

Interior Design website Style Guide

Home decorations are part of creativity and staying peaceful or calm. A home is a place where one can feel relaxed.

Logo with details of placement, colours, sizes

Logo Clear Space and Sizes Description

The logo made with purple color to look creative and imaginative. General logo design is rectangular instead of square or circle to be more creative and different.

The logo has
Width: 470px
Height: 260px
and is left aligned in NAV menu.



Icon style logo to display on main Bar.



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Typography and font details

I have chosen two fonts for this website which are as follows:

1. Srisakdi, cursive.
2. Roboto, san-serif.

I chose the above fonts to give a easy to read and matching/creative look to website.

I choose Srisakdi as a contrasting font which gives good and catchy looks to tagline. For headings I have used Roboto Black to emphasize bit more, and Roboto medium as a general text font.

I have also modified H2 tag and for hover I changed it from Roboto-medium to Roboto-black, which makes currently focused element look bit different.

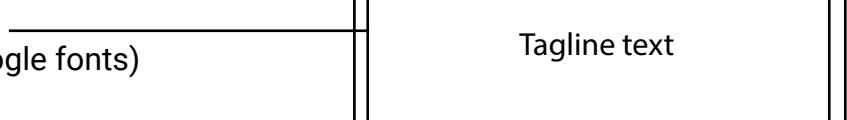
Sans-Serif:

Roboto regular



Srisakdi, cursive

(available on Google fonts)



Roboto Regular

On hover: Roboto black



Roboto regular



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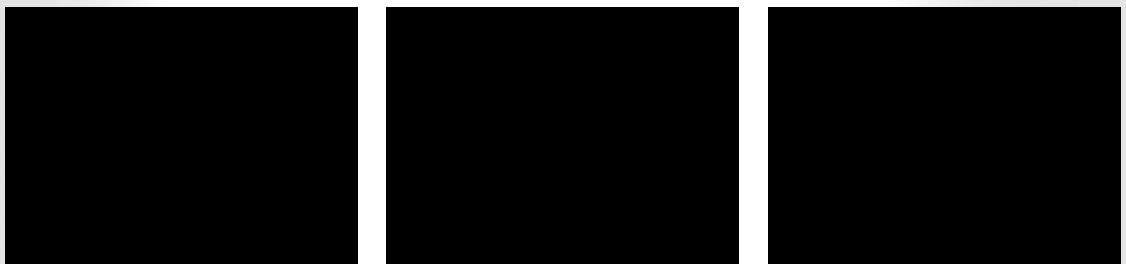
Layout of the pages

Grid Sizes

Size 1 of 1



Size 1 of 3



Size 1 of 2



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Interactive features

1) Hover:

I have made shadow styles over hover so that element gets more focused when a user interacts with it.



2) Social Media Icons:

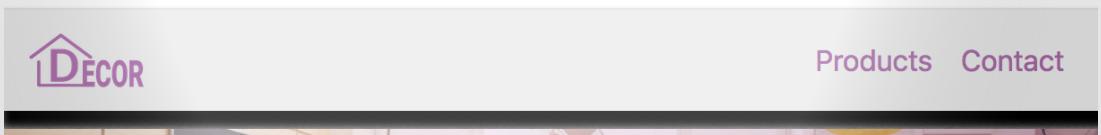
I have made social media icons Facebook and Twiter, Icons size are 30px and in white color because the footer background color is purple.

3) Links:

On the links color of text is change from light purple to black and also shadows of buttons will appear while mouse hover.

4) NAV Menubar:

when cursor is on NAV menu we shadows with be black color instead of gray.



4) Working Pages:

The website have 4 pages:

Home Page:

Product Page:

Category Page:

Contact Page:

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Colours and colour details

I chose three colors in my theme for this website which are as follows;
#a864a8 (light Purple / Creative/imaginitive wise).
#ebebeb (light Grey / Calm / Neutral).
#000000 (black/ neutral)

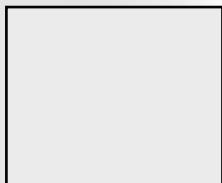
I chose the above colors to give a creative, balanced look to website.

Swatches



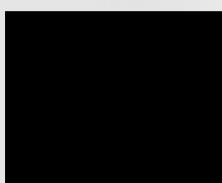
#a864a8 (light Purple)

R: 168 C: 36%
G: 100 M: 72%
B: 168 Y: 0%
 K: 0%



#ebebeb (light Grey)

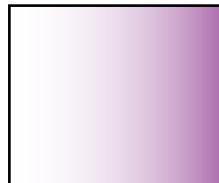
R: 235 C: 7%
G: 235 M: 5%
B: 235 Y: 5%
 K: 0%



#000000 (Black)

R: 0 C: 75%
G: 0 M: 68%
B: 0 Y: 67%
 K: 90%

Gradients



#a864a8 (light Purple)

R: 168 C: 36%
G: 100 M: 72%
B: 168 Y: 0%
 K: 0%

#ffffff (white)

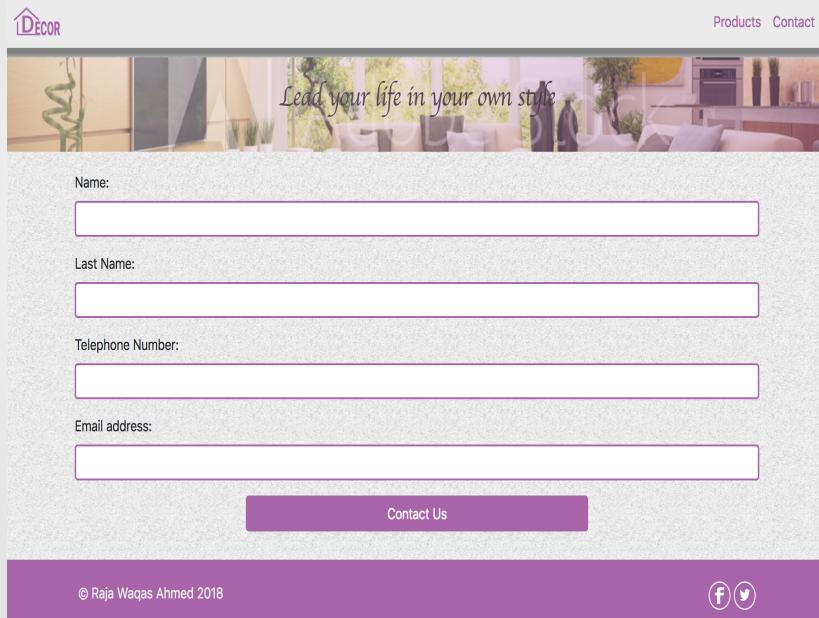
R: 255 C: 0%
G: 255 M: 0%
B: 255 Y: 0%
 K: 0%

from left to right

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Form Elements and details

website have a Contact form page which we validate through java script and have 4 Input fields. Style for the text input is solid border with 3px and same light purple color used throughout the theme. In the end there is a submit button on the form which has theme's purple color as background and white as foreground text color. Button style is consistent throughout the website



The screenshot shows a contact form on a website. At the top left is a logo with a house icon and the word 'DECOR'. At the top right are links for 'Products' and 'Contact'. Below the header is a banner with the text 'Lead your life in your own style' over a background image of a modern interior.

The contact form consists of four input fields:

- Name: A text input field with a light purple border.
- Last Name: A text input field with a light purple border.
- Telephone Number: A text input field with a light purple border.
- Email address: A text input field with a light purple border.

Below the input fields is a purple button with white text that says 'Contact Us'.

At the bottom of the page, a purple footer bar contains the copyright notice '© Raja Waqas Ahmed 2018' and social media icons for Facebook and Twitter.

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Graphic/image/media elements

Header Image:

header image on index page have a full page width size and also has gradient overlay with the same color scheme purple and white base to give it a theme's matching look. It is also mobile responsive.



Thumbnail Images for cards/categories:

I have made cards to display categories of products, which are basically 85% in width of bootstrap 3 columns. And the thumbnail size image inside the card is 100% covering with only 1px padding for the whole card.



Product page Images:

For the product page, the images are created with white background and smooth lights. Images are refined a bit in Adobe Photoshop. The sizing for display is 100% of the column width. And on this page, I have used 2 columns.

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Content Areas

Content plays very important role for a website's success. I have paid special attention to product-page where content about the product is written. First character of para is stylized differently to give a catchy look to the reader in the first glance. Secondly, I have also used different font sizes for different parts of the content, for example, smaller size for P tag and bigger size for heading, as well as very large size for first capital letter with different font than roboto-regular.

Also I have tried to explain as much info as possible about the origin and delivery.



Royal Cup

Top notch cup brought to you by market's No.1 brand. It has elegant color scheme

Designed in: **France**

Product availability: **Global**

*Special package order: [Contact us](#)

[Buy now](#) [Add to cart](#)

Dos and donts of sizes, placement etc

DOs:

- Make sure the product size is the same and consistent w.r.t. width and size.
- All the products categories will be in the 3-columns cards.
- Product page is 2 column.
- Make sure to use same CSS for first character of description paragraph

DON'Ts:

- Do not bring in new colors, make sure to use theme colors
- Do not modify heading and text sizes manually.

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Brand Personality and Target Audience

Home decorations are part of creativity and staying peaceful or calm. A home is a place where one can feel relaxed. Therefore, I have chosen those three colors to support the nature of the website and the respective users' mood and desires for a good user experience. As per website Home Decoration, I have chosen 3 colors to give a creative and balanced look to website.

1. #a864a8 (light Purple / Creative/imaginative wise).
2. #ebebeb (light Grey / Calm / Neutral).
3. #000000 (black/ neutral)

The visitors of the website are expecting creativity from this website, and usually purple shades are used for creative works or imagination. Similarly, I want the user to feel calm therefore I gave a bit more softer look by choosing grey as a secondary color. But to highlight the focus areas, I usually used black box-shadow to emphasize the mouse focused area.

As said earlier, the visitors of this website are usually expecting creative ideas for their home decor, and so they are looking creative, modern look. And since this type of creativity is about the home decor, and so a home is a place where one can feel relaxed, safe and calm, therefore I have chosen grey as a supporting color. Similarly, I want the user to feel the difference when the user hovers mouse point to various elements, therefore I have used black color of text or as a shadow of the box for the focused area.

I usually prefer light color background, specially white plain, which gives more natural and easy to read appearance of front content. However, as a requirement for this assignment, I made a very light texture myself in Adobe Photoshop to match the theme of the website and stay as soft as possible.