

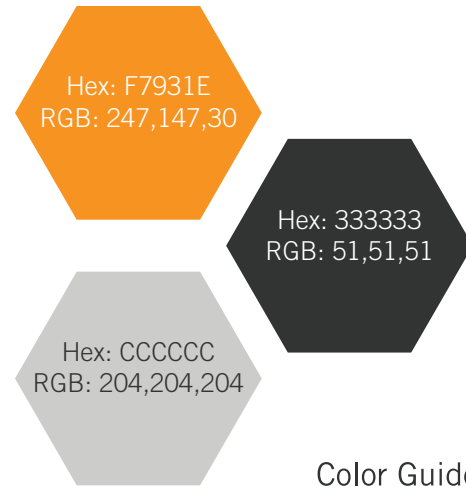
Chris Quantrell

Web Design and Publishing

Style Guide

Colors

The Chris Quantrell Brand uses Orange and various shades of gray. The colors have been attached to this document



Logo & Logotype

There are two logos that may be used for this web page. The logo is made from Trade Gothic Standard Bold.

If the background has some contrast issues that conflict with the logo it is advised that you use only one color for the entire logo. If the background has a high value use the dark gray color. If the background has a dark value use white.

The combination mark may also be used if desired which is attached to the right



Graphics

There are two types of graphics used in the design.

The background Images where drawn in Adobe Photoshop using a grayscale pallet. The background uses the light gray color as indicated earlier.

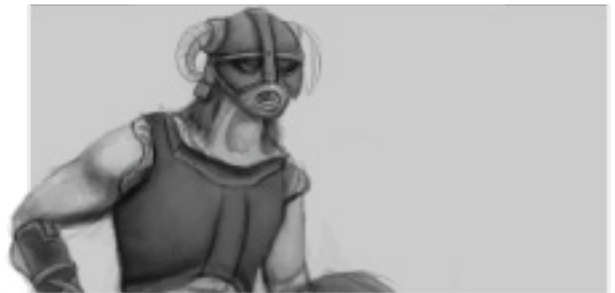
The other type which includes buttons and bannors uses Adobe Illustrator. Button sizes are devisible by 16, 8, 4 and 2. This is done to keep to the 960 grid system.



Sample Social-Networking Button



Sample Navigation Tab



Sample Drawing

Typeography

There are two type families used Verdana, and Trade Gothic.

Since Trade Gothic is not web safe, It is used for banners, buttons. Verdana is used for body copy.

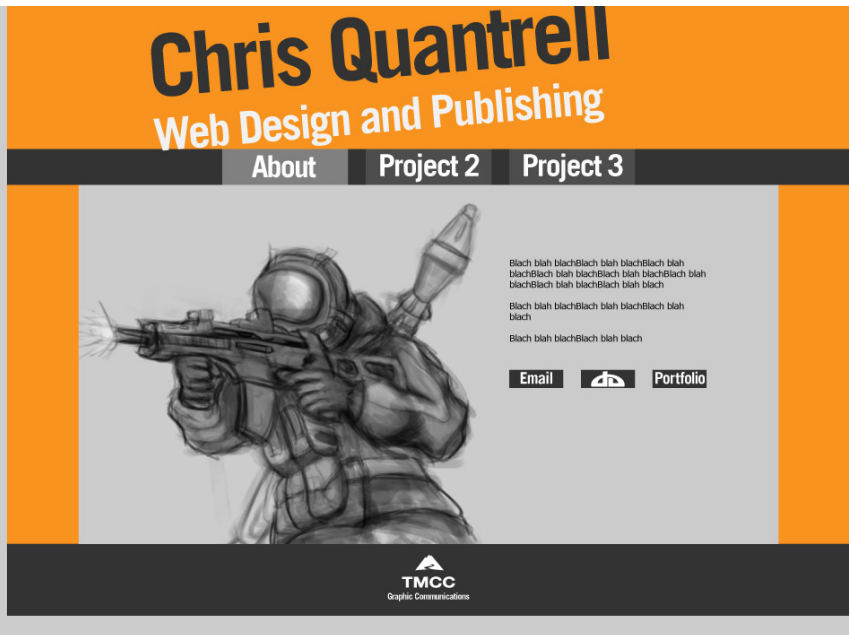
Trade Gothic	regular
Trade Gothic	regular
Trade Gothic	bold
Verdana	regular
<i>Verdana</i>	<i>italic</i>
Verdana	bold

Chris Quantrell

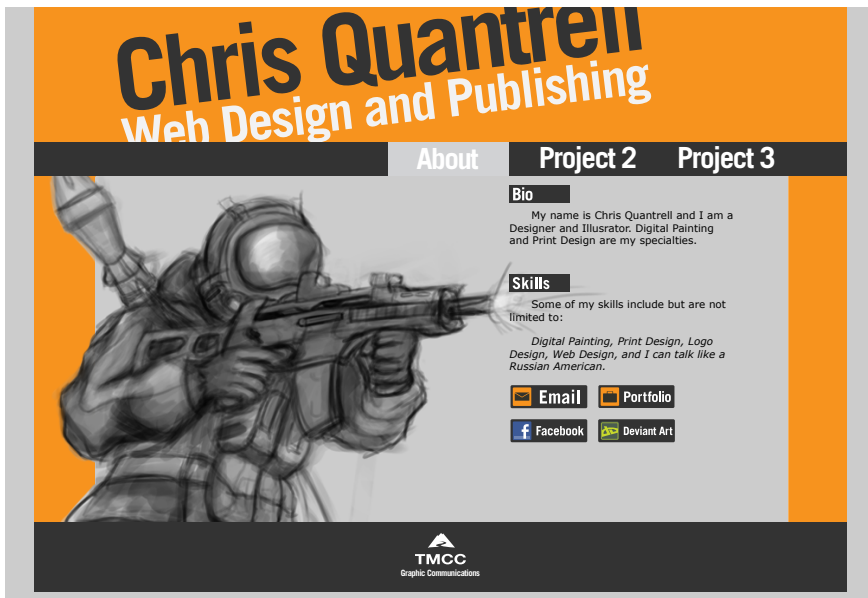
Web Design and Publishing

Design

The following are the various designs and their updates throughout the design process.



Alpha Design used for the preliminary critique



Current design which is a vast improvement rotated the banner type to make it more dynamic.

Added better social networking buttons as well. Also aligned the navigation buttons to the right and edited the colors.