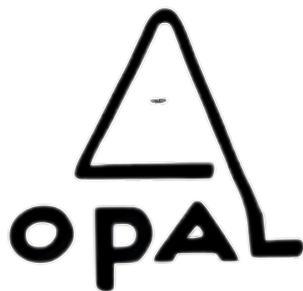


# [OBJ] STYLE GUIDE



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## DESCRIPTION OF THE WEBPAGE:

### - What is?

- This is an online platform specialized in the transaction of urban sneakers. Users have the possibility of both purchasing and selling their products on our website.

### - Who is it for?

- To anyone who wants to buy sneakers in good condition at a very affordable price and also be able to sell their lightly used sneakers. The audience can vary from little people, teenagers, young people or older people.

## TYPOGRAPHY :

### Exo 2 (font-size : 400-700):

- For titles and uppercase

ABCDEFGHIJKLMNOPQRSTUVWXYZ

- Choice based on its modern style that adds a contemporary and attractive aesthetic to the interface. Its clean and legible design makes it easy to read information. This typeface conveys a feeling of innovation and dynamism, essential elements to reflect the dynamic and modern nature of the sneaker industry, thereby maintaining a cohesive aesthetic on the website.

### Karla (font-size : 200-600):

- For all other texts

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

- Choice based on its clean and accessible style, providing clear reading and easy understanding of the information. Karla offers a modern and friendly aesthetic, transmitting a feeling of closeness to users. Its versatile design ensures exceptional readability on different devices and screen sizes. With Karla, a harmonious combination between functionality and aesthetics is achieved, highlighting the contemporary essence of the sneaker brand on the website.

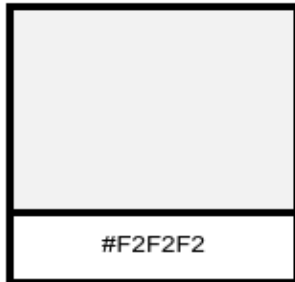
## SLOGAN :

THE SATISFACTION OF SELLING WELL AND BUYING BETTER

# COLOR PALETTE :

## A) MAIN COLORS:

- This combination allows for an attractive and readable visual experience, transmitting the essence of our brand with a refined and enduring aesthetic.



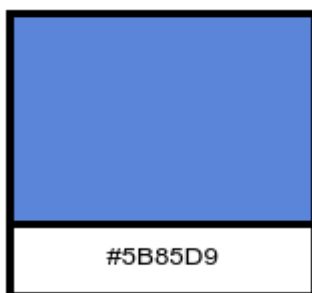
It provides a subtle and balanced canvas, transmitting a feeling of sophistication and modernity, aligning with contemporary design trends. In addition, this color has the advantage of easily adapting to various color combinations, which facilitates visual coherence on the website. It provides a Timeless and versatile background that enhances the aesthetic and professional presentation that characterizes an ideal footwear website.



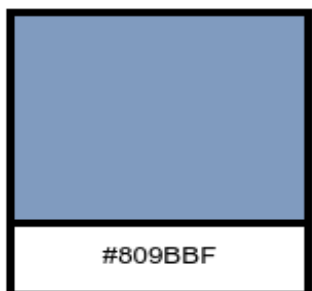
Timeless and versatile tone, which provides a solid and sophisticated background to the interface, and also provides adequate contrast to highlight sneaker products in a striking way. This tone communicates a sense of sobriety and classic style, aligning with the durability and timelessness associated with footwear fashion. It provides a refined and lasting aesthetic. Communicating the essence of distinction that is associated with sneaker brands on the digital platform.

## B) SECONDARY COLORS:

- The combination of these secondary tones collaborates to project an online presence that is dynamic and refined, elegantly reflecting our brand identity on the web platform.

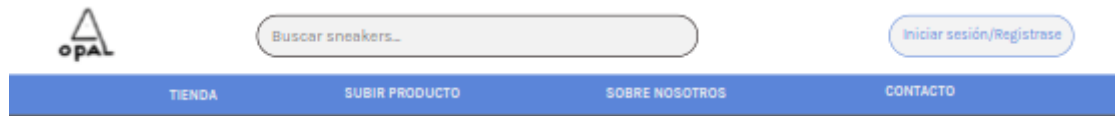


Vibrant and modern tone, which adds a touch of vitality and energy to the interface creating a dynamic and attractive background. This color communicates a feeling of confidence and freshness, aligning with the dynamic nature of the footwear industry. It provides a contemporary aesthetic reflecting the modernity and style of the website.



Serene and sophisticated tone, which adds a subtle elegance to the interface. Creates a harmonious and attractive background, providing a calm atmosphere. It communicates a sense of confidence and style, aligning with quality and fashion in the footwear industry, providing a refined and current aesthetic, conveying the essence of elegance associated with online sneaker brands.

## HEADER AT PC :



- Our logo :



- **Search bar:** Where the user can write the type of shoe they are looking for.
- **Navigation menu:** Where the following submenus of the website are located.
  - **Upload product:** The registered user makes their request to sell sneakers.
  - **About us:** Describes the functions of the company.
  - **Contact:** Company contact form.
- **Login button:** Button where the user can register or log in with their account by pressing it

## HEADER AT PHONE :



- **Navigation menu:** Where the following submenus of the website are located.
  - **Upload product:** The registered user makes their request to sell sneakers.
  - **About us:** Describes the functions of the company.
  - **Contact:** Company contact form.
- **Logo:** Our Logo
- **Login button:** Button where the user can register or log in with their account by clicking it.

# DIFFERENCES PC VS MOBILE/TABLET:

1º The logo is in the center and in the mobile/tablet version it does not have the search bar like in the PC version.

2º The navigation menu buttons are not permanently visible; They are only displayed when you tap the navigation menu button. As you can see, the reservation and contact buttons are displayed when doing so.

## PC

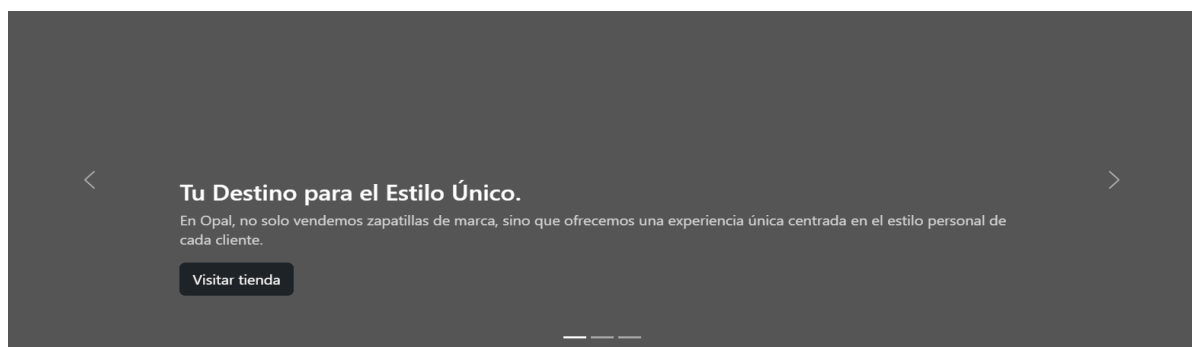


## MOVIL/TABLET



## BODY:

- **Slogan:** Phrases to capture customers' attention
- **Greater than icon:** Go to next image
- **Less than icon:** Go to previous image:
- **Visit website button:** Button that invites you to enter the website
- **Advertising window:** Random images of the types of sneakers we sell
- **Company info window:** Brief description of the company
- **Sales window:** Images of the currently cheapest sneakers.
- **Sneaker brands:** The brands of sneakers that the company buys are shown.



## VUESTRAS VENTAS

Ver todo...



**SNEAKERS SCALPERS**

65€



**NIKE DUNK LOW OLIVE**

125€



**NIKE AIR MAX PLUS TN SPIDER-MAN**

185€



## Elevando El Estilo Personal

En Opal, entendemos que la moda es una forma de expresión personal, y las zapatillas son una parte esencial de ese lenguaje. Creemos que el estilo es una extensión de la identidad de cada individuo, y estamos aquí para ayudarte a encontrar las zapatillas que reflejen tu personalidad única.

[LEER MÁS](#)

## SNEAKERS MÁS BARATAS

Ver todo...



**SNEAKERS SCALPERS**

65€



**NIKE DUNK LOW OLIVE**

125€



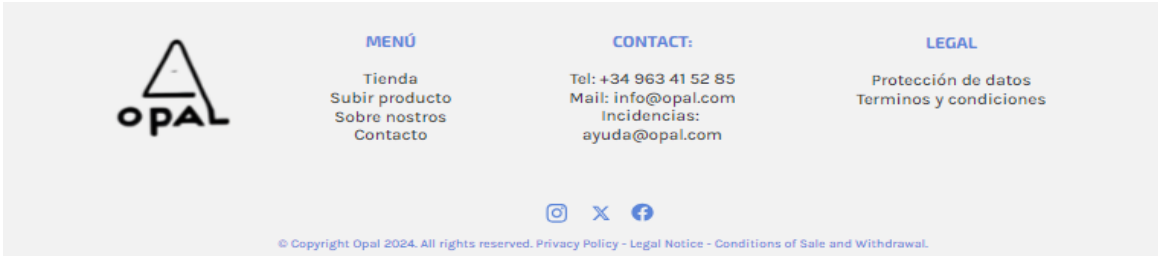
**NIKE AIR MAX PLUS TN SPIDER-MAN**

185€



# FOOTER :

- **Logo:** Our Logo
- **Menu footer:** Footer of the page with information and links to the main submenu.
  - **Menu:** Information about our services.
  - **Contact:** Contact information: telephone, email, address.
  - **Legal:** Information on rights reserved by the company.
- **Social media:** Company social networks.
- **Copyright:** Company rights reserved.









# PHOTOS :



TAMAÑO		
PC	TABLET	MOBILE
ORIGIN	BOOTSTRAP	200 - 400PX

## ICONS :

SOCIAL MEDIA		PAGE ICONS	
	Facebook		profile
	Instagram		next
	Twitter		Previous

## STRUCTURE :

- **Verticality**

The web design of Opal's website stands out for its vertical approach. The layout of the page is fragmented into defined sections, each with its specific purpose and content. All these sections are arranged consecutively, facilitating user navigation and allowing them to easily find what they are looking for. This arrangement helps establish a clear visual hierarchy, ensuring that the most relevant information is presented first.

- **Hierarchical Organization of Information**

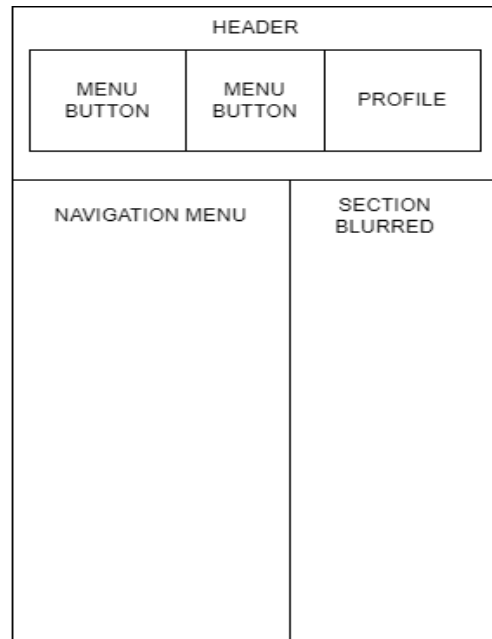
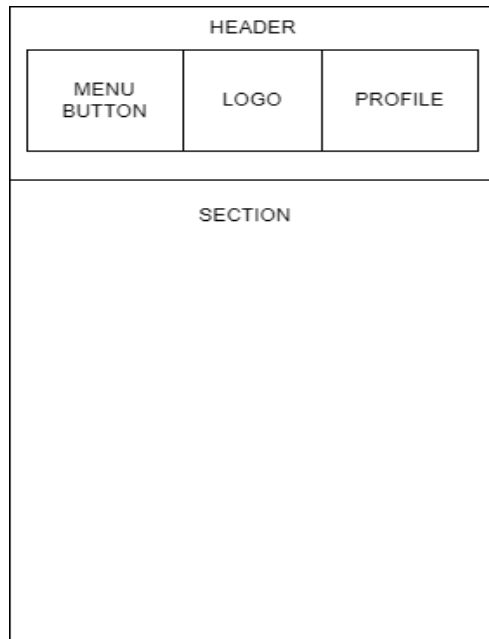
The website follows an ordered hierarchical structure to present the information. Crucial elements such as the logo, navigation menu, and booking button are placed at the top of the page. On the other hand, less crucial information is located at the bottom of the page or in other sections. This approach makes it easier for users to locate the information they are looking for.

- **Work area**

The essential core of our website resides in the work area, where the content related to the sale of sneakers and the menu of our platform is concentrated. Here, users can access all the information necessary to carry out any type of transaction they wish to carry out.



# MOBILE STRUCTURE :



- 1) Here the structure of the index is shown without activating the navigation menu.
- 2) Here is the structure of the index with the extended navigation menu.

# STRUCTURE WEB :

