Design guidelines

#FFFFFF	#000000	#D7D7D7	#85E6BA
rgb(255, 255, 255)	rgb(0, 0, 0)	rgb(215, 215, 215)	rgb(133, 230, 186)

- Contrast: We want to have four colors who are easy on the eyes and gives the website a modern feel. We want the main colors to be black and white.

- Balance: The website should be weighted similar on both sides of the screen, when possible, we would like it to be symmetrical in its structure.

- Emphasis: To make the important things stand out we would like to use stronger colors on what we want the user to focus on

- Proportions: We want to make the size of the items correspond to the importance of the item where the most important things are the biggest.

- Hierarchy: We will make the most important thing appear most important by using emphasis, proportions and placement on the site.

- Repetition: Things that are important for the customer we would like to be accessible on every page like the navigation bar.

- Rhythm: We will try to space each item in a way that doesn't make the site feel cramped.

- Pattern: We should try to implement patterns where we want to organize items feks a grid pattern in our product site.

- Negative space: We will use negative space to make the site light and let it breath. This will contribute to make the site less cramped and more user friendly.

- Movement: We must consider where it is most natural for the eyes to go first and place the most important items where the eyes first fall.

- Variety: We should try to implement different shapes to make the site more engaging for the user.

- Unity: We should try to be consistent in our guidelines so the sites feels connected and well made.