

# CORPORATE DESIGN DOCUMENTATION

## CULTURA

Constructor University Community

LANDING PAGE URL

**Unfortunately, the link is not working.**

CORPORATE DESIGN ELEMENTS

### 1. BRAND IDENTITY & LOGO

- **Primary Logo:** "CULTURA" in clean typography
- **Tagline:** "Constructor University Community"
- **Design Philosophy:** Minimalist, inclusive, campus-focused
- **Brand Voice:** Welcoming, clear, student-centered

### 2. COLOR SCHEME

- **Primary Text:** #0e1726 (Dark Blue-Black) – Main content
- **Background:** #ffffff (Pure White) – Clean canvas
- **Accent Borders:** #e6edf5 (Light Gray-Blue) – Subtle separation
- **Secondary Text:** #53647a (Muted Gray-Blue) – Supporting information
- **Interactive Elements:** #ff6b3d (Vibrant Orange) – CTAs and highlights

### 3. TYPOGRAPHY

- **Font Stack:** System sans-serif (Arial, Helvetica, sans-serif)
- **Hierarchy:** Clear heading sizes with generous whitespace
- **Readability:** Optimal line height (1.6) and contrast
- **Approach:** Minimalist, content-first typography

### 4. LAYOUT PRINCIPLES

- **Content-First:** Minimal decoration, maximum clarity
- **Whitespace:** Generous spacing for readability
- **Grid System:** Responsive card-based layout
- **Mobile-First:** Optimized for all devices

- **Accessibility:** High contrast, clear hierarchy

## 5. COMPONENT DESIGN

- **Cards:** Clean borders, consistent padding, subtle shadows
- **Hero Section:** Balanced two-column layout (text + featured card)
- **Navigation:** Simple, sticky header with clear current page indicator
- **Call-to-Action:** Prominent buttons with alternative styling options
- **Feature Grid:** Three-column responsive feature highlights

## 6. DESIGN PHILOSOPHY

- **Inclusive:** Readable typography, high contrast colors
- **Campus-Focused:** Content reflects student life and university events
- **Simple & Calm:** Minimalist interface that prioritizes content
- **Welcoming:** Warm language and accessible design patterns

## IMPLEMENTATION MATCHING CD

Our homepage implements this Corporate Design through:

1. **Consistent Visual Language:** All elements adhere to the defined color and typography system
2. **Clear Information Hierarchy:** Content structured for easy scanning and understanding
3. **Inclusive Design Patterns:** High contrast, readable text, mobile-responsive layout
4. **Campus-Centric Content:** Events and features reflect Constructor University community
5. **Minimalist Aesthetic:** Clean interface that prioritizes content over decoration

The separate CSS file ensures all styling is centralized while HTML maintains pure structure, creating a maintainable system that delivers high brand recognition and user experience