

VALIDATING THE DESIGN

Brand Guide and Mood Board

What colour schemes, typography, and visual elements align with the latest trends and create an appealing user interface?

Question Reasoning

This question was for validating the design and making it consistent.

Method selection

- A. Stepping Stones: Mood Board
- B. Stepping Stones: Brand Guide

Method Reasoning

- Mood Board: it helps in collecting a bunch of visual inspirations and ideas upfront, setting the tone for the Brand Guideline.
- Brand Guide: I chose the Brand Guide method to show the detailed information of the brand of the portfolio. It highlights the identity, the tone of voice, and it set out the general design and feel of the website. From that, I used this method to properly document these things.

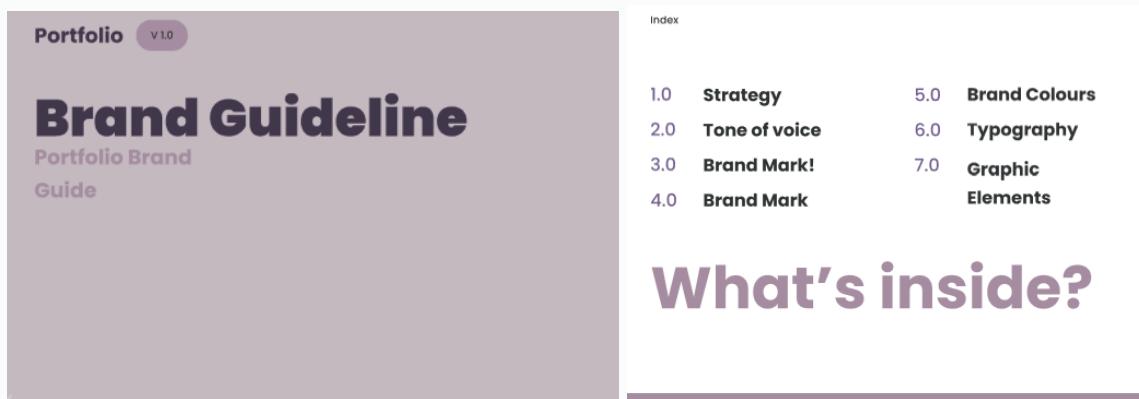
Method Setup

Mood Board: I made a digital collage of images I found in Pintriest and Dribbble websites. It was about images with pastel colours, space themes, and websites designs. This is because I created 4 different mood boards. Each board described a different feel and a mood based on what the design or the look. I used this to make the brand guide.

Brand Guide: I started by deciding what do I want to communicate through the brand guide, which is the strategy, the tone of voice, the brand mark(logo), the brand couloirs, typography and graphical elements. Then I collected all of them on one place as well write the strategy and the tone of voice. Then by that created the layout, wrote the content and added the context and finally give it the colours.

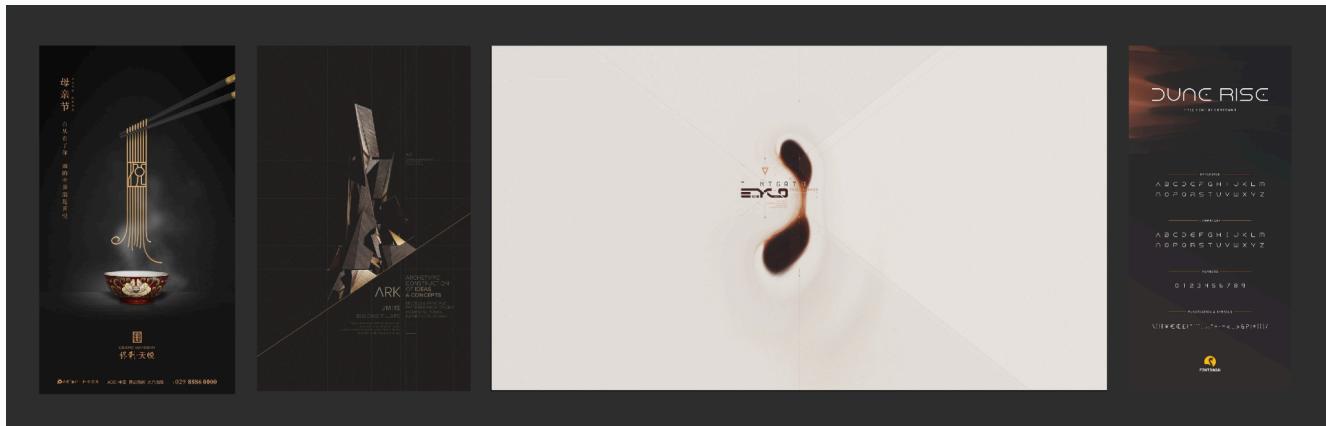
Results

The elements of the brand guide was collected from different phases in this project where in each of these phases I did a Literature Study or a testing. The colours for example was decided from the trend analysis where I found that the trend is to use pastel colours. While another example for the strategy was collected from understanding the project and matching the requirements with my ambitions and goals of how the websites should look.

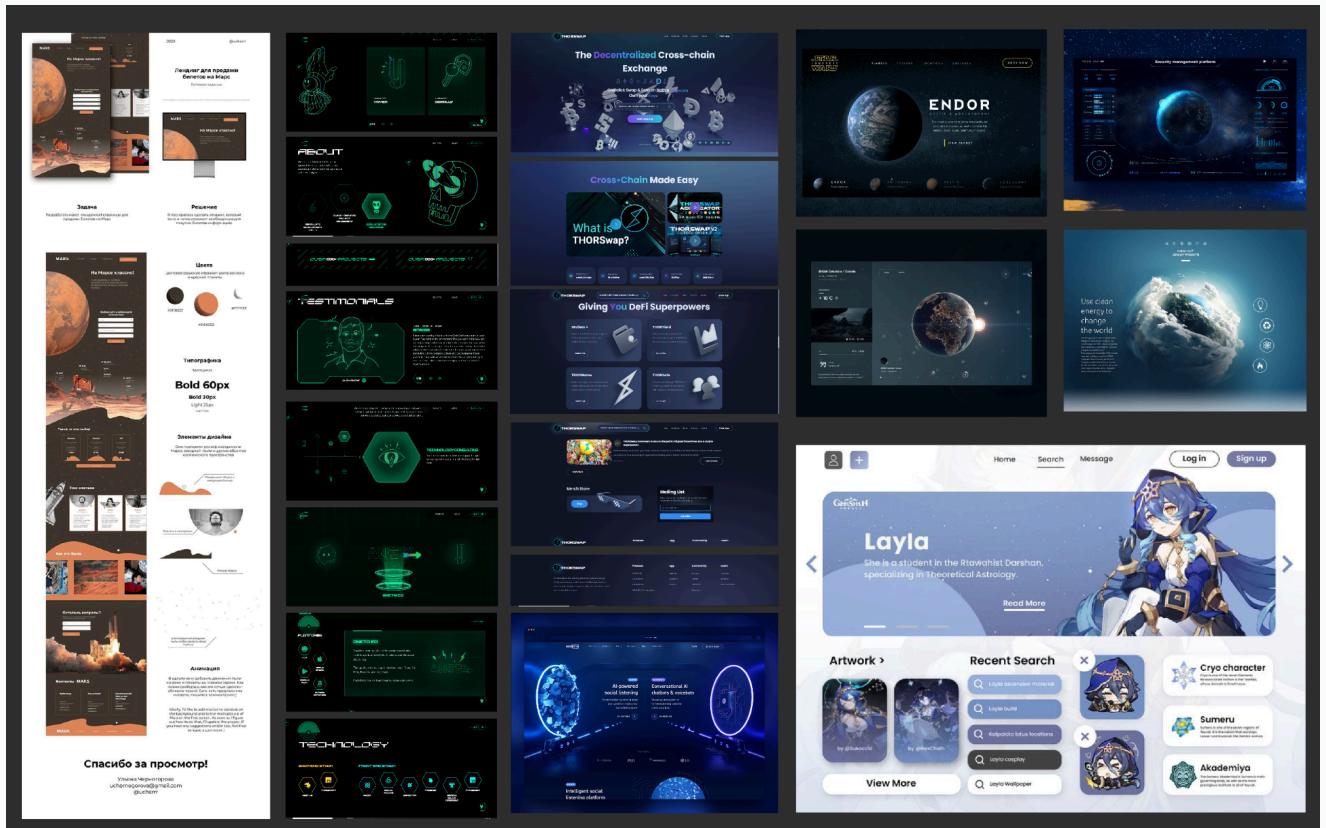


I plan to do some user testing of the chosen colours in order to determine if the website would look good in a specific theme, the colours are based on different mood boards. I have created 4 mood boards, therefore I will try to make 4 colour testing or at least 2. After which I will change the brand guideline colour theme and the 2 sections of brand colours and graphic elements as some icons have matching colours with the theme.

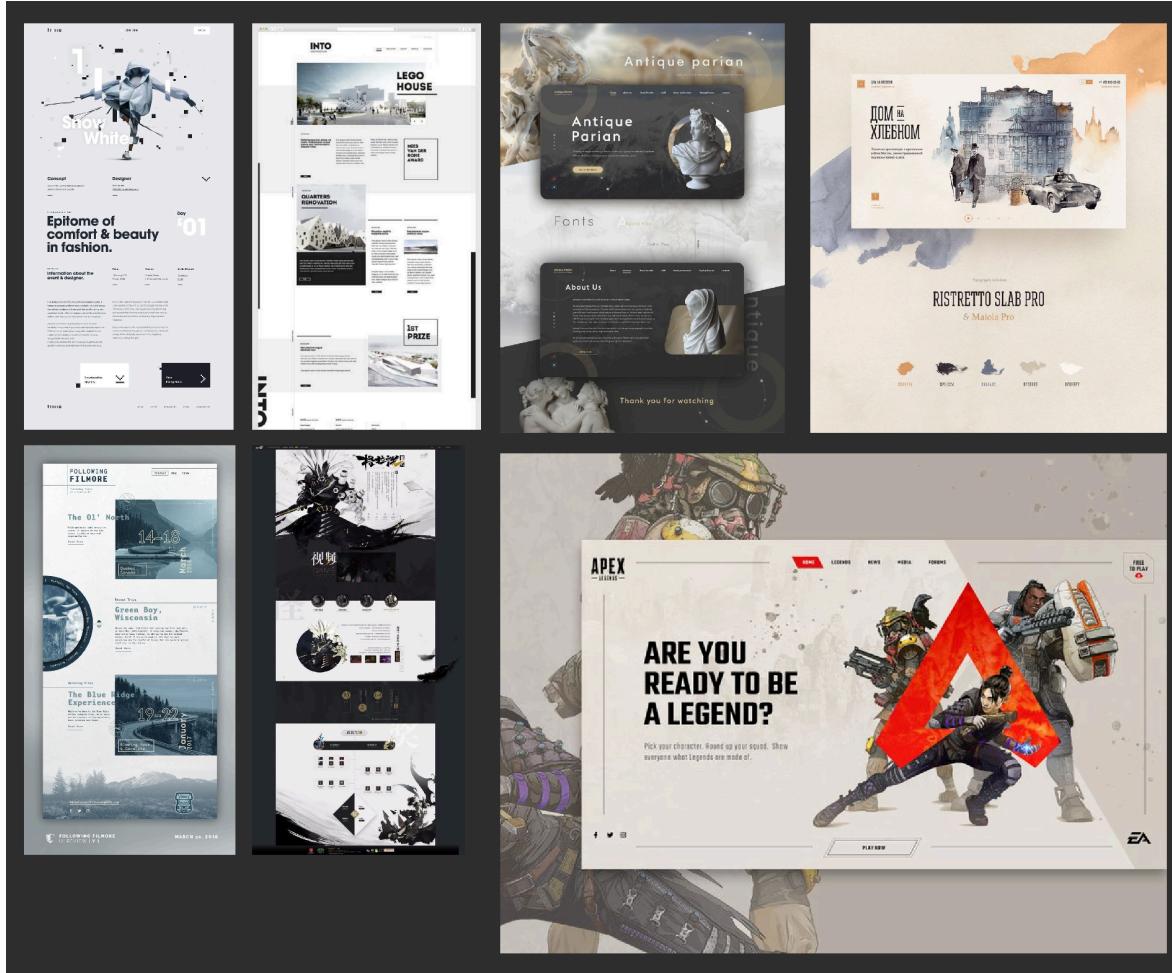
The Brownish Mood Board:



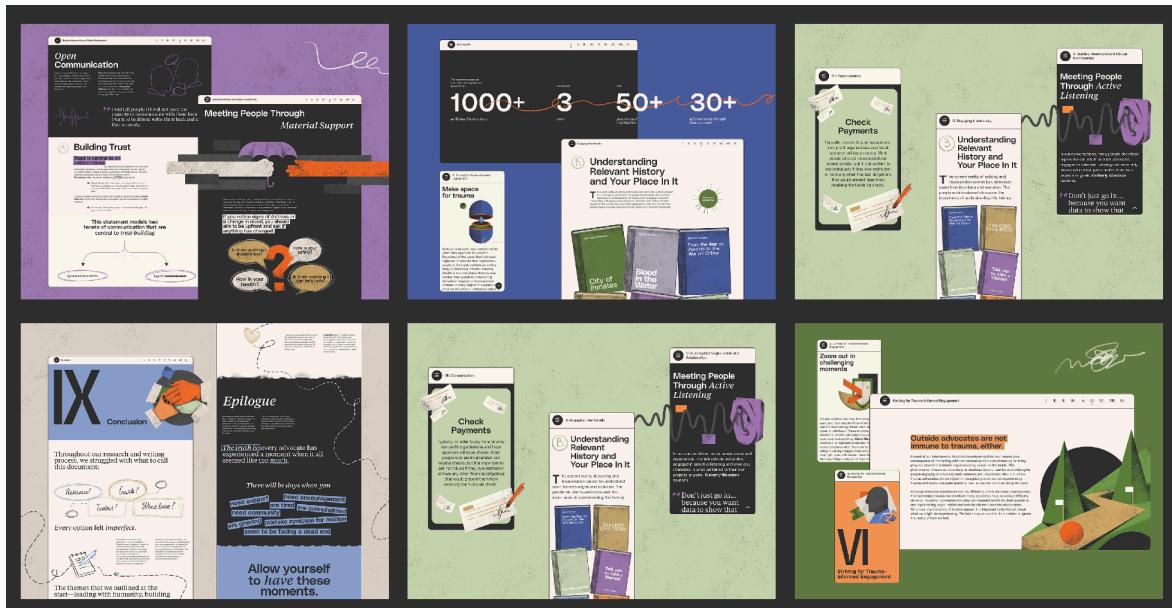
The Sci-Fi Mood Board:



The Mood Board:



The Pastel Mood Board:



Conclusion

The mood boards helped me in enriching my eyes into waiting the design, the colours and the feel they gave. I decided to go with the pastel mood board because it is closer to what I want to show and is following one of the 2023 design trends I found in early stages of this project. I then created the Brand Guideline by trying to communicate the shape and vibe of the website. The Brand Guideline, with its seven sections, played a crucial role in outlining essential elements such as colours, typography, tone of voice, the brand's distinctive mark and the used icons.