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Style Tiles

Before I tell you why I think these two style tiles are the best choices, let me first tell you why I chose the colors and typography that I did. When it came to colors, I really wanted to use something that captures the excitedness of dogs yet provides a calm and professional feel. I experimented with other colors (yellow, orange, various types of red) but I felt like none of those went well with the overall brand and theme of the company. I also thought back to the pictures that I used in the wireframes. Those pictures contained different colors of blues and greens which is part of what lead me to choose mostly blue and green colors for my style tiles. However, that was not the only reason. After doing some research I found that blue has a positive effect of people’s minds. It presents a feeling of calm and tranquility while also being a color that is light and friendly which is something my brand is all about. Green is the color of life and nature which relates to the environmentally friendly products that my company uses. It also has a relaxing effect just like the blue. For my first style tile I used different shades of green and grey. Once I decided to use green, I used Adobe Color to find the other colors I wanted to use. Adobe Color helped me find colors that were complementary or squarely related to the main shade of green that I wanted to use. For example, grey and light green are square to dark green and mint green is complementary to dark green. I chose the colors for my second style tile the same way I did the first one. Tan is complementary to Middle Blue, grey blue and middle blue are compound colors, and middle blue and seafoam are analogous.

Typography was probably the thing that took me the longest to decide. There are so many options of font to choose from it’s honestly kind of overwhelming at first. That’s when I remembered the rules from “The Step-by-Step Guide to Pairing Fonts”. Step one was to determine your brand. I reread the branding exercises we did to figure out which fonts best suit my brand. I honestly downloaded more fonts than I probably should have. For the first style tile, I started by pairing PT Sans Caption with Nunito. I liked Nunito but I didn’t think that PT Sans truly captured my brand. Then I switched that out for Aleo which seemed like a winner at the time however, after finishing my second style tile I realized that Aleo looked a lot like the header font that I chose for the second tile. Once again, I went back to the drawing board and ended up with Night Still Comes as my header font. In my opinion, this font provides that professional and friendly feel that I was looking for. Both Night Still Comes and Nunito pair very well together and meet most, if not all, of the rules for readability and legibility. For the second style tile I knew right away that I wanted to use Open Sans for the body text. I found this font when I was creating my font database and it has a really clean look that I love. The trick was finding the right header font to go long with it. I started out using Coustard however, this looked so much like like the header font that I used on the first style tile (which was at that time still Aleo) that I decided to find something else. Then I decided on Hepta Slab. This font didn’t quite have as much weight to it as Coustard did which is something that I liked, and I also thought that it paired very nicely with Open Sans and the font that is in the logo. Once again, these two fonts meet the majority of the requirements for readability and legibility. When looking at the brand chart (found in “The Step-by-Step Guide to Pairing Fonts”. I’d say it is somewhere between clean/simple and friendly which goes perfectly along with my brand.

Overall, I think these two style tiles are the best choices because of the colors and typography that was used in them. The colors were chosen not only in regards as to what looked best but also how they will make users feel. The colors provide a sense of calm while drawing a user’s attention and coordinating together nicely. The typography was chosen because they are readable and legible which means that users of all ages will be able to read and see what is written on the website. The typography also goes along with my brand and shows users that we are a friendly, caring, and professional company.