PLK-01’s small and humble store in Laguna is renowned for a shopping experience like no other. We wanted to bring the same experience on the web. A large part of this online experience will be coming from our own design language. Introducing the PLK Design System, tailor made for PLK-12’s online store.

The Philosophy

Our products are in a class of its own. We at PLK-01 strongly believe in our products, so much that it is the center of our design language. Our design language embraces simplicity and contrast— heavy-handed presentation just takes the focus away from our high-quality products.

Transparency

The PLK Design System seeks to emulate the familiar experience when visiting our stores. Those who have visited our store have noticed its “open” feel with our generous use of glass. The PLK Design Systems incorporates this through “frosted glass” effects, ensuring that your attention remains on our products.

Colors

Our main colors, black and white, come from our name: 0 and 1. The reason for this is two-fold: these two colors maximize contrast and visibility, and allow us to use a third color that based on the accent colors of our products.

Typography

Monospace fonts are the main font used in the PLK Design System. Font weights differ dramatically, heightening contrast.