

DM

**Debbie
Murdock**
Style Guide



Vision Statement

Creating clean, clear and classy digital web designs

Target Audience

Key Demographics



Age: Range 25-55

Gender: 57% Men
43% Women

Psychographics: Possess a strong work ethic, and look for opportunities to network. Working professionals who value family and spending time with them. Very sociable and able to work well in a group setting.



Education: Bachelor of Science or Master Degree

Occupation: Web Design and Development, UX Designer, UI Designer, Graphic Design

Income: Salary ranging from \$75,000 to \$120,000

Skills: Programming, Marketing, Digital Design



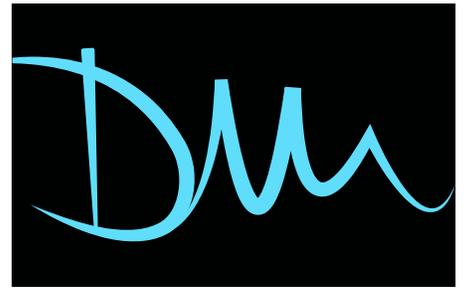
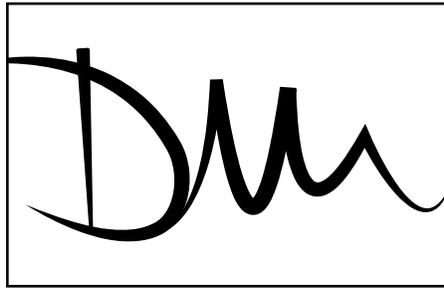
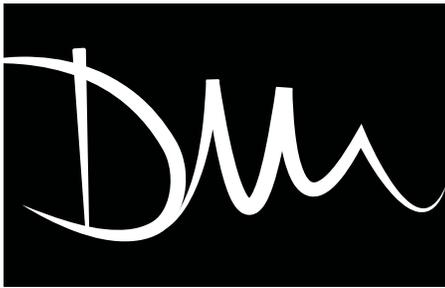
Location: Salt lake County and cities that are within 25 miles of downtown Salt Lake City

Interests: Outdoor recreation including hiking, cycling and camping. Personal side projects in Web Development or digital design, actively involved in the community.

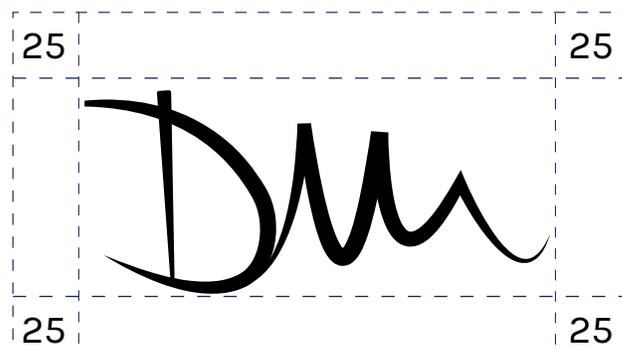
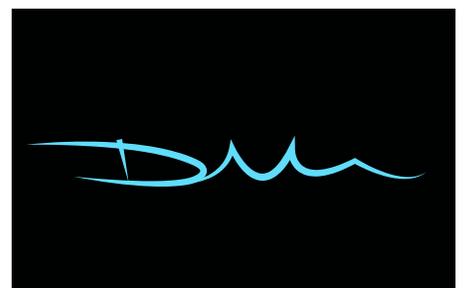
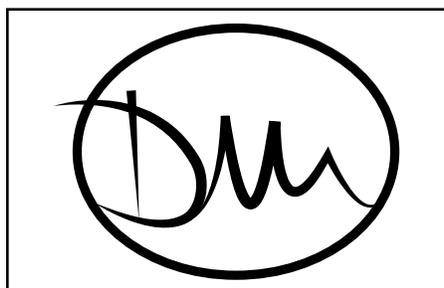
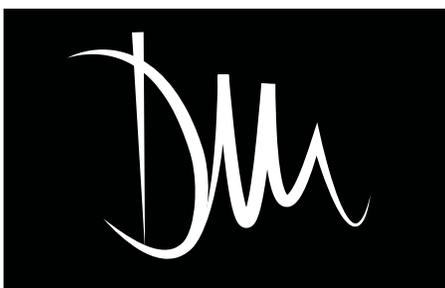
Logo

The logo for Debbie Murdock portfolio site uses the initials DM from her own handwriting. It was converted into a vector graphic using Illustrator. The logo can be shown on different backgrounds in white, aqua blue, or black. It is not to be squished, stretched, or have any shapes framed around it.

Do:



Don't:



Fonts

Stalemate - Headings

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Poppins - Titles | Body Copy

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Font Sizes

Heading 1: 60px, bold

Heading 2: 60px, normal

Body Copy: 16px, normal

Title Text: 1em, bold

Caption Text: .9em, thin

Button Text: 20px, bold

Figure Caption: .7em, thin

Heading 1

Heading 2

Body Copy

Title Text

Caption Text

Button Text

Figure Caption

Photographs

Personal images will be displayed with curved border edges, black blurred shadow, and thin blue line on the bottom border.

box-shadow: 0px 1px 15px 0px #000000;



class="rounded-2"

border-bottom: .5px solid #5fddf6;

Portfolio images will be displayed with curved border edge. The black blurred shadow and thin blue line will not be present.



border-radius: 4px;

Buttons & Links

Buttons

Button

Button

Button

Links

Nav Links **Portfolio** **About** **Contact** **Résumé**

Nav Hover **Portfolio** **About** **Contact** **Résumé**

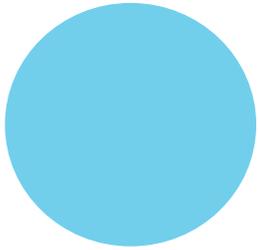
Active State **Portfolio** **About** **Contact** **Résumé**

Internal Links **Facebook** **Instagram** **Behance**

Second Nav **Style Guide** **Prototype** **Process Book**

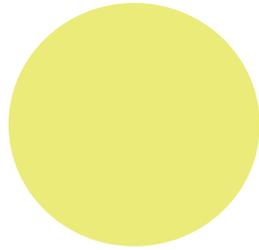
Social Media **f** **@** **in**

Color Palette



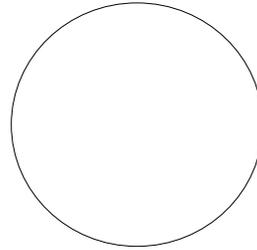
HEX: #5FDDFB

RGB: 95, 221, 251



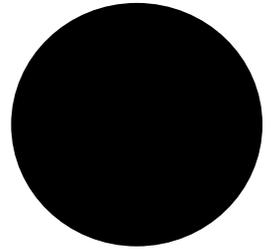
HEX: #EDEF77

RGB: 237, 239, 119



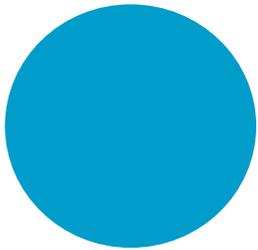
HEX: #FFFFFF

RGB: 255, 255, 255



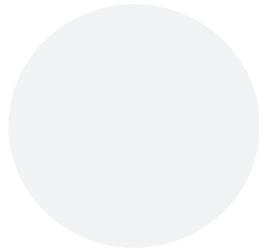
HEX: #000000

RGB: 0, 0, 0



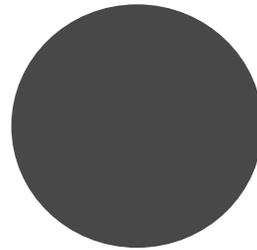
HEX: #009CC1

RGB: 0, 156, 193



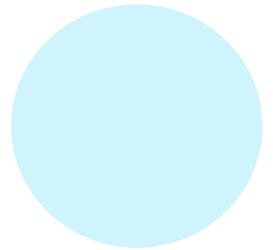
HEX: #F2F2F2

RGB: 242, 242, 242



HEX: #474747

RGB: 71, 71, 71



HEX: #5FDDFB

RGBA: 95, 221, 251, 0.3