MobiMovers Website Style Guide

Client

Client: MobiMovers

Business: Moving Company

MobiMovers is a distinguished family-owned moving company with an impressive 15-year track record in the industry. They specialize in delivering exceptional residential and commercial moving services to individuals and businesses across Canada. Their focus is on providing a seamless, efficient, and stress-free moving experience for their valued customers.

Style

MobiMovers' website design aims to convey the following style:

Feeling: The design seeks to provide a sense of professionalism, trustworthiness, and reliability. It should instill confidence in visitors about the company's moving services.

Color Scheme: The primary color scheme comprises dark gray (#2D2C2A) for backgrounds, white (#fff) for content, and contrasting orange (#fa9f15) for text and highlighting elements.

Typography: Montserrat is the primary font used for a modern and elegant appearance. Bold typography is employed for headings and buttons.

Layout: The design uses a clean, structured, and responsive layout, employing Flexbox and Grid to maintain aesthetic consistency.

Inspirational References:

Atlas Van Lines Canada - A source of inspiration for a professional and user-friendly design with a clean layout.

Allied Van Lines Canada - Provides inspiration for modern and organized website design with clear navigation.

Canada Moving - Offers design inspiration for user-friendly navigation and accessibility.

These references, along with U-Haul, FedEx, and UPS, contribute to my design goals for MobiMovers.

Platform

This style guide assumes that the website targets traditional monitor resolutions of 1024x768 pixels and higher, as responsive design principles have not yet been covered in the course.

Semantic Design Guide

<header>

Expected Use: Represents the top section containing the logo, navigation, and search bar.

Names: -

Font Choices: Montserrat font for text.

Color Choices: Dark gray background (#2D2C2A) and orange text (#fa9f15).

Standard Images: Company logo (500x500px)

Layout Location: Centered, at the top of the page.

<nav>

Expected Use: Contains the navigation menu.

Names: -

Font Choices: Montserrat font for text.

Color Choices: Dark gray background (#2D2C2A) and orange text (#fa9f15).

Layout Location: Within the header, aligned horizontally.

<div>

Expected Use: Generic container elements used for layout and styling.

Names: id="slogan", id="hero-overlay", class="srch_wrpr", class="srch_sb_cnt", class="service", class="customer-reviews", class="numbers-section"

Font Choices: Montserrat font for text within the container.

Color Choices: Dependent on the specific section or context, but mostly dark gray background (#2D2C2A) and orange text (#fa9f15).

Layout Location: Varies based on specific usage.

<section>

Expected Use: Represents individual content sections within webpages.

Names: id="hero", class="service-container", id="pricing", class="extra-table", id="services"

Font Choices: Montserrat font for text.

Color Choices: White background (#fff) and dark gray text (#2D2C2A).

Layout Location: Varies based on specific usage.

<footer>

Expected Use: Contains footer information and copyright details.

Names: -

Font Choices: Montserrat font for text.

Color Choices: Dark gray background (#2D2C2A) and orange text (#fa9f15).

Layout Location: Positioned at the bottom of the page.

Sitemap

MobiMovers Home Page

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Pricing

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Contact Information

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Privacy Policy

Terms of Service

Get a Quote