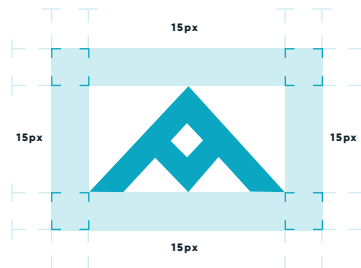
# Primary
Crayola cerulean

**CMYK** 95, 13, 0, 24
**HEX** #0AA7C1
**RGB** 10 167 193

# Accent
Firefly blue

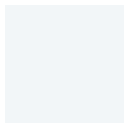**CMYK** 71, 26, 0, 85
**HEX** #0C2834
**RGB** 12 40 52

# Secondary
Flamingo red

**CMYK** 0, 66, 72, 5
**HEX** #F25244
**RGB** 242 82 68

# Background
Aqua haze

**CMYK** 2, 1, 0, 3
**HEX** #F2F6F8
**RGB** 242 246 248

## Color usages

Primary color is used in the logo icon, in the footer box, for message's sent after form validation, **h2** tags and other included design elements there, while the secondary color is used as CTA-color, but also in error message(s) in forms with other color tint to it.

The accent color can be used as the primary text- color in general, but it can also be used for drop-shadows. While the background color can be used as both background color and negative text color.

**Note** that drop-shadows can be used only on hover and focus effects.

## Swatches & «Gradients»

### Design elements & messages

#0AA7C1

#85D3E0

#CEEDF3
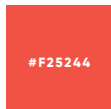
### Text color & drop-shadows

#0B1C26

#858E93

#CED2D4
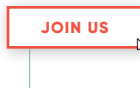
### CTA & error(s)

#F25244

#F9A9A2

#FCDCDA
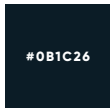
### Backgrounds & negative text color

#F2F6F8

#FCFDFE

#FEFEFE

## Dropshadows in use

Here is an example of how dropshadow can be used when button is on **hover** or **focus**:

JOIN US

```
.cta-btn:hover {
    background #f25244;
    box-shadow: rgba(206, 210, 212, 0.5)
    0px 5px 15px;
    color: #f25244;
}
```

**Heading**
(72px)

# Heading H1

Typography does play an important part of the written communication to the brand.

**Lead**
(21px)

**Button**
(30px)

**JOIN US**

**JOIN US**

**Link**
(24px)

**Learn more**

**Learn more**

**Subheading**
(36px)

## Subheading H2

**Content head**
(30px)

### CONTENT HEADING H3

**Footer head**
(25px)

#### Head H4

**Paragraph**
(18px)

Use **extra bold** for heads, CTA, emphasis and subheads, while light fontweight for body text and links on default (on hover/focus, or set as active, they should be turned into bolder fontweight).

For line-height to multiple paragraph lines, it should be no more less than 1.5 px while the letter-spacing must be at least 1.4 px as default. These typographic variables will also depend on the font sizes that's in use.

## Gilroy

Gilroy is a modern and geometric sans serif font, that is the older brother of the original Qanelas font family created by Radomir Tinkov.

# Aa

**(Gilroy ExtraBold)**

**ABCDEFGHIJKLMNOPQ RSTUVWXYZ**

**abcdefghijklmnopqrst uvwxyz**

**0123456789!@#$%^&*()**

(Gilroy Light)

ABCDEFGHIJKLMNOPQ RSTUVWXYZ

abcdefghijklmnopqrst uvwxyz

0123456789!@#$%^&*()

Your message has been sent! You will get an confirmation mail shortly.

**Error**

J

Please enter your name

**Typing/ Focus**

John

Subject

Our course packages

Questions

Other requests

```
<select>
    <option></option>
</select>
```

* **Required fields**

* Name

* Email

Phone number (optimal)

Subject

* Message (must contain at least 24 words)

SEND

## Contact form

All buttons and inputs (inside) must have a minimum of a 10 px spacing with letter-spacing: 1.5 px at least for best optimal readability possible. Message-field should have a minimum height between 50-100 px. Use 10-15 px padding inside the inputs to create some «visual breathing room» to text.

## Button sizes & usage

The largest button is used as the main CTA-button on header (image,) while medium-sized button in contact form and smaller buttons for content CTA.

**LARGE**

**MEDIUM**

**SMALL**

**72px**

**37px**

**21px**

**Default**

CTA

**Hover**

CTA

```
.cta-btn {
    background #f25244;
    color: white;
    font-weight: bold;
    padding: 15px;
    text-align: center;
    transition: 0.25s;
}
```

**Disabled**

CTA

The icons should be as square-shaped or rectangular, and avoid circular icons where possible. Preferably with sharp or with little noticeable, round edges in icon shapes that is somehow taken from parts of the logo shape(s).

Icons sources that can be used are Noun Project or FontAwesome, which should not be less than 16px in size on mobile and 24px on tablets or desktop.

## Mobile menu
The responsive version of the menu has the traditional hamburger menu look on default while open changes from three to one line that is the closing tab.
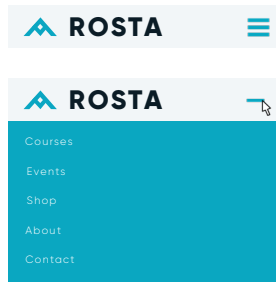
### Contact information & social media
Here we can may be try from there to use more of the more «untraditional» icons that could have been used to preview contact informations, but we should also here from there keep in mind to also use other symbolic languages that users already know.

**For example,** How about that we can use the e-mail symbol instead of the very classic envelope icon we usually see inside the footer section of websites? Or should we stick to the traditional way for safety?
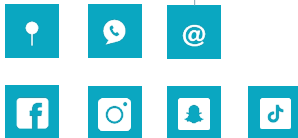
### Additional icons
Where it is appropriate or may necessary, these icons or similar can be used to represent the activites that Rosta offers for their main target audience.

### Shop- and user icons
In the product part of the website, the three icons shown below can be used, where the **shopping cart** is a minimum requirement while the **user** and **favorite** icons are optional to use.

Images can be either in square or in rectangular shapes. Image cropping should be avoided where it's possible.
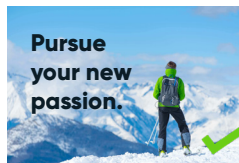
**Imaginary collection**
Stock photos from Unsplash should contain images that can represent the winter sports activities that Rosta offers, preferably with winter nature/ mountainous landscapes on daytime.
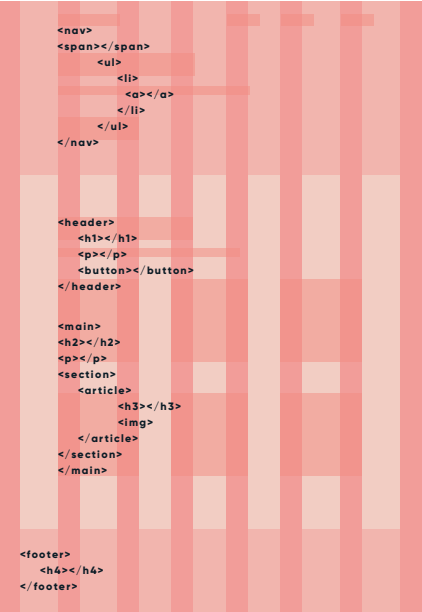
**Correct- and incorrect use**
Darken and/or color overlay should not be used on images, only light overlay are allowed to increase when readability of darken text color on images are needed.
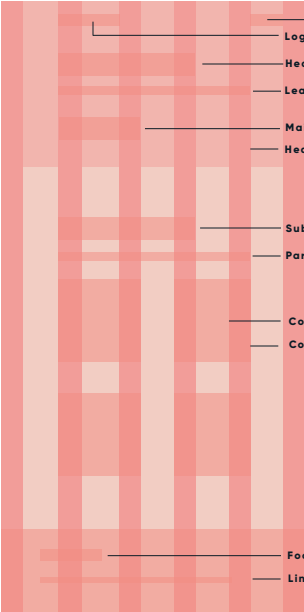
**Practical example(s)**
Here's an practical example of what we can- or can't do with an image. It is preferable to keep the images in original origins, as long as it does not hinder text readability.







Pursue your new passion.



Pursue your new passion

```
<nav>
<span></span>
        <ul>
            <li>
                <a></a>
            </li>
        </ul>
</nav>


<header>
    <h1></h1>
    <p></p>
    <button></button>
</header>


<main>
<h2></h2>
<p></p>
<section>
    <article>
        <h3></h3>
        <img>
    </article>
</section>
</main>


<footer>
    <h4></h4>
</footer>
```

Menu
Logo
Heading H1
Lead paragraph
Main CTA-button
Header image

Subeading H2
Paragraph

Content heading H3
Content image
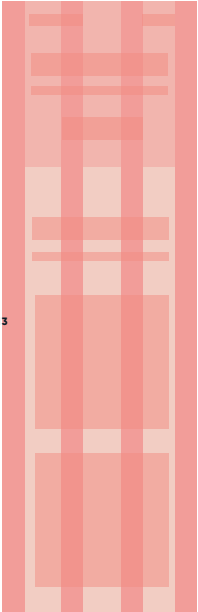
Footer head H4
Links

**Desktop** (1280px – 1920px)

**Tablet** (768px – 1280px)

**Mobile** (321px – 768px)

**LAYOUT**

# Grid usage & guidelines

To this website it was chosen to go for Column Grid to create the website layout to organize into 2-3 columns, where columns has the same width in a way of symmetric column grid. The spacing between the columns (gutters) should be proportional and consistent throughout the entire website and its layout.

```html
<!-- HTML formatting -->
<section class="grid">
    <article class="grid_card">
      <img>
    </article>
    <article class="grid_card">
      <img>
    </article>
    <article class="grid_card">
      <img>
    </article>
    <article class="grid_card">
    </article>
</section>
```

### Sizes & columns
When using CSS Grid for the HTML code snippet to the left, use at least 15 px both column and -row gap and justify items and elements to the center.

## Mobile

| 1 / 1 |
|---|

For tablet or ipad screen versions when content is presented in CSS Grid, it should be displayed in one column - always!

## Tablets

| 1 / 2 | 1 / 2 |
|---|---|

For tablet or ipad screen versions when content is presented in CSS Grid, it should be displayed in two columns or/ and for mobile in landscape view.

## Laptops/desktops

| 1 / 3 | 1 / 3 | 1 / 3 |
|---|---|---|

For laptops or desktops grid-based content can be displayed in up to three columns at the time where it is appropriate.