Bits and Pieces 3D Imagery

Specification

Bits and Pieces is a store that sells homeware goods and dining accessories. An e-commerce platform is under development and there is a need for the production of content to fill the website. In this document you will some wireframes which give an indication of where and what sort of images are needed. In addition to this, inspiration photos should be used as a loose guide for coming up with creative ideas for the 3D images. Some brand related pages should give further indication to the aesthetic of the brand and what would work well and what would not.
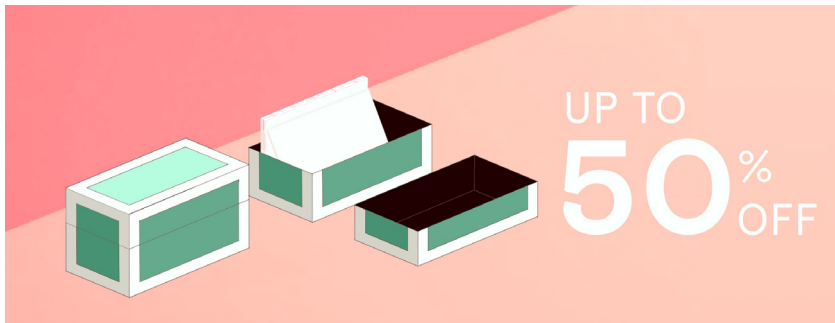
Reference
Current website: bitsandpieces.ae

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Idea

The idea for the sale section which you can see in the wireframe in the following page is an isometric perspective where the objects are to the left of the screen to make space for the sale text. Below in the image is a green box, details of which (including dimensions and material) can be found in the following link: http://www.bitsandpieces.ae/sale/pacific-connections-boxes-box-4762.html#.XDdLTxP7SK5

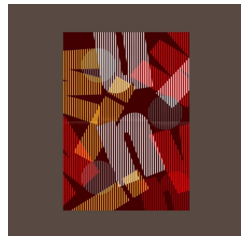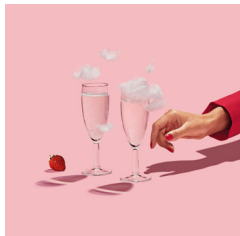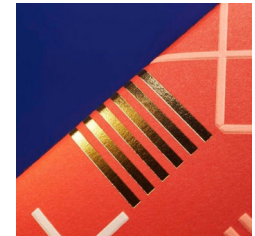The importance of this box is that it is one of the items that are on sale and so it has a discount of 50% off.
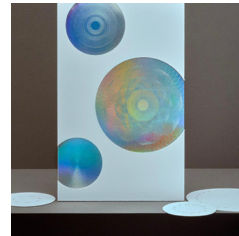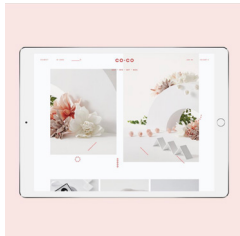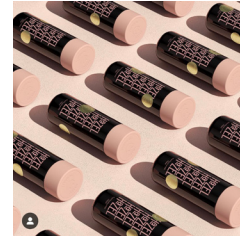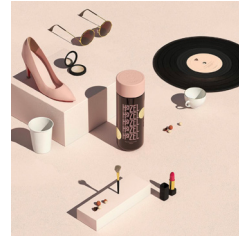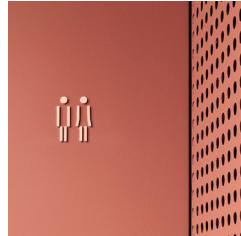

Reference Image
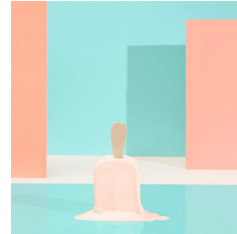
Bits and Pieces 3D Imagery

Specification

Inspiration
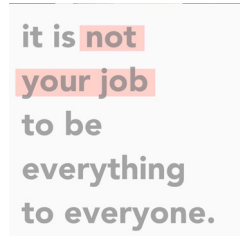
Bits and Pieces 3D Imagery

Specification

Bits and Pieces 3D Imagery

Specification

Analysis of E-Commerce Websites

Homepage

B& bits & pieces

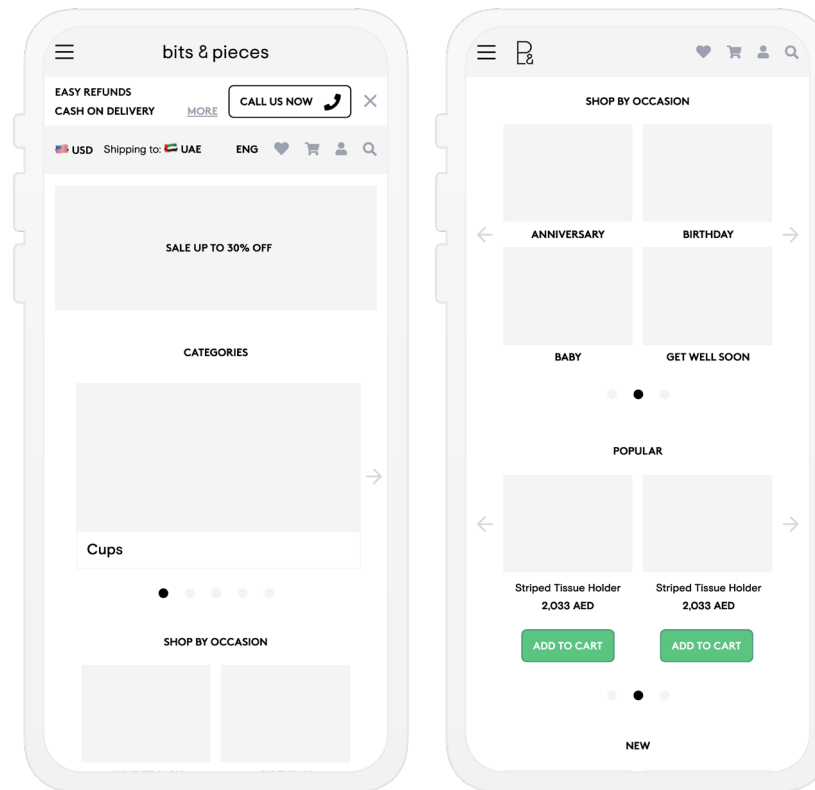# Bits and Pieces 3D Imagery

Specification

Analysis of E-Commerce Websites

Homepage

⊠ bits & pieces

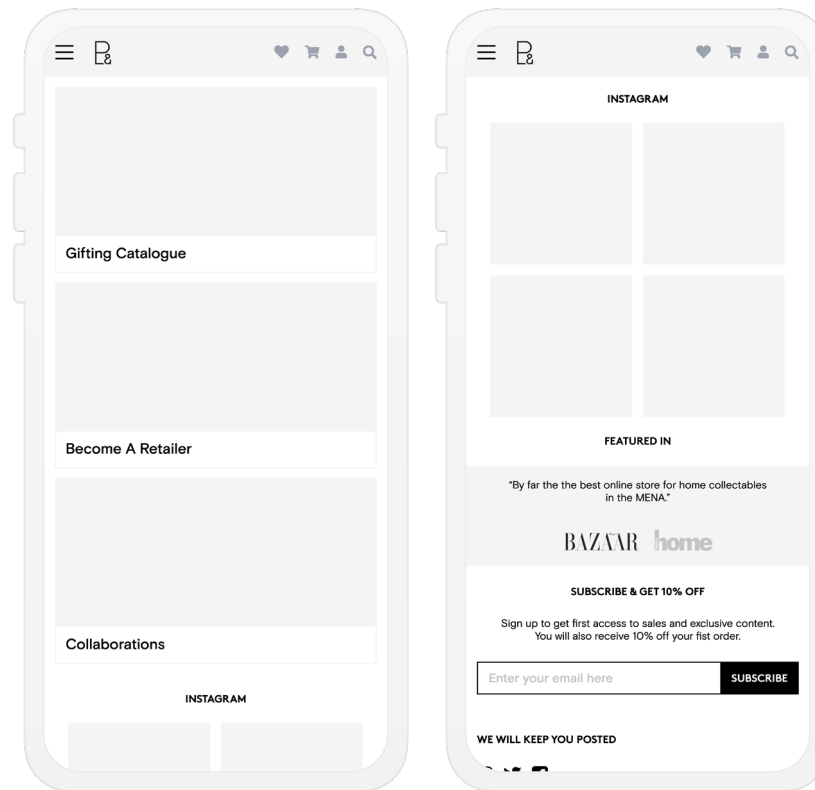# Bits and Pieces 3D Imagery

Specification

Analysis of E-Commerce Websites

Homepage
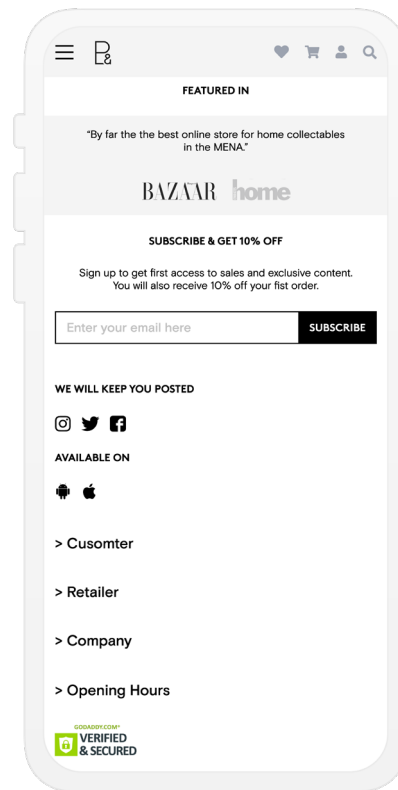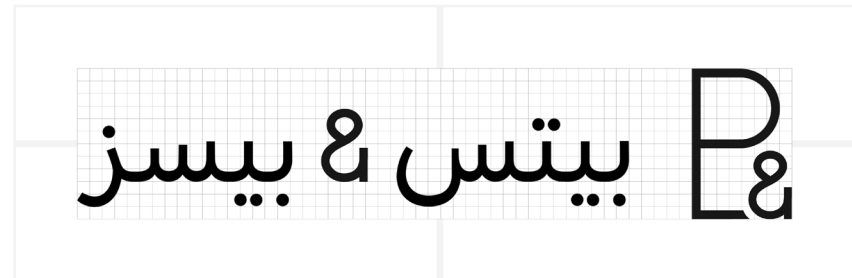
R& bits & pieces

Bits and Pieces 3D Imagery

Specification

Logo and Logotype Proportions
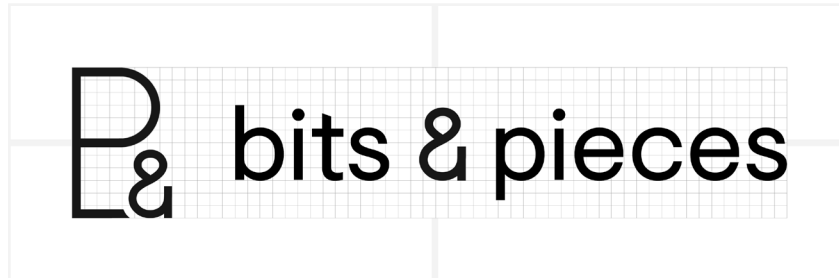
Bits and Pieces 3D Imagery

Specification

Colour Scheme

Tuft Bush	Provincial Pink	Burnt Sienna	Wild Sand	Mine Shaft	Gray

Hex:	#ffd8c8	Hex:	#fdf0ea	Hex:	#eb6969	Hex:	#f4f4f4	Hex:	#222222	Hex:	#898989
R:	255	R:	253	R:	235	R:	244	R:	34	R:	137
G:	216	G:	240	G:	105	G:	244	G:	34	G:	137
B:	200	B:	234	B:	105	B:	244	B:	34	B:	137

Bits and Pieces 3D Imagery

Specification

Typefaces for Text

Logotype font (English): Visuelt

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AaBbCcDdEe...

Logotype (English):

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Logotype font (Arabic): Apercu Arabic Pro

بيتس اند بيسز

ا ب ت ث ج ح...

Logotype (Arabic):

بيـتس & بيسـز

Font for headings & menu items: Basis Grotesque Pro

Home

AaBbCcDdEe...

Font for body text: Avenir

Lorem ipsum

AaBbCcDdEe...

Font for buttons: BROWN

SIGN UP

AaBbCcDdEe...

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Text Application

This page shows a sample screen to demonstrate the way that the brand assets could be used for the website.