K&G PAINTING & REMODELLING

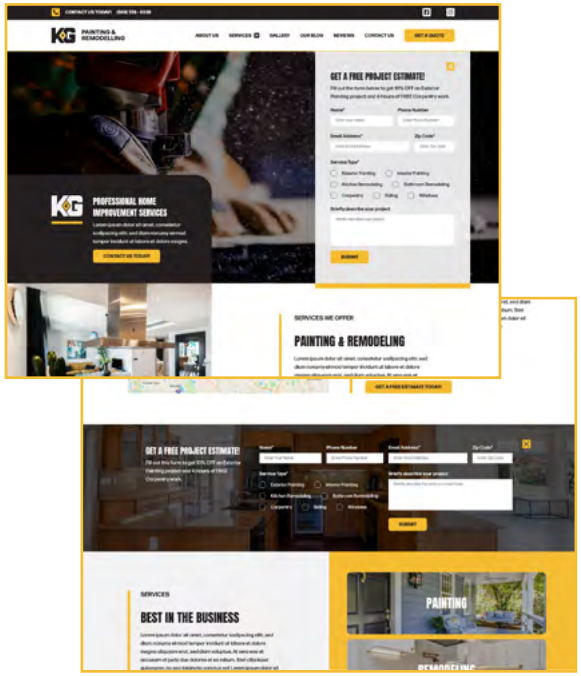
DESIGN GUIDELINES

Branding, Website Structure, & Style Notes!

TABLE OF CONTENTS

WEB NOTES	p. 3
TYPOGRAPHY	p. 4
COLOR PALETTE	p. 5
LAYOUT	p. 6 - 7
INTERACTABLES	p. 8 - 9
ICONOGRAPHY	p. 10
IMAGERY	p. 11
EXTERNAL LINKS	p. 12

WEB NOTES



QUOTE:

The Quotes can close to reduce the amount of space it uses up on the page. Once closed, do not make it come back unless the page is refreshed. When the “Get a Quote“ button is pressed, a similar quote overlays on the page.

EFFECTS:

Fading in effects do well on text elements. Images work well with zooming effects (On hover, it zooms in on the photo but doesn’t change its size). Parallax effects work well with headers and image backgrounds.

In the Footer, there is vertical / sideways text. If you cannot recreate the design, feel free to place it Horizontally over the Links instead of on the side; similar to how this pages text is aligned where the sub-title is over the line and body of text.

TYPOGRAPHY

H2	FORMA DJR TEXT BOLD
H1	ANTON REGULAR
H3	FORMA DJR TEXT EXTRA BOLD
H4	FORMA DJR TEXT REGULAR
P	FORMA DJR TEXT MEDIUM
A	FORMA DJR TEXT EXTRA BOLD

NOTES:

Overall typography scaling is x2 (Even) / ±4 (Multiple of 4). Size type appropriately to ensure the heirarchy of the text is in order shown on the mockup. The Line-spacing (or leading or line-height), for all lines of text, should be a multiple of 4. Size type appropriately to ensure text is not too tight or loose. The line spacing for the mockup is +12px to the font size.

COLOR PALETTE

HEX:
#F3BD34

RGB:
(243, 189, 52)

CMYK:
5.26.92.0

HEX:
#FFFFFF

RGB:
(255, 255, 255)

CMYK:
0.0.0.0

HEX:
#231F20

RGB:
(35, 31, 32)

CMYK:
70.67.64.74

HEX:
#F2F2F3

RGB:
(242, 242, 243)

CMYK:
4.3.2.0

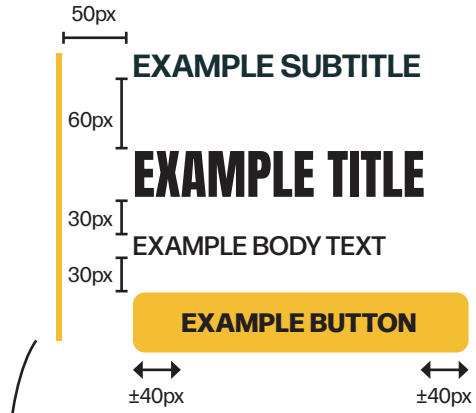
HEX:
#707070

RGB:
(112, 112, 112)

CMYK:
57.48.48.15

LAYOUT

TYPOGRAPHY SPACING
FOR WEB & MOBILE



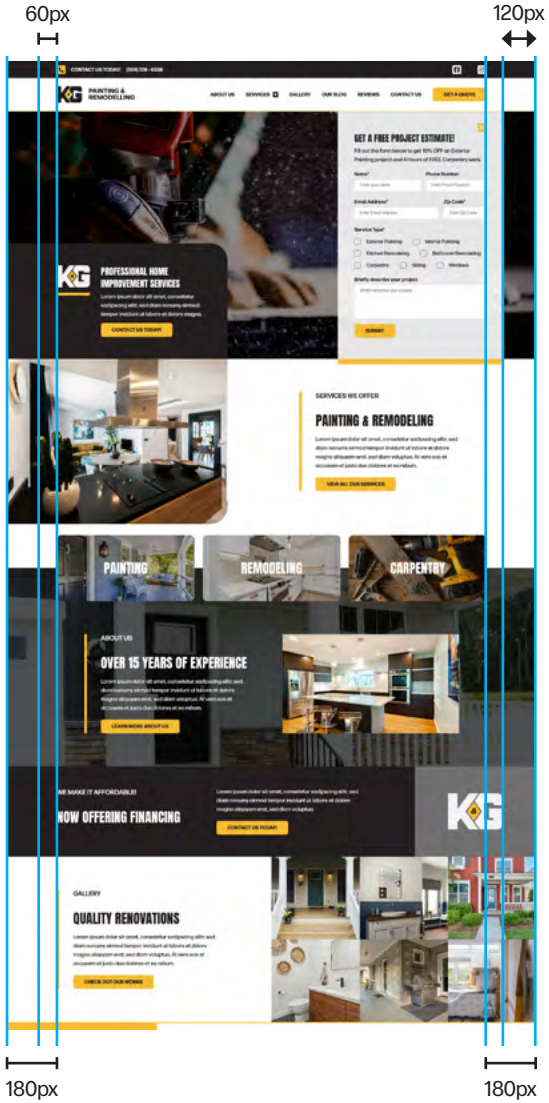
Mobile & Web Corner Radius: 8px

Mobile & Web Button Height: 50px

Button widths can vary but the heights do not.

Input fields do not have a rounded corner.

Line width is 10px on Web and 5px on Mobile. The spacing between the line is 50px on Web and 35px on Mobile. The height of the line varies but is always the same height as the text content it is paired with.



NOTES

The overall content spacing is in multiples of 10 / ±10px. Give all content on the page adequate spacing from the screens edges. For web margins, keep content 120px - 180px from the screens edges. For mobile margins, keep content a minimum of 40px from the screens edges.

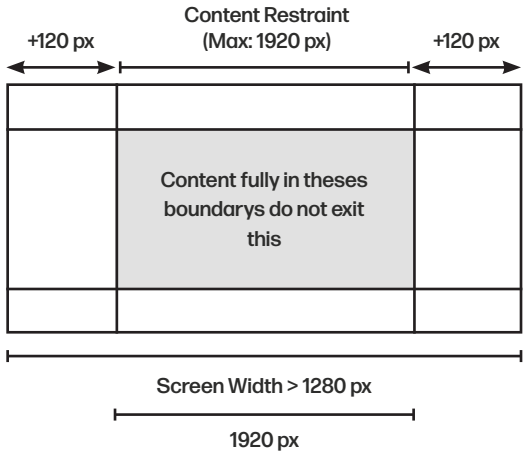
The overall spacing for typography and for the elements is: x2 (Even) / ±10px. Keep text left justified. Make sure to use multiples from the spacing scale to leave adequate space between typographic elements within the same container.

LAYOUT

WEB VIEW

The written content should not have a width greater than 880 px. Any screen width size larger than 1920 px should extend the sides of the website only.

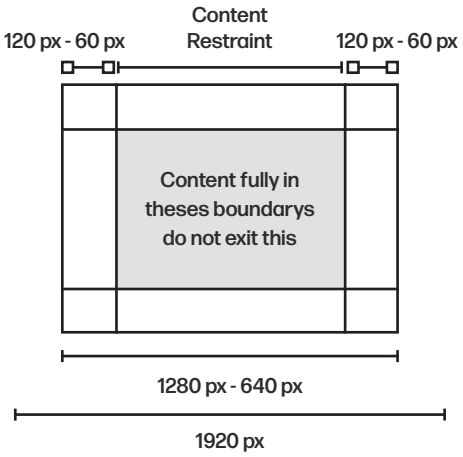
screen width 1280 px and up



TABLET DIMENSIONS

For screen widths between 1280 px & 640 px, keep margins 120 px - 60 px from screen edges. For the Gallery Sections (not the gallery page), keep the grid 3 columns but put under the Text container.

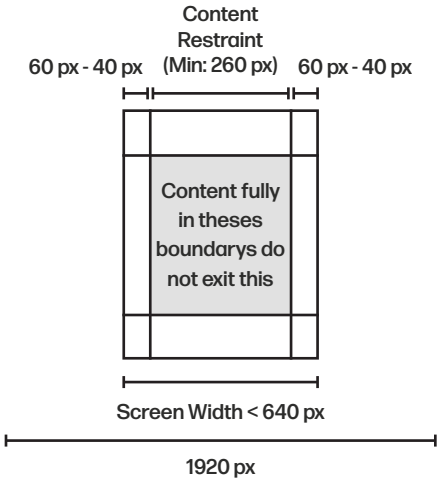
screen width between 1280 px & 640 px



MOBILE VIEW

The written content should not have a width less than 260 px. For screen widths less than 640 px, keep margins 60 px - 40 px from screen edges. Collapse all columns in to 1 column.

screen width less than 640 px



NOTE:

Any Image in contact with the edge stays in contact and extends / shrinks with screen size. If image is within margins, keep within margins; shrink and collapse when needed for smaller devices.

INTERACTABLES

STATIC

EXAMPLE BUTTON

Text: #231F20
Button: #F3BD34
Stroke: None | 0px

EXAMPLE BUTTON

Text: #231F20
Button: #F3BD34
Stroke: None | 0px

EXAMPLE BUTTON

Text: #FFFFFF
Button: #231F20
Stroke: None | 0px

HOVER

EXAMPLE BUTTON

Text: #231F20
Button: None
Stroke: 231F20 | 2px

EXAMPLE BUTTON

Text: #231F20
Button: None
Stroke: 231F20 | 2px

EXAMPLE BUTTON

Text: #231F20
Button: None
Stroke: #231F20 | 2px

MUTED

EXAMPLE BUTTON

Text: #231F20
Button: #707070
Stroke: None | 0px

INTERACTABLES

STATIC

EXAMPLE BUTTON

Text: #FFFFFF

EXAMPLE BUTTON

Text: #231F20

INPUT LABEL

Input Placeholder

Label: #231F20
Field: #FFFFFF
Text: #707070
Stroke: None | 0px

INPUT LABEL

Input Placeholder

Label: #FFFFFF
Field: #FFFFFF
Text: #707070
Stroke: None | 0px

HOVER

EXAMPLE BUTTON

Text: #F3BD34

EXAMPLE BUTTON

Text: #707070

INPUT LABEL

Input Placeholder

Label: #231F20
Field: #FFFFFF
Text: #707070
Stroke: #F3BD34 | 1px

INPUT LABEL

Input Placeholder

Label: #FFFFFF
Field: #FFFFFF
Text: #707070
Stroke: #F3BD34 | 1px

TOGGLE

INPUT LABEL

Input Text

Label: #231F20
Field: #FFFFFF
Text: #231F20
Stroke: #F3BD34 | 1px

INPUT LABEL

Input Text

Label: #FFFFFF
Field: #FFFFFF
Text: #231F20
Stroke: #F3BD34 | 1px

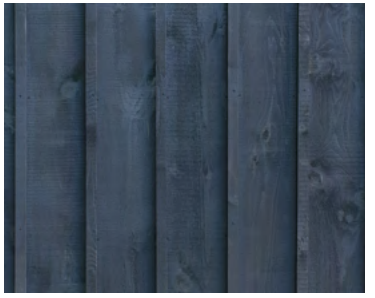
ICONOGRAPHY

Style: Rounded Square / Flat / Solid / Mono-Color

Icons are designed in a flat, slightly rounded, square style that utilize the solid colors of the color palette. The outer square is 32 px and the inside symbol is 20 px. Feel free to adjust the size of the whole icon but keep the ratio from the inner symbol to the outer square the same (±12 px).

IMAGERY

Capture a variety of in-progress and completed projects. Get a wide collection of residential kitchen and bathroom remodels. Dynamic photos of carpentry work and other wood works are best to match the theme of the website. White, Black, Yellow, Tans, Browns, & Greys / Silvers are good composition colors for focal points in photos.



EXTERNAL LINKS

Write Review: https://search.google.com/local/writereview?placeid=ChIJeQrd-WmL44kRHCUhuMBYEfg

View Reviews: https://search.google.com/local/reviews?placeid=ChIJeQrd-WmL44kRHCUhuMBYEfg

Facebook: https://www.facebook.com/KandGPaintingInc

Instagram: https://www.instagram.com/kgpaintinginc/

OTHER LINKS

Mockup Link: https://xd.adobe.com/view/286b3318-7158-490c-a1b5-e0969d7232a1-7d38/

Visit this link to view the prototype of the functions and interactables of the website.

Web Assets: https://drive.google.com/drive/folders/1-ZjP2jJTI49edxni7ALJmQ_rWfNhCcjX?usp=drive_link

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