

Style Guide

GRC 175 Web Design & Publishing
Kyle Smith Project One

Colors

The main color scheme for my site will be blue and yellow for the headlines, off-white for body copy, and tints of black. Any tints are available but the design needs to pop.

R background 17, 17, 17
G yellow: 216, 191, 2
B blue: 19, 95, 255
body copy: 215, 215, 215

Logo and Logotype

Logo creation is completely up to you as long as it follows the color guidelines and continues the theme for the site.

Graphics

Graphics for the site will include:

background city image that will have a transparent box to improve contrast

headline text that will serve as a banner

navigation buttons: about, project two, and project three. These will be roll over's.

welcome text that will be a rollover to help make the site more visually engaging.

tmcc logo located at the bottom of page.

All graphics placement and usage will be at your discretion.

Typography

Headline: HELVETICA

Subheads: HELVETICA

Body copy: FUTURA

Any font weight or variation is acceptable

Design



PROJECT ONE