

# STYLE GUIDE



## 1. About the Design Room

### 2. Logo

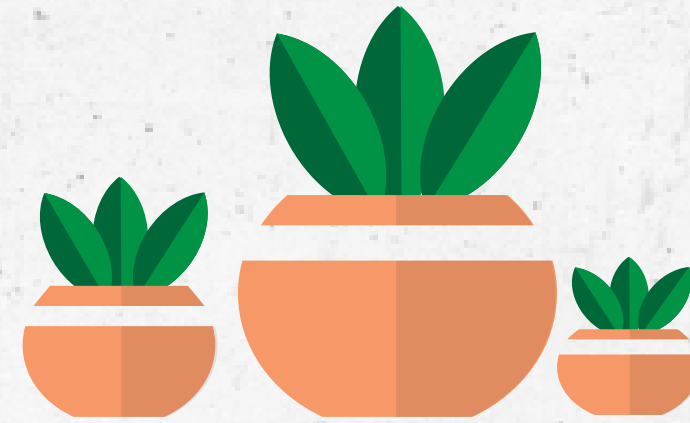
### 3. Icons

### 3. Color

### 4. Typography

### 5. Visuals

# Style Guide for interior design company



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the **DESIGN**  
ROOM

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Modern and contemporary.

Residential and commercial Spaces.

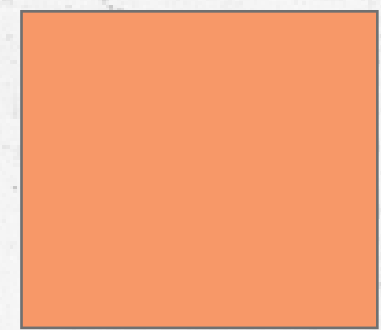
Focusing in environmental solutions and bringing natural elements into the designs.

Working together with clients to create beautiful and stunning interiors.

Pushing boundaries yet still staying true to traditions and harmony of the elements.

# LOGO

## COLORS:



HEX: #F79868  
R: 247  
G: 152  
B: 104



HEX: #006635  
R: 0  
G: 102  
B: 53

## FONT:

**FREIGHT BIG PRO - SIZE 90PX**

**SUBTITLE - SIZE 50PX**

## FAVICON



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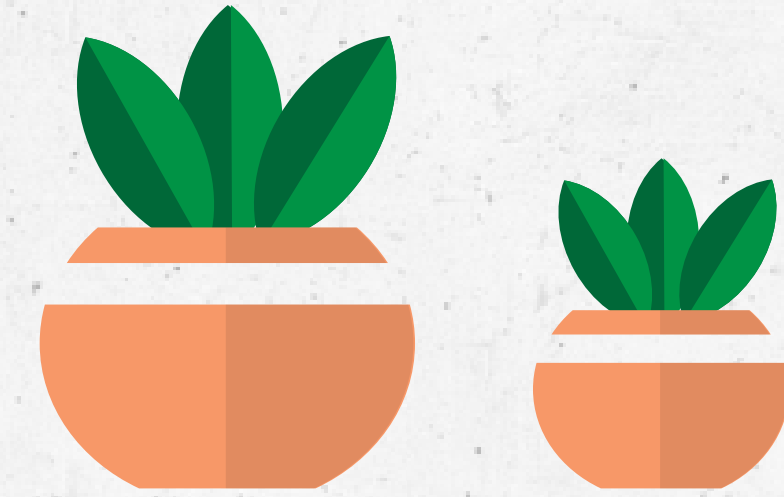
the **DESIGN**  
ROOM

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# DO'S AND DONT'S

DO:

- Do use the word "the" in small captials
- When scaling the logo up or down, hold Down the shift key to keep the porpotions correct.
- You can use the icon for the plant, to reinforce and repeat the logo wihtout using the whole logo.
- The logo can be scaled up and down in size.



Don't

- Do not modify the colors of the logo. Keep the logo in the same colors as specified
- Do not use the logo in black, that takes away the uniqueness of the logo and the environmental friendly focus of the company.



Incorrect use



Incorrect use

## ICONS:



Use the circular Social Media Icons  
The colors can be in orange, green or black.  
The icons can be used on white or black background and on the background pattern for the website

This is the icon for the shopping bag.  
Do not use a shopping cart or any other icon.



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Incorrect

## COLORS:



HEX: #F79868  
R: 247  
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B: 104



HEX: #006635  
R: 0  
G: 102  
B: 53



HEX: #61306C  
R: 97  
G: 48  
B: 108

The color scheme to be used is a Triadic color scheme. It is orange, green and purple used in lighter shades, to not make the colors too dramatic and keeping in the light and natural scheme.

When using color on the website - follow the 60-30-10 rule.

The dominant color is orange, the secondary is green and the third color purple is used sparingly as an accent.

Use the image on the following page as an indicator. White and light colors enriched by the triadic color palette.

## BACKGROUND:

The background is "Old Wall Pattern" made by Bartosz Kaszubowski, from Toptal.com

It is an old concrete wall with light shades.

This will be used on all the pages throughout the website. This gives an impression of the texture of a wall and leads the thoughts to materials.

It is light and gives a luxurious and modern look to the site.



# HEADING 1

FreightBig Pro Size 90px

## HEADING 2

FreightBig Pro Size 50px

### HEADING 3

FreightBig Pro Size 34px

Subtitles

Montserrat Size 30px

Text and paragraphs

Montserrat Size 20px

Text for buttons

Montserrat Size 30px, uppercase

CLICK HERE

CLICK HERE

HEX: #61306C

R: 97

G: 48

B: 108

Hover color:

45% opacity

FreightBig Pro is an Adobe Font and is a serif font which can stand out and is an unique feature for the logo. The font is then carried throug in the headlines, in uppercase. Even if it is a serif font it has an elegant and modern look to it.

Paired with Montserrat for the body text which is also a minimalist and modern font, it gives the website an exclusive and uniqe look.

FreighBig Pro can only be used in uppercase but Montserrat can be used with both lower- and uppercase.





## TEA POT

Handmade - (artists name/brand)  
Price - £40,-



## CERAMIC VASE

Handmade - (artists name/brand)  
Price - £40,-



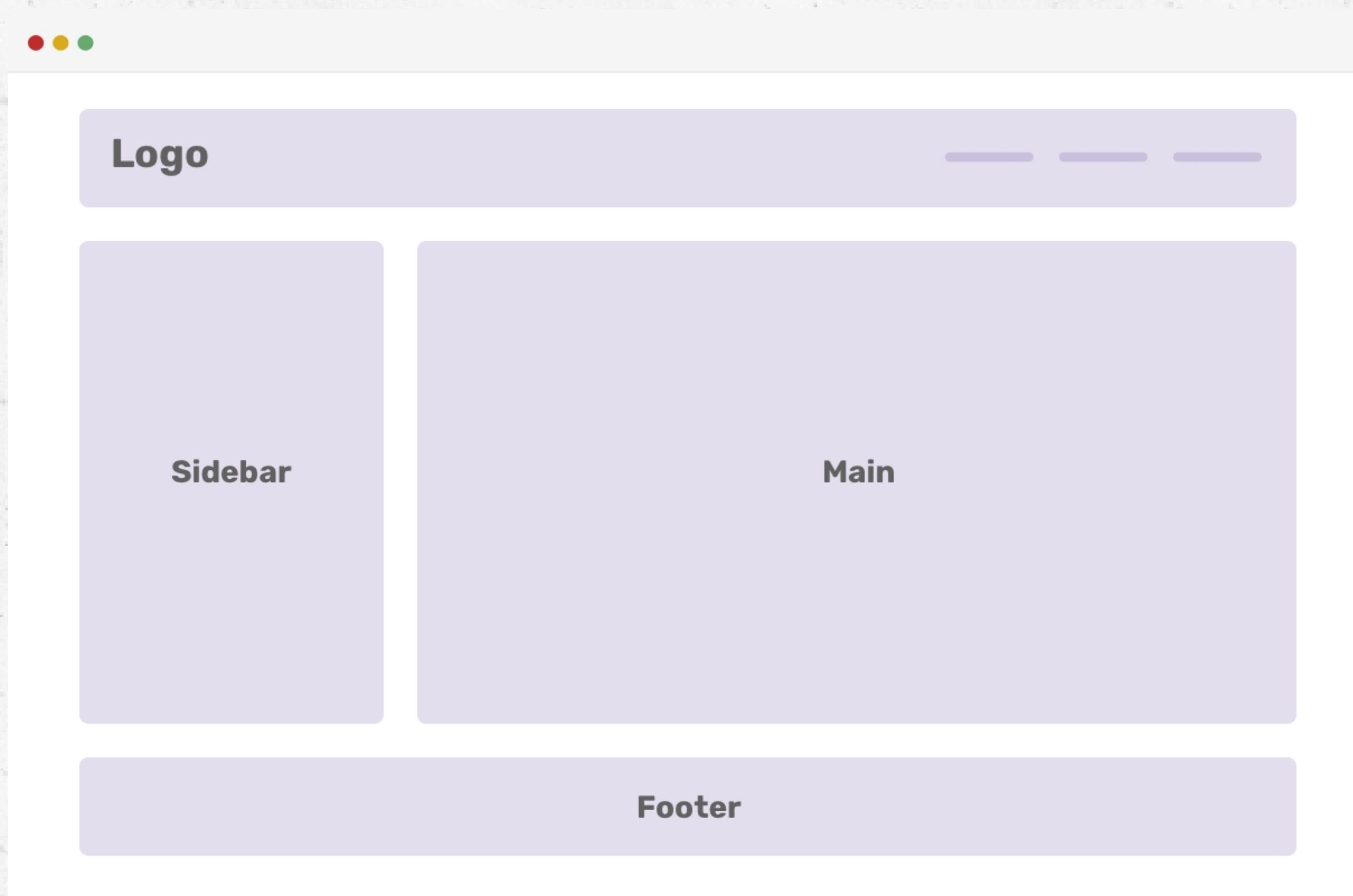
## CERAMIC BOWL

Handmade - (artists name/brand)  
Price - £40,-

Product images are placed in a 3 column responsive layout, which becomes 1 column on smaller screens. Name of product is placed underneath image, centered and With the font FreighBook Pro in size 34. Subtext and price is also centered and with the font Montserrat in size 20. Product images have a dropshadow of x=15, y=15 and blur of 10.

Keyword for images:  
light, natural, green, luxurious and organic.

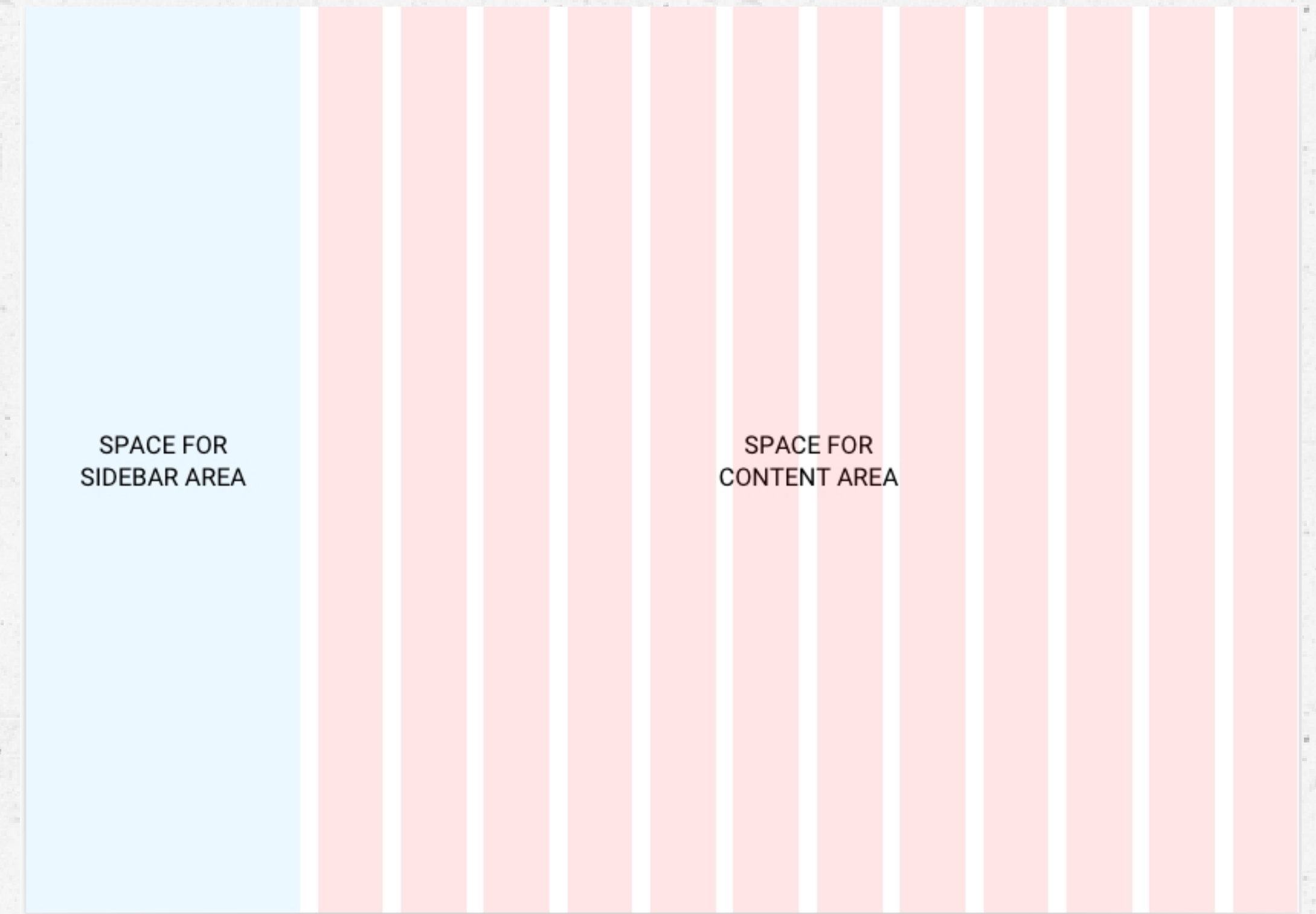
## FRONT PAGE GRID



Front page shows a large image and the sidebar has links to direct the user further throughout the site.

The Main section can also be a gallery or a video, as long as the images stay within the company profile. The top area includes logo, shopping cart and login to a customer profile.

## PRODUCT PAGE GRID



Product page has the same sidebar as frontpage and a 12 column layout.