

# Interior Design website Style Guide

## 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. #ebebcb (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 for a 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 softer as possible.