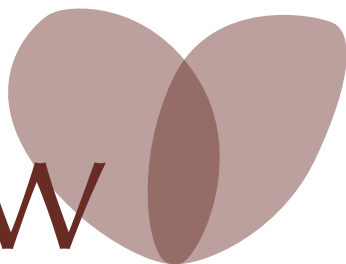# ANew

Style Guide

Anew is an online jewelry retailer geared specifically towards couples who have been previously married, and are looking for understated, timeless jewelry. These style guidelines are meant to present clients with a cohesive, enjoyable, and consistent shopping experience.

ANew

Contents

Color Strategy

Color plays an important part in eCommerce. Since eCommerce is primarily a visual medium, color choice is extremely important, and has been known to both bring cutomers in, and drive them away.

With this is mind, the color palette has been selected to bring customers in based on a wide range of specific needs. For instance, a bold red was chosen to reflect love and passion. In that same vein, a deep rich purple was also selected to denote importance and a feeling of high value. Jewelry, especially engagement and wedding rings needs to conjur up a feeling of love and extravagance. Purple and red provide this for our customers.

In addition to these regal, saturated colors, some neutrals were also chosen to offset the rich feel. These neutrals, somewhat of an olive green and light grey tone, also pull to those who enjoy an active outdoors lifestyle. The brown-ish greens in particular were also chosen to appeal to men. Half of the population is men, and if the site is off-putting to them, or too feminine, they will not be enticed to shop.

Lastly, a dusty rose was added. This grey-ish rose brings femininity without being over the top.
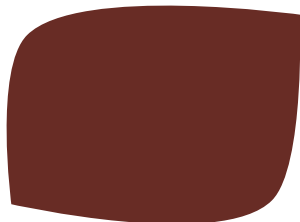
ANew

Colors

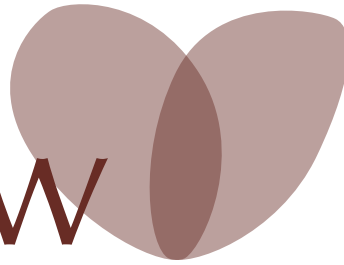### Primary Color Palette
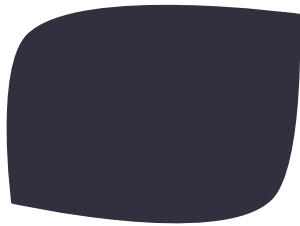
RGB 52 49 64
Hex 343140

RGB 230 231 232
Hex e6e7e8

RGB 104 45 37
Hex 682d25

The colors to the left are the choices for the Primary Color Palette.
The rich navy/purple denotes timelessness as well as extravagance. It also appeals to both men and women, and is seen as a neutral in clothing.
The deep bold red denotes passion and is the focal color for the site, and also used in the logo.
The khaki/tan is neutral muted tone that plays off both of the deep hues and allows them to stand out.
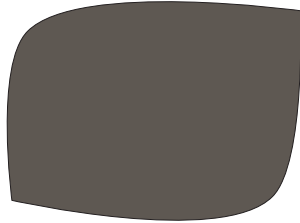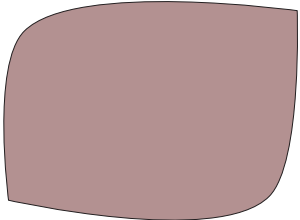
ANew

Colors

Secondary Color Palette
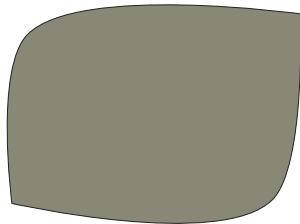
RGB 136 136 118
Hex 88876

RGB 94 89 82
Hex 5E5952

RGB 178 145 144
Hex B29191

The colors to the left are the choices for the Secondary Color Palette. The dustry rose connotes a sense of femininity without being too bold. The darker, and lighter green-ish-grey/browns are muted tones set to appeal to both the outdoorsy adventurer, and also men. These neutrals will play off the deeper hues presented in the overall color palette, and will also be figured more prominently in showcasing rings for men.

Typography

Type also plays an important role in communicating our brand to our clients. ANew wants to communicate to their clients a warm, inclusive feel, with a nod to modernity, without forgetting the past.

Fonts

American Typewriter will be used for all headers and titles. American Typewriter is a slab serif typeface created in 1974 by Joel Kaden and Tony Stan for International Typeface Corporation. It is based on the traditonal style of typewriters, but is a proportional design, unlike most true typewriter fonts. It has been chosen for its clean, yet old-fashioned, tradtional look.

Optima will be used for all body content. Optima is a humanist sans-serif typeface desgined by Hermann Zapf. Optima was inspired by classical Roman capitals and the stonecarving on Renaissance-period tombstones. It is a complement to the heavy serif of American Typewriter by providing clean lines and a modern feel.

Typography

Main titles presented in American Typewriter will be shown in Regular weight, and will be presented at 24 pt or 30 pt. Secondary headers will be shown in Light weight, and will be presented in 18pt,. Headers will be right aligned.

Body content will be shown in Optima in regular weight and presented at 14pt or smaller. Body content will be left aligned.

Optima

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLM-
NOPQRSTUVWXYZ
123456789?&#$!*

American Typewriter

abcdefghijklmnopqrstu-
vwxyz
ABCDEFGHIJKLM-
NOPQRSTUVWXYZ
123456789?&#$!*

ANew

Logo

The ANew logo is made of of two subdued-rose-colored oval-like shapes intersecting to make a heart. The word "ANew" is written in two different fonts, and is descending, or falling, down into the heart. American Typewriter Light is used for the first two letters, followed by Khmer MN. The size of each letter gets progressively smaller as it descends into the heart.

If the logo needs to be presented in black and white, it should appear as so:

ANew

Logo

The logo should be left aligned in the header of all web pages.
It should be given a 20 pixel buffer on all sides, however, the left side alignment should line up with the margin in all headers.

ANew

Image Strategy

Images of the jewelry offered through ANew are of paramount importance. There will be three images available for each ring. Rings will be primarily presented on the gallery pages by themselves. The second and third images will be of the ring on a hand, and then an up close view of the ring on a hand. These subsequent images will be presented both on the individual ring's page, and upon mouse-hover by the client.

ANew
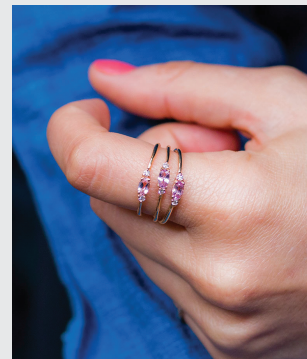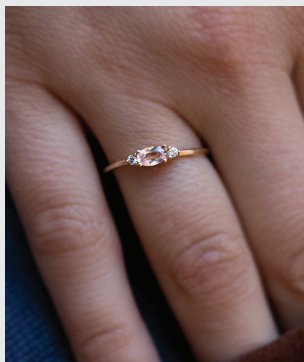
Image Strategy

Clients will also be able to "like" 💜 a ring, and have the ability to choose any picture they like to compare and stack with other rings on the Like page.

There will only be one non-jewelry image on the site, and that will be on the home page. It will be an amalgamation of images of older (30+) couples in love. Each image will show a different type of couple: different races, ages, same-sex couples, and those of different religious faiths. This will show that all are welcome to shop here, and that all loves are equal.

Anew prides itself on its inclusiveness, and wants all couples to feel invited to shop for rings that express their love for each other.