Branding Guide

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Purpose and Audience

This portfolio webpage is designed for audience, including potential employers and collaborators, to showcase my skills as a UX designer. The design should be clean, modern, and responsive, with a focus on usability and visual appeal.
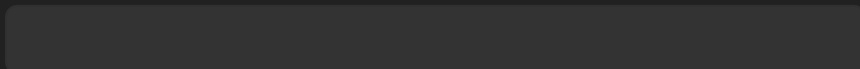
Color Scheme

Primary Color: #2E86C1 (vibrant blue for navigation, headings, and links)

Secondary Color: #F4F6F6 (light gray for the back ground)

Text Color: #333333 (dark gray for readability)

Accent Color: #E74C3C (soft red for buttons, hover effects, and highlights)

Typography

- Font Family: 'Roboto', sans-serif (for body text, lists, and paragraphs)
- Headings: 'Montserrat', sans-serif (for h1, h2, h3 to create hierarchy)
- Font Sizes:
    - h1: 36px (main heading: "Welcome to My Portfolio")
    - h2: 24px (section headings: "About Me", "Contact Me")
    - h3: 20px (sub-section headings: "My Skills & Experience")

- Body Text: 16px (paragraphs, lists, table content)
- Font Weight:
    - Headings: 700 (bold)
    - Body: 400 (regular)

- Text Alignment: Center for headings, left for body text

Layout and Hierarchy

- Use a flexbox layout for the .flexbox-element div (e.g., the lists section) to ensure responsiveness.
- Navigation bar at the top with a sticky position for easy access.
- Main content in a centered container with a max-width of 1200px.
- Image should have a max-width of 100% for responsiveness.
- Table should have clear borders and padding for readability.

Visual Appeal

- Use rounded borders (border-radius: 5px) for the image and table.
- Maintain consistent padding (20px) and margins (15px) for spacing.
- Ensure high contrast between text and background (e.g., dark text on light background).
- Links (e.g., navigation, "Jump to Contact Section") should use the primary color and change to the accent color on hover.