

## Project Overview

### Process

Our team met virtually to discuss general branding decisions including the color palette, fonts, and logo. We decided to portray SweetSoles as a company producing comfortable shoes for everyday use; however, it is primarily distinguished by its environmental conscientiousness and charity efforts. In that regard, we designed the new collection around the theme of “Ocean and Sky,” for the cause of battling water and air pollution.

The website was created using the design software Figma. The website prototype models the page designs that would be needed on the company website, rather than acting as a fully fleshed-out website. The Vans and Converse websites were used as inspiration, leading to a mainly black-and-white website with striking bursts of color, hand-drawn graphics to give a fashionable yet casual appearance, and vintage photos to appeal to customers’ desires to achieve a certain self-image.



### Logo

Using popular shoe companies as inspiration, we found that most shoe companies have a simple, monochrome logo, due to the fact that the logo is often imprinted on the shoe’s sole. Similarly, we chose a simple symbol, two leaves, to represent our brand’s distinctive quality of prioritizing sustainability.

### Color Palette

The palette is defined in RGB, to be used when creating artwork or designs about the SweetSoles Ocean and Sky collection.

- Dark purple: #261132, symbolizing the beauty of the galaxy and the midnight sky.
- Atomic tangerine: #FFAF87, representing the vibrancy of marine life such as coral.
- Ice blue: #9DF7E5, representing the importance of the polar ice caps.
- Lapis lazuli: #336699, symbolizing the shade of the sky.
- Charcoal: 2F4858, representing the shade of the ocean.

### Typography

**BEBAS NEUE**, a blocky and powerful title font (if unavailable: any blocky, sans-serif font).

**Roboto Mono**, a distinctive and modern body font (if unavailable: any monospaced serif font).

These fonts are widely accessible (e.g. on all Google Suite productivity software, most modern and older browsers), and should only be replaced if made necessary by technological restraints.

### Acceptable Use Guidelines

The official color palette should be used without alteration in digital media. Two-color or grayscale variations may be used where budget requires in print media. The art may be used without alteration and with credit to SweetSoles for press or for personal use, but may not be used for commercial purposes.