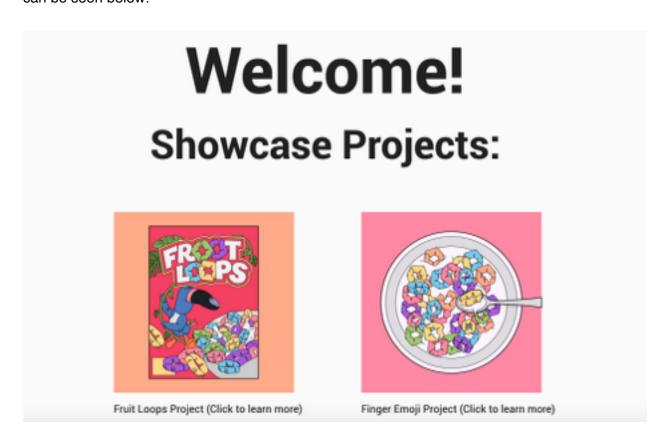**Branding CS330 Justin Shi**

I followed Google's Material UI Branding protocols
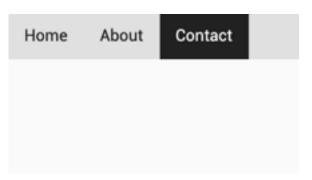
Typography:

I followed Google's typography rules to present my design and content as efficiently as possible. I use Google's guidelines and type scale generator to ensure a clear-cut type scale, and this can be seen below:

My application of this type scale allows for clear-cut delivery of headlines, sub-headlines, and body text, and also allows for a distinction between header and body text. I also follow their general design guidelines in not using fonts that are too similar, and using bolds appropriately (to create distinction and draw attention).

Color:

In order to distinguish between UI elements, I use clearly different colors/shades between the navigation menu/bar element and the rest of the website's background. I also allow for hovered-text in the navigation to be a drastically different color to allow the user to know when they are hovering over an element.

I have clearly defined 'on' colors (black, over the light gray background/'off' elements)

Contact Me

Name:

[   ]

Email:

[   ]

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Instagram: @justinshi_

Linkedin: Justin Shi

And I use Google's Material Design color palette for my website

Gray 50	#FAFAFA
100	#F5F5F5
200	#EEEEEE
300	#E0E0E0
400	#BDBDBD
500	#9E9E9E
600	#757575
700	#616161
800	#424242
900	#212121