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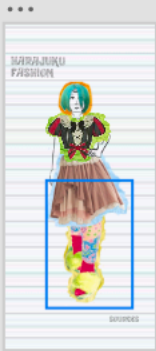
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DECORA KEI

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MORI KEI

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LOLITA

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VISUAL KEI

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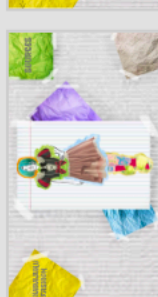
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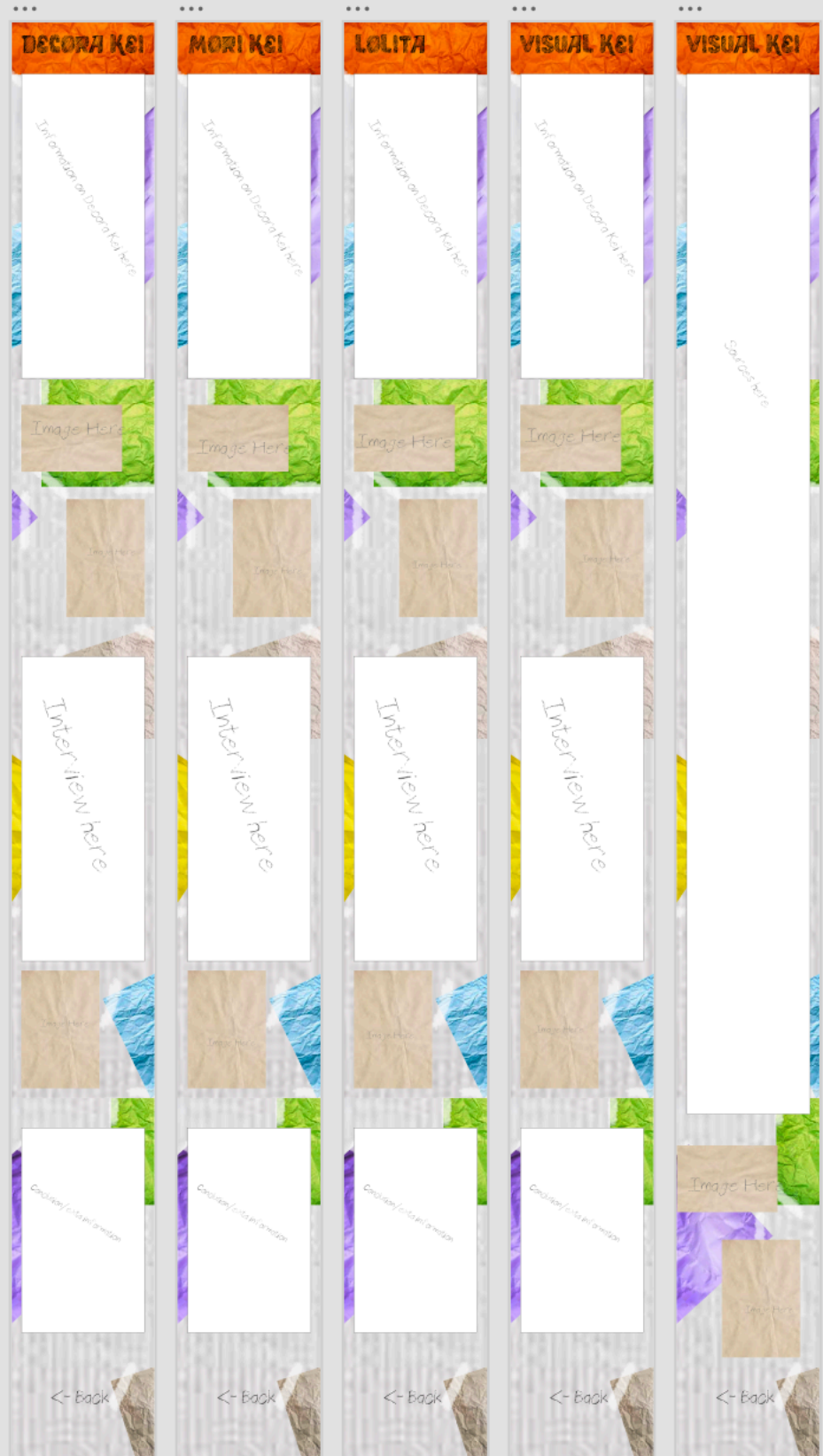
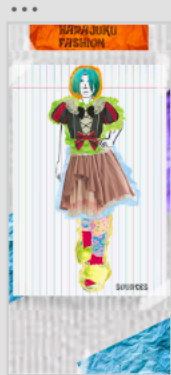
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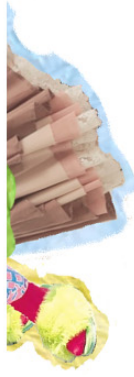


HARAJUKU FASHION

Style Guide



HARAJUKU FASHION



LOGO ARTWORK

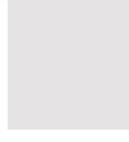
The "Harajuku Fashion" title is comprised of the vtks study typeface (logotype) in the middle of the collage of buttons (mark) used for the main website.

The logotype of the title should not be changed for any other. The logotype creator is credited in the typography.

The mark and the logotype can be used as separate identifiers. It is preferred to just use the logotype as the identifier.

COLOR

When colors need to be used, these are the colors that fit the theme of the website.



#e5e3e4



#92c9e2



#ed8820



#f2e14b



#bfd966



#b9a0ef



#000000



#ffffff

TYPOGRAPHY

VTKS STUDY - by Douglas Vitkauskas
link to font (free for personal use)-
<https://www.1001fonts.com/vtks-study-font.html>

Thin Pencil Handwriting - by JLH Fonts
Link to font (free for commercial use)-
<https://www.1001fonts.com/thin-pencil-handwriting-font.html>

BUTTON DESIGNS



These buttons are interactive to the webpage, seeming like it is a part of a photo, but each lead to a different style.

SOURCES

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There are some text that are interactive to show sources and to navigate back from the fashion webpages.