

AZTEC

STYLE GUIDE



1. LOGO AND NAME

The Aztec Logo is the sign of famous “acquisitions–incorporated”. The logo is only used in Navigation bar and the Footer of the website. The location of it in Navigation bar is on the very left side And in the Footer on top of all of the content present there. There is not much spacing around it in NavBar but in Footer the padding Class of “ Pt–5 ” is advised. The Logo can be easily found in Fontawesome Website. The actual link is attached to the bottom of this paragraph. The size of it depends on its place. Respectively 2 and 4 times bigger than the original size when used in NavBar and Footer. The Color , However, is always “AquaMarine” which is a standard color in HTML5, The hex and decimal value of the color are attached to the bottom of this paragraph.

Link to FontAwesome : <https://fontawesome.com/icons/acquisitions–incorporated?style=brands>
Aquamarine hex value : #66CDAA Decimal Value : rgb(102,205,170)

The name of course is Aztec, Fully in uppercase when used either in NavBar or Footer, Otherwise it is written like a regular word. The color depends on the background but it is always a choice between black and white. When placed in NavBar or Footer the font is Cinzel Decorative, Otherwise it is the same as other words, A link is addressed below in order to use the font. When placed in NavBar, The LetterSpacing of 0.7 Rem is advised. When used in footer, Respectively the FontSize and LetterSpacing of 9 and 0.6 Rem is advised. The name is always used next to the Logo, In the NavBar right next to it and in Footer below.

```
<link href="https://fonts.googleapis.com/css?family=Cinzel+Decorative" rel="stylesheet">
font-family: 'Cinzel Decorative', cursive;
```

2. COLOUR PALETTE

Not so many colours are used in our website, In fact we tend to use colours not in a direct way but through pictures. Since it is a website to present and sell cars we believe that pictures are playing an important role in order to convey information, We will get to that later on in the imagery section. However there are some colours in there, The most prominent one without a doubt is white followed by a light grey. We categorized the colours into to group of Primary and Secondary, both are mentioned below this paragraph along with their hex value. In case of NavBar a black color with the opacity of 40% is used.

Primary colours: White. #FFF Light Grey. #D3D3D3
Secondary color: MediumAquaMarine. #66CDAA Black. #000

3. TYPOGRAPHY

Except NavBar which uses the regular Cinzel font the rest use NanumMyeongjo Font. Links to use both of the Fonts are mentioned below. There is no restriction for FontSize, However, A mixture of h1,h2,h3,P tags are used within the website. Usage of LeadClass is advised if you want a paragraph stands out better.

```
<link href="https://fonts.googleapis.com/css?family=Cinzel" rel="stylesheet">
<link href="https://fonts.googleapis.com/css?family=Nanum+Myeongjo" rel="stylesheet">
```

```
font-family: 'Nanum Myeongjo', serif;
font-family: 'Cinzel', serif;
```

4. IMAGERY

Images are Absolutely one of the most prominent and eye Catching part of the website. As mentioned before they are the tools to convey information. The mainstay to use an image is its quality, Followed by its size. When using some images together as we do for instance in Carousels, The usage of images with different main colours is advised. Make sure to resize your image before use in order to prevent estimated shrinkage or stretch. An online and usefull image editor tool is addressed below.

<https://resizeimage.net>