

# the nook.

brand and web design  
document

april 2018

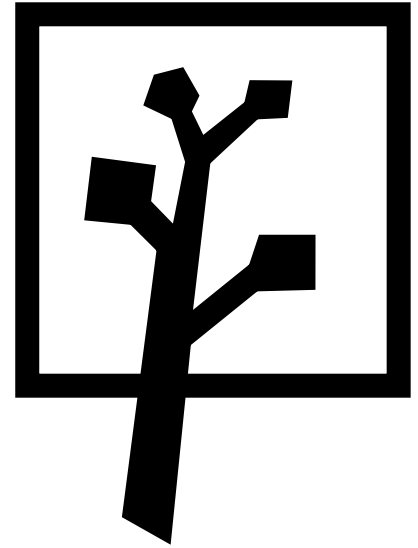
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# overview and philosophy.

## the brand.

Founded in 2010, *the nook* is a fresh new Toronto-based home and lifestyle company. *The nook* targets 20-30-year-old millennials, providing an urban environment for interior design enthusiasts to browse chic, minimalist home décor. By constantly updating décor pieces to keep up with current market trends, customers can find both new and vintage items of all varieties; from seating to lighting and everything in between. *The nook* works to harbor an organized, yet laid-back classic urban lifestyle that translates in and out of the store.



## the audience.

The nook aims to attract a target audience of young millennials. Specifically:

- Men and women, aged 20-30
- In the Greater Toronto Area
- Individuals already interested in interior design and home decor
- With income levels ranging from low income (student friendly!) to medium income.

The company feels that this audience is extremely profitable, as millennials are a large, growing group of creative trendsetters. Millennials thrive in the digital age through the constant use of social media sites, and are eager to follow “trending” actions or items in the market. Many are singles or young couples living in apartments, and some are young families looking to optimize their living space. Therefore, we believe that targeting this audience can provide the company with a sustainable market, extreme media exposure and an opportunity to use this tech-savvy group to our marketing advantage.

## the design philosophy.

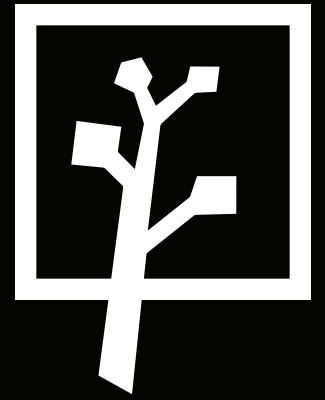
To reflect the atmosphere of the store, the idea for the overall layout and design of the website was quite minimalistic and simple. We believe that simplicity is key; this is especially important in today's fast-paced world. Thus, *the nook* focuses on portraying a modern tone in both the store location, and in the online world.

This philosophy is clearly represented through our company's colour scheme, graphic design and font choices. All are crisp, too the point and work to show users information clearly neatly.

## the goal: user experience.

Building off of our minimalistic philosophy, we designed the website to reflect this. Our goal was to have a simple website, that conveys information to shoppers easily, giving them ONLY the information that they need to know. While browsing our website, users will get to see amazing interior decor items in a de-cluttered, easy-to-understand format. Users will have access to all of the informaton that they need; though, we believe that less is more. That's why our website is extremely simple, especially in parts that usually cause online shoppers some stress. Additionally, we've included several accessibility features to make it easier for site visitors to find what they need. Overall, we want shoppers to have a pleasant experience while using our site, and we hope that they can get a sense of what it means to be part of *the nook* family.





# style guide.

april 2018

# fonts & typography.

# Aa heading font.

## Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz'?"'!"(%)[#]{ @}/&\<-+÷x=>\$¢:;,.\*

- Use for: Logo, headings, subheadings
- Use ONLY in lowercase
- Use ONLY in bold, non-italics
- This font must be imported/downloaded to use, as it not a free font
- Sizing varies by document type (i.e. business card, flyer)/ usage on various webpages, however ensure that the line-spacing is tight; the text should be close together, though NOT touching:

## line spacing

The lines of text have very little space between them, however the lines of text NEVER touch.

CSS

```
@font-face{
  font-family: 'Helvetica';
  src: url(*insert Helvetica.ttf file from downlods) format('ttf');
  font-weight: 700;
  font-style: normal;
}
```

```
font-family: 'Helvetica';
```

# fonts & typography.

Aa body copy font.

Minion Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz  
'?""!(%)[#]{@}/&\<-+÷×=>\$¢;,:.\*

- Use for: body text
- Use in normal sentence case
- Only use in Regular weight, NEVER use in bold
- This font must be imported/downloaded to use, as it not a free font
- Sizing varies by document type (i.e. business card, flyer)
- Online: font size should be 20px (desktop), 18px (Mobile)

CSS

```
@font-face{  
  font-family: 'Minion Pro';  
  src: url(*insert Minion Pro.ttf file from downlods) format('ttf');  
  font-weight: normal;  
  font-style: normal;  
}
```

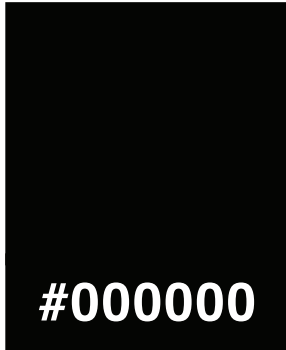
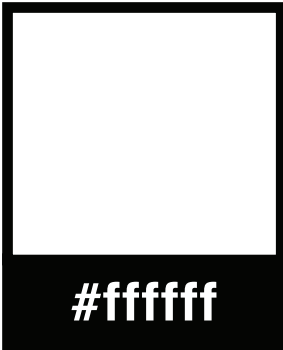
font-family: 'Minion Pro';

(Desktop) font-size: 25px;  
          line-height: 30px;

(Mobile) font-size: 18px;  
          line-height: normal;

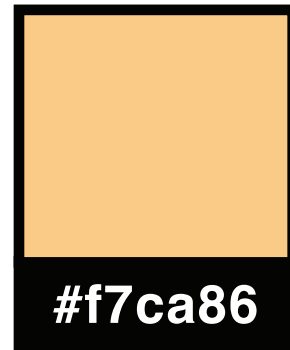
# colour palette.

## primary colours.



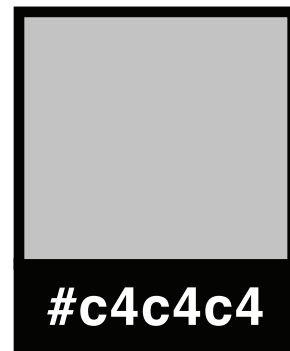
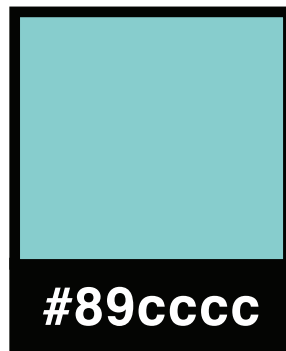
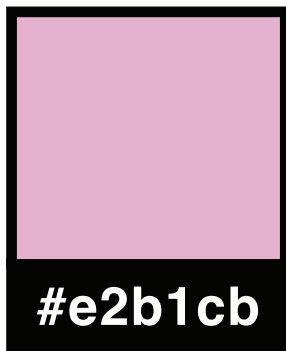
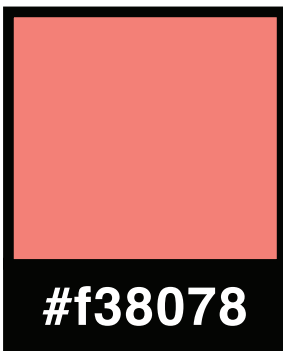
These colours are the main colours used in the logo and on the website. They make up the website background, graphic elements (lines, rectangles) and text colour.

## accent colour.



This is an accent colour, used to highlight certain elements on the website (such as sales and discounts), and in print (such as the website URL).

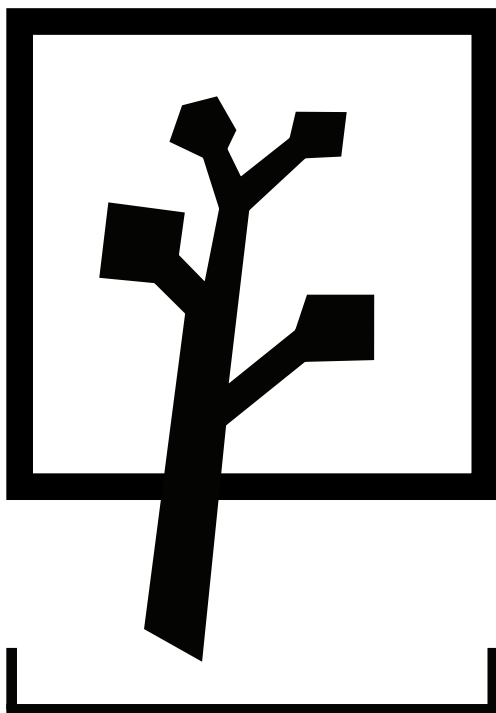
## secondary colours.



These secondary colours are mainly used in print documents such as business cards, posters, pens and company stickers. These colours work to compliment the modern black and white scheme by adding a splash of colour to appeal to a young-adult demographic.



# logo.



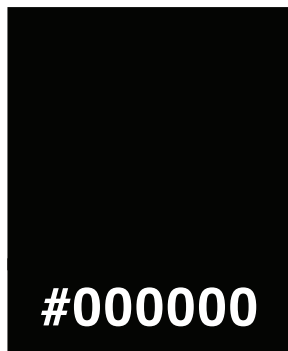
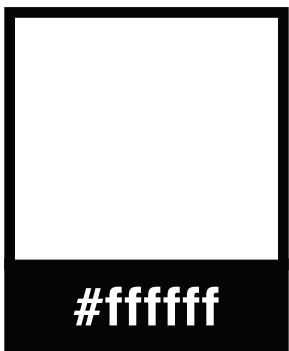
**symbol.**

**the  
nook.**

**text.**

The brand logo is a combination mark-type logo, meaning that it is made up of two elements: the symbol and the text. Both elements can be used together or separately depending on the nature of the brand document.

## logo colours.



The logo should **ONLY** be used fully in black or white. If using a white version of the logo, both symbol and text should be white. The same rule applies for using a black version of the logo.

It is important to note that the logo should **NEVER** be used in colours other than black or white.

# logo: dos & donts

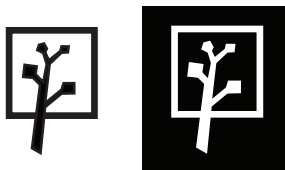
## do.



use the logo with white text on top of coloured & black backgrounds.



use the logo with black text on white backgrounds.

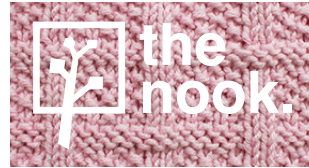


use the symbol without the words if desired.



separate the symbol and the text in opposite horizontal corners if desired.

## don't.



use the logo on patterned backgrounds.



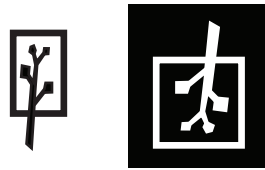
change the colour of one element of the logo.



use the logo in another colour other than black or white.



stretch, squish or rotate the logo.



rearrange the order of the symbol and text when both elements are together.

# samples.

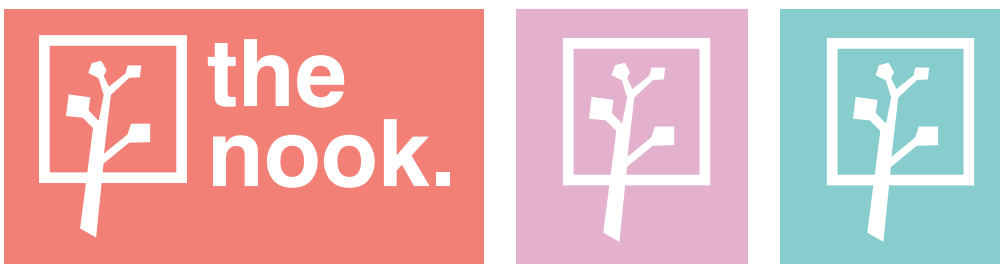
This sample page provides a visual demonstration of how the company logo, colour palette and fonts work together across various documents.

## business card.



This is an example of what a “the nook.” business card would look like. For documents such as this, the logo is separated: the text is in the bottom left corner, and the symbol is in the top right corner. This logo layout should be utilized when dealing with small print documents, such as business cards or mailers.

## stickers.

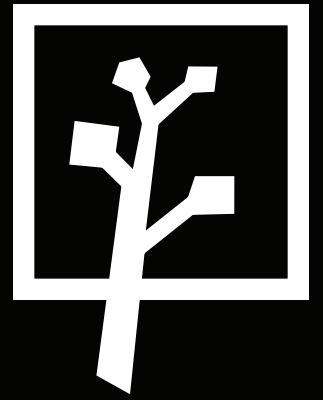


The sticker layout demonstrates the practical use of the logo in full, as well as the stand-alone symbol.

## price tag.



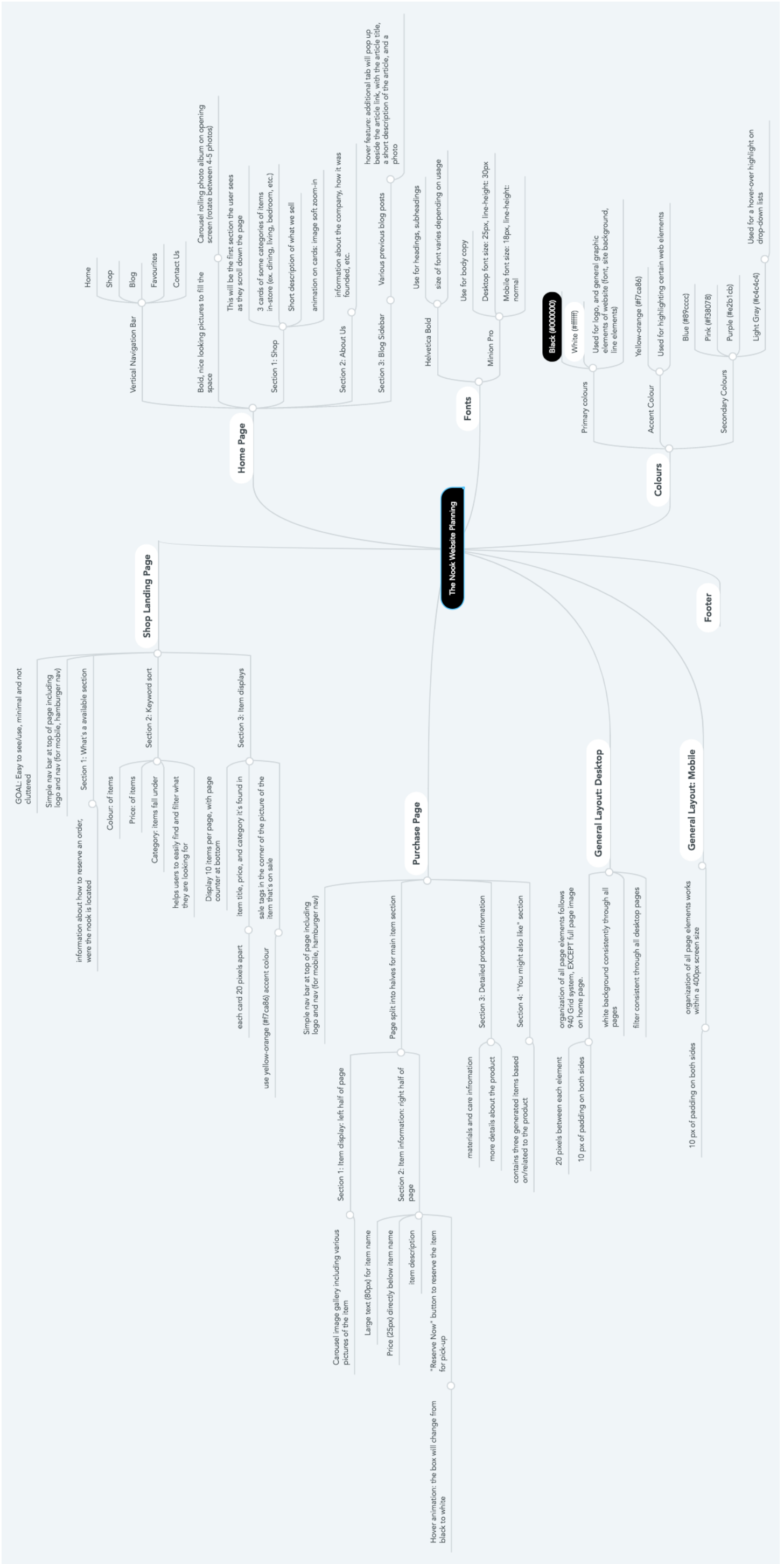
The price tag layout will be used for the general price tags in-store. The tag is meant to be minimalistic and simple; therefore, the symbol component of the logo will only be featured on the front of the tag. The tag will use the brand’s primary colours: black and white.



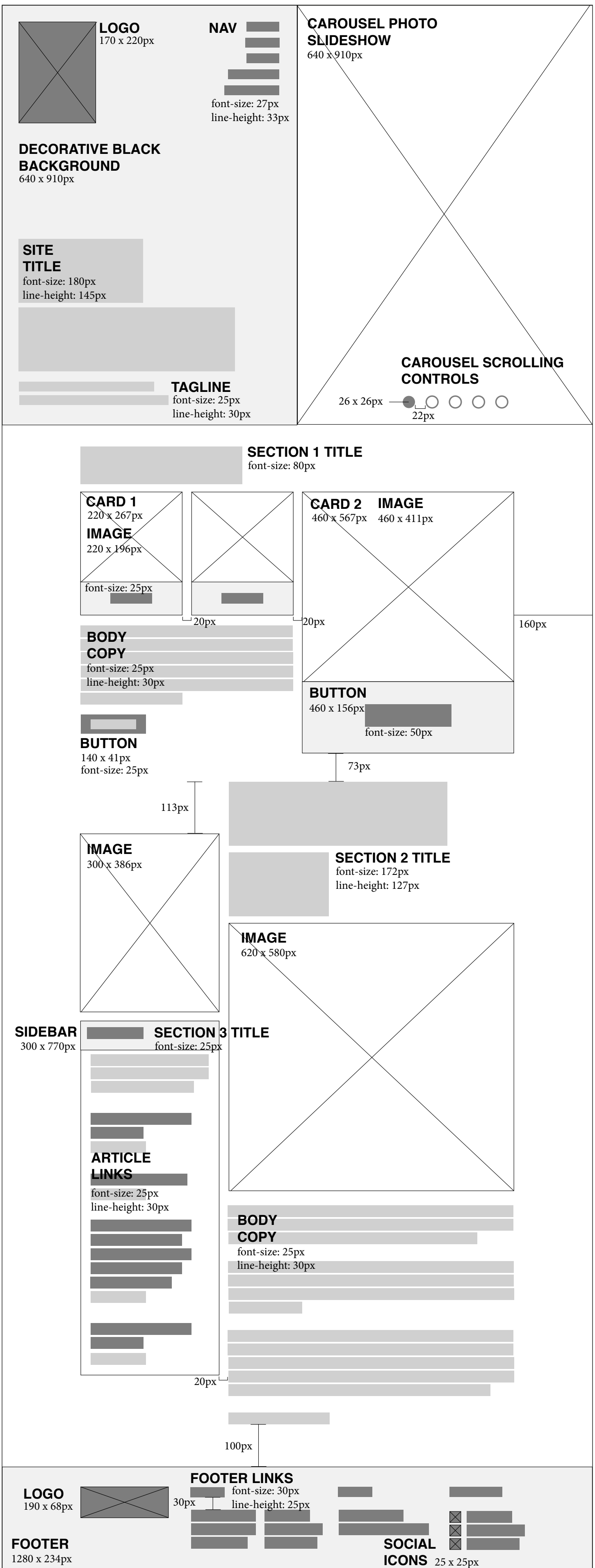
# web guide.

april 2018

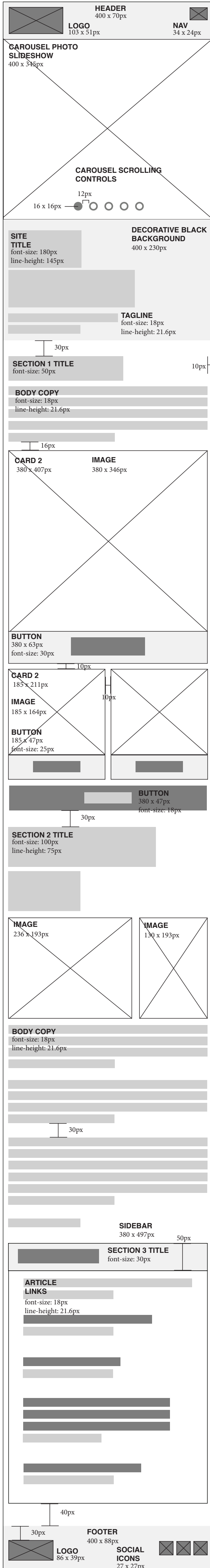
# site structure and mind map.



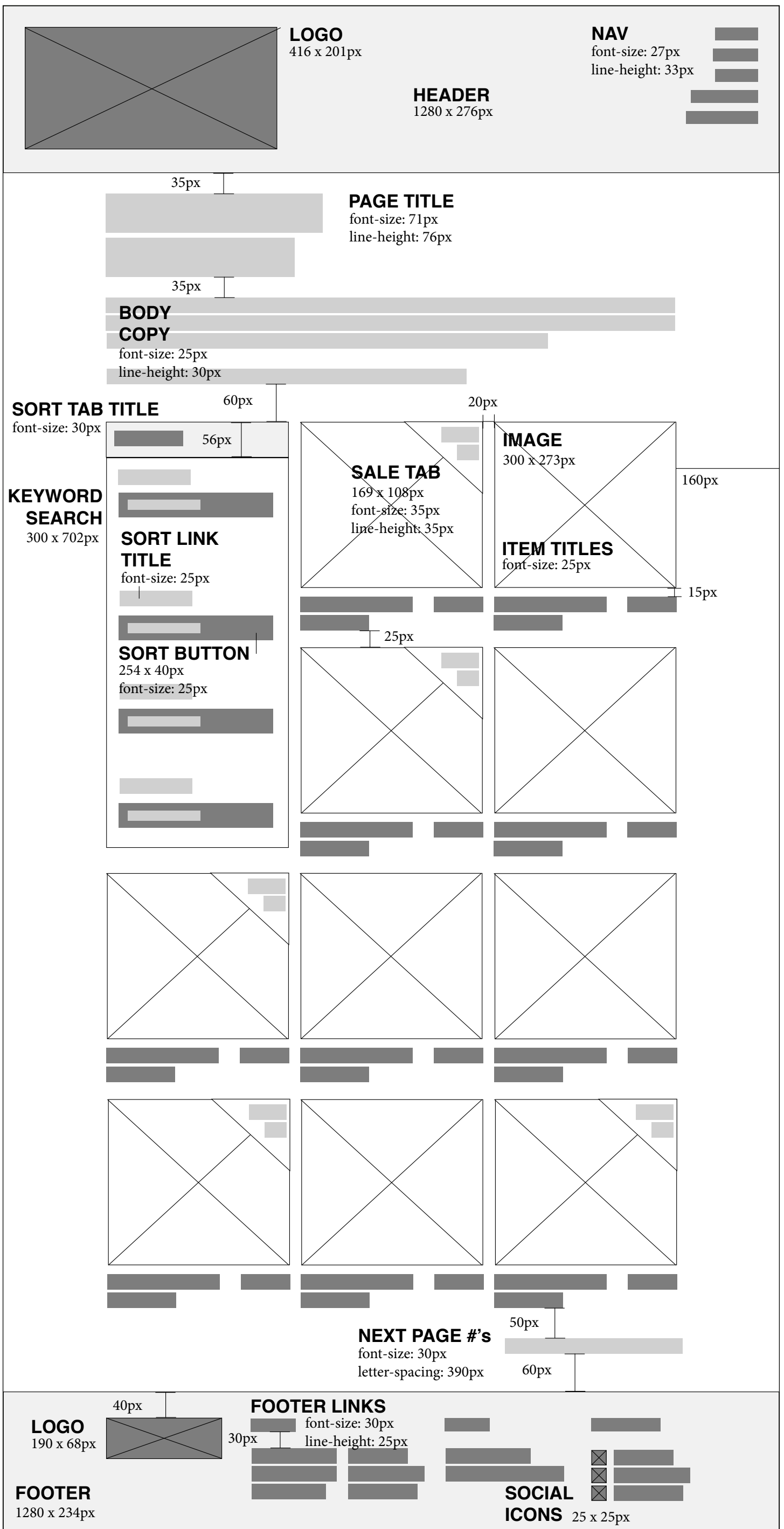
# wireframe: home desktop.



# wireframe: home mobile.

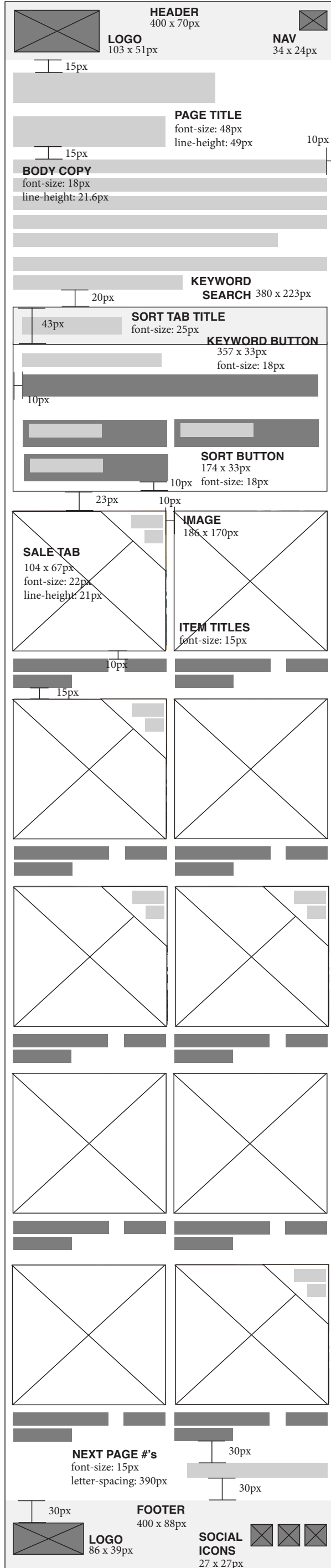


# wireframe: shop desktop.

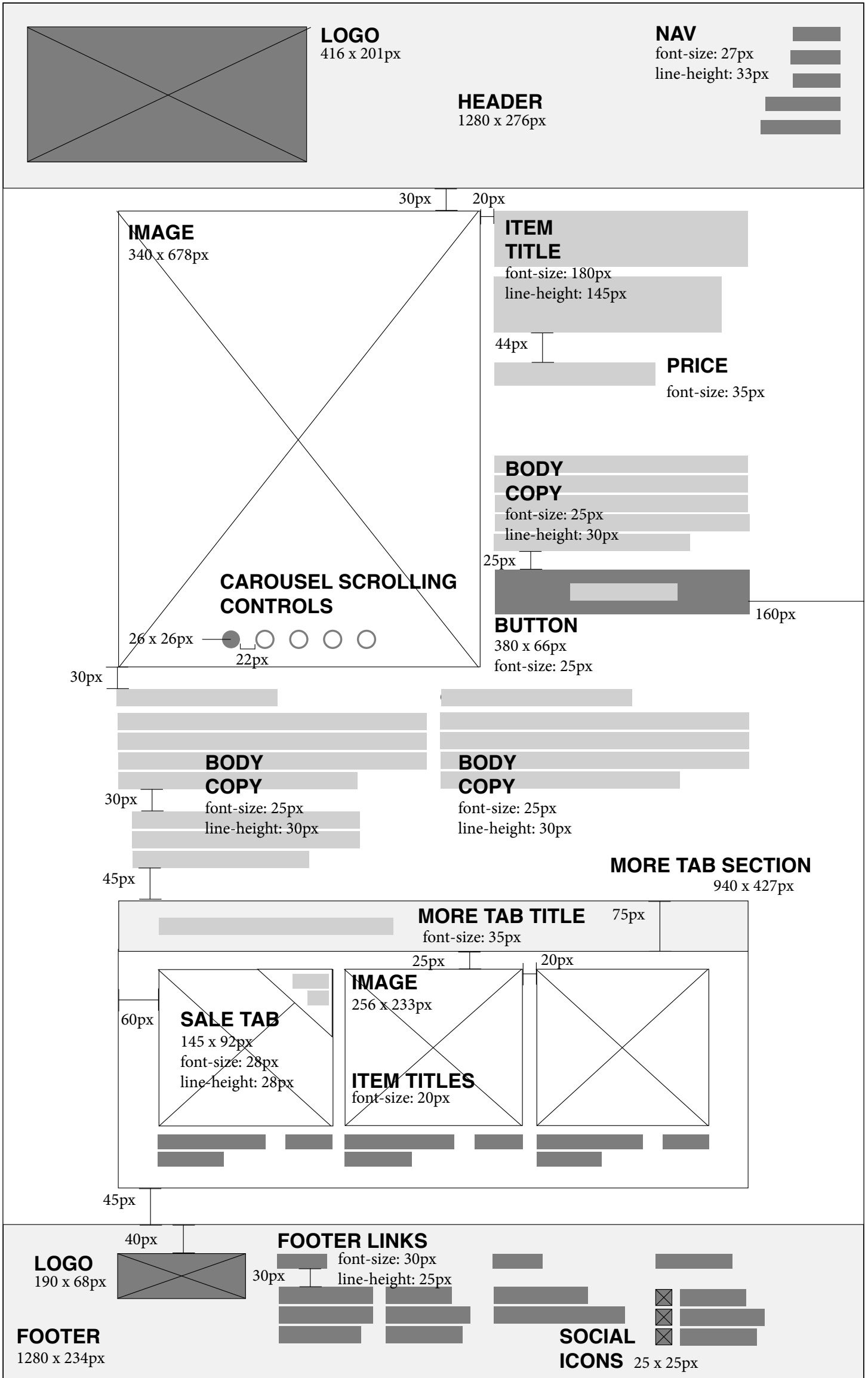




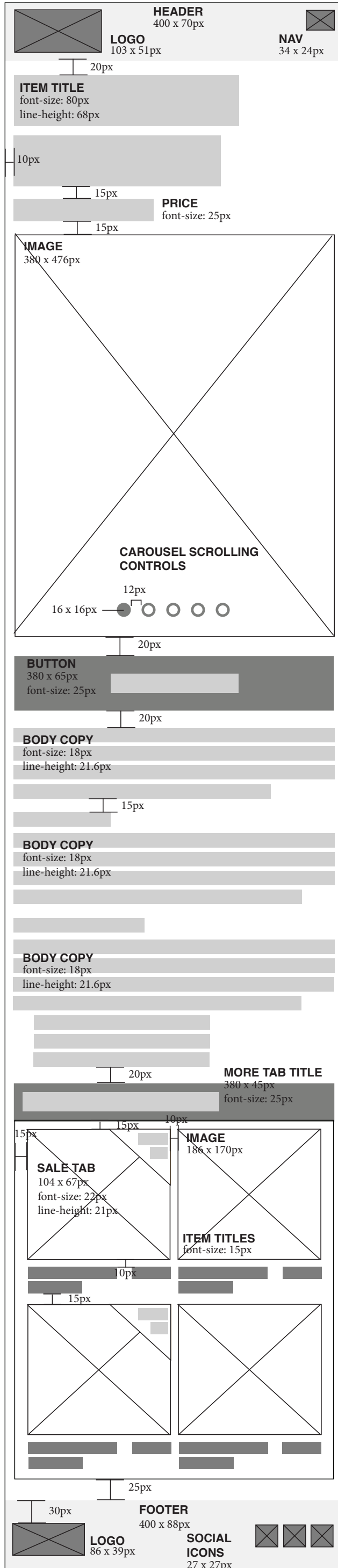
# wireframe: shop mobile.



# wireframe: purchase page desktop.



# wireframe: purchase page mobile.



# original design: home desktop



Home  
Shop  
Blog  
Favourites  
Contact Us

# the nook.

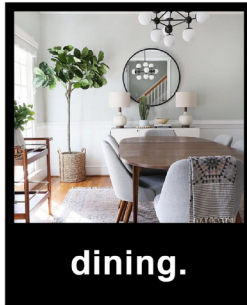
A home decoration store located in Toronto, Canada.



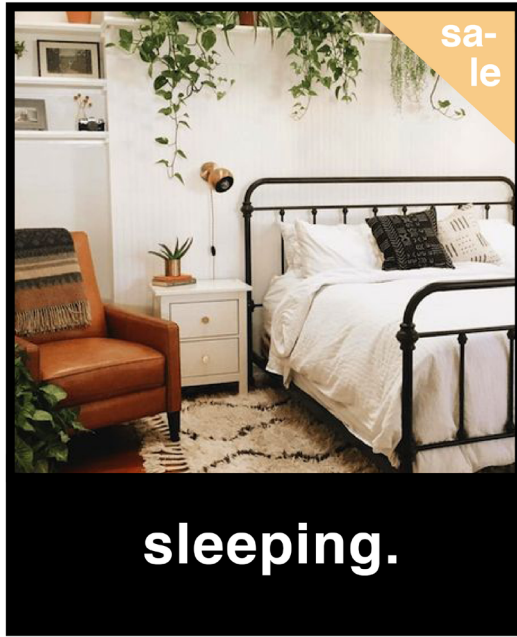
## the shop.



living.



dining.



sleeping.

Integer porttitor, augue nec mattis tempor, eros ante sagittis est, ut sodales nisl odio non libero. Vivamus vel pharetra dolor. Aenean facilisis ex eget magna viverra tristique. Pellentesque aliquet sapien at enim egestas, quis ornare nisi convallis.

[view all.](#)

## about us.



### the blog.

Check out some of our latest blog posts! Or, just [click here](#) to see all.

**styling a dorm, on a budget!**

[Read more](#)

**spring favourites.**

[Read more](#)

**the good, the bad and the ugly: the most memorable home decor trends of 2017.**

[Read more](#)

**how to: style with white.**

[Read more](#)



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis malesuada varius ligula, lacinia convallis felis gravida nec. Nulla tincidunt gravida enim, id facilisis nibh scelerisque eget.

Etiam in dictum nulla. Nullam tincidunt leo eu turpis egestas sagittis. Integer posuere neque eget porta euismod. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Cura.

Ut interdum nisi eget ultrices euismod. Nullam in purus non nisi ultricies ullamcorper. Phasellus nunc odio, tristique et dolor vitae, sagittis maximus dolor. Vivamus sit amet risus nisi. Phasellus non arcu non ligula sagittis varius. Phasellus nec dolor a lectus congue scelerisque. Duis sit amet vestibulum elit.

Sed ut tortor nibh.



### shop.


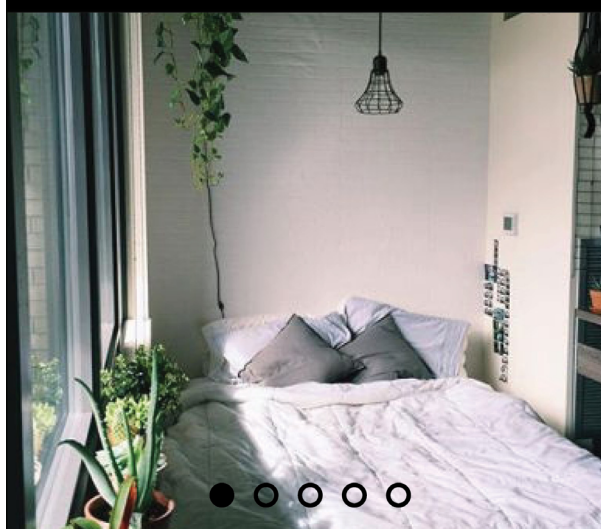
Living room. Bedroom.  
Dining room. Kitchen.  
Office. Bathroom.

### blog.

Recent posts.  
Monthly favourites.

### follow us.

The Nook  
 @thenook  
 @thenook





# the nook.

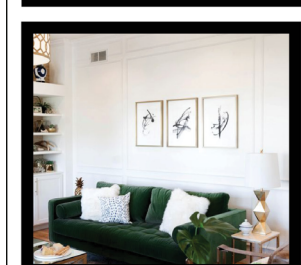
A home decoration store located in Toronto, Canada.

## the shop.

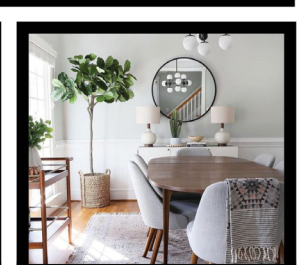
Integer porttitor, augue nec mattis tempor, eros ante sagittis est, ut sodales nisl odio non libero. Vivamus vel pharetra dolor. Aenean facilisis ex eget magna viverra tristique. Pellentesque aliquet sapien at enim egestas, quis ornare nisi convallis.



sleeping.





living.



dining.

view all.

# about us.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis malesuada varius ligula, lacinia convallis felis gravida nec. Nulla tincidunt gravida enim, id facilisis nibh scelerisque eget.

Etiam in dictum nulla. Nullam tincidunt leo eu turpis egestas sagittis. Integer posuere neque eget porta euismod. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Cura.


Ut interdum nisi eget ultrices euismod. Nullam in purus non nisi ultricies ullamcorper. Phasellus nunc odio, tristique et dolor vitae, sagittis maximus dolor. Vivamus sit amet risus nisi. Phasellus non arcu non ligula sagittis varius. Phasellus nec dolor a lectus congue scelerisque. Duis sit amet vestibulum elit.

Sed ut tortor nibh.

## the blog.

Check out some of our latest blog posts! Or, just [click here](#) to see all.

- styling a dorm, on a budget!**  
Read more
- spring favourites.**  
Read more
- the good, the bad and the ugly: the most memorable home decor trends of 2017.**  
Read more
- how to: style with white.**  
Read more



# original design: shop desktop



Home  
Shop  
Blog  
Favourites  
Contact Us

## see what's available.

Integer porttitor, augue nec mattis tempor, eros ante sagittis est, ut sodales nisl odio non libero. Vivamus vel pharetra dolor. Aenean facilisis ex eget magna viverra tristique. Maecenas ut tincidunt tortor. Elementum id euismod a, semper non arcu. Cras vel blandit lacus.

Pellentesque aliquet sapien at enim egestas, quis ornare nisi convallis.

**sort by.**

Keyword.

Category.

Price.

Colour.



**velvet couch.** \$200.00  
Furniture.



**circle mirror.** \$70.00  
Mirrors.



**mcm plant stand.** \$22.00  
Plants.



**chic floor pouf.** \$35.00  
Pillows & Cushions.



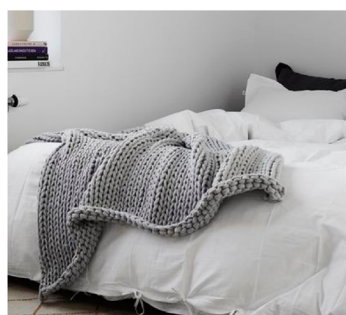
**modern buffet.** \$137.00  
Tables & Cabinets.



**grid organizer.** \$18.00  
Office Supplies.



**simple shag rug.** \$77.00  
Carpets & Rugs.



**knit throw.** \$34.00  
Bedding.



**dining table.** \$459.00  
Dining.



**grid sheet set.** \$59.00  
Bedding.

1 2 3 4 ... 13



**shop.**

Living room. Bedroom.  
Dining room. Kitchen.  
Office. Bathroom.



**blog.**

Recent posts.  
Monthly favourites.

**follow us.**

The Nook  
 @thenook  
 @thenook

# original design: shop mobile






## see what's available.


Integer porttitor, augue nec mattis tempor, eros ante sagittis est, ut sodales nisl odio non libero. Vivamus vel pharetra dolor. Aenean facilisis ex eget magna viverra tristique. Maecenas ut tincidunt tortor. Elementum id euismod a, semper non arcu. Cras vel blandit lacus.


Pellentesque aliquet sapien at enim egestas, quis ornare nisi convallis.

### sort by.

Keyword.  


Category.   Price.  

Colour.  




**sa-le**

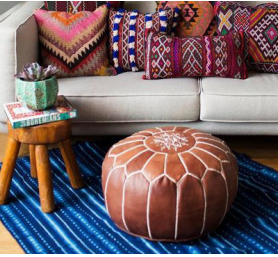
**velvet couch.** \$200.00  
Furniture.




**circle mirror.** \$70.00  
Mirrors.



**mcm plant stand.** \$22.00  
Plants.




**chic floor pouf.** \$35.00  
Pillows & Cushions.




**sa-le**

**modern buffet.** \$137.00  
Tables & Cabinets.




**sa-le**

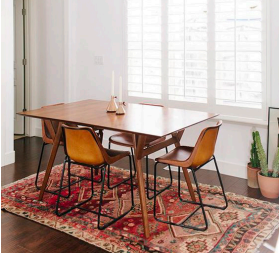
**grid organizer.** \$18.00  
Office Supplies.




**simple shag rug.** \$77.00  
Carpets & Rugs.



**knit throw.** \$34.00  
Bedding.







**dining table.** \$459.00  
Dining.



**sa-le**

**grid sheet set.** \$59.00  
Bedding.

1 2 3 4 ... 13



# original design: buy desktop



Home  
Shop  
Blog  
Favourites  
Contact Us



## velvet couch.

\$200.00 CAD

Integer porttitor, augue nec mattis tempor, eros ante sagittis est, ut sodales nisl odio non libero. Vivamus vel pharetra dolor. Aenean facilisis ex eget magna viverra tristique.

[reserve now.](#)

### materials & care.

Vivamus non nisl quis arcu sodales facilisis. Donec placerat, neque sit amet pellentesque tristique. Praesent blandit augue pharetra, fermentum metus eget, mollis ligula.

- Suspendisse malesuada
- Lacus suscipit
- Magna condimentum

### details.

Mauris sed nibh quis diam aliquam gravida. Aenean ac odio nec ante rhoncus feugiat non nec arcu. Curabitur scelerisque risus a neque feugiat, vitae placerat metus egestas.

### you might also like:



**simple shag rug.** \$77.00  
Bedding.



**mcm plant stand.** \$22.00  
Dining.



**fluffy pillow.** \$15.00  
Pillows & Cushions.



### shop.

Living room. Bedroom.  
Dining room. Kitchen.  
Office. Bathroom.

### blog.

Recent posts.  
Monthly favourites.

### follow us.

The Nook  
 @thenook  
 @thenook



original design: buy mobile



# velvet couch.

\$200.00 CAD



**reserve now.**

Integer porttitor, augue nec mattis tempor, eros ante sagittis est, ut sodales nisl odio non libero. Vivamus vel pharetra dolor. Aenean facilisis ex eget magna viverra tristique.

**details.**

Mauris sed nibh quis diam aliquam gravida. Aenean ac odio nec ante rhoncus feugiat non nec arcu. Curabitur scelerisque risus a neque feugiat, vitae placerat metus egestas.

**materials & care.**

Vivamus non nisl quis arcu sodales facilisis. Donec placerat, neque sit amet pellentesque tristique. Praesent blandit augue pharetra, fermentum metus eget, mollis ligula.

- Suspendisse malesuada
- Lacus suscipit
- Magna condimentum

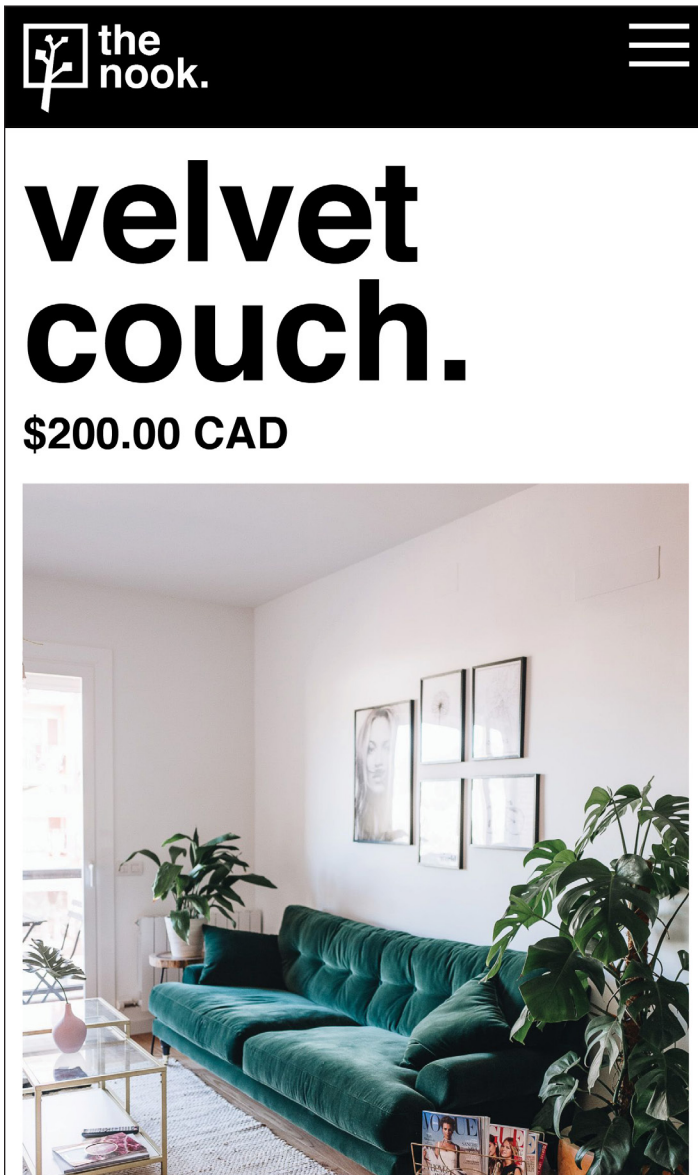
**you might also like:**

 <p><b>simple shag rug.</b> \$77.00 Carpets &amp; Rugs.</p>	 <p><b>mcm plant stand.</b> \$22.00 Plants.</p>
 <p><b>fluffy pillow.</b> \$15.00 Pillows &amp; Cushions.</p>	 <p><b>gold lamp.</b> \$25.00 Lighting.</p>



# components.

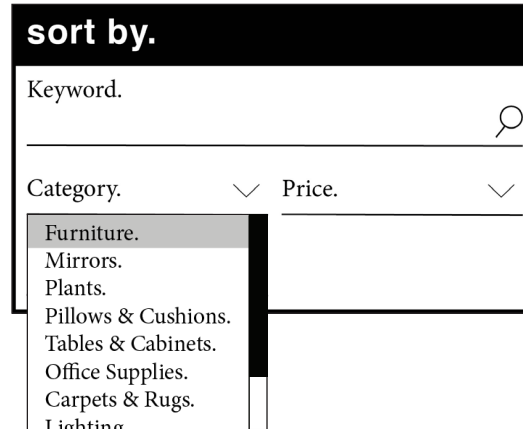
## hamburger nav.



When clicked, the hamburger nav will reveal a full-page menu. This makes it simple for users to navigate the site, and move from page to page easily. When this action happens, the hamburger nav will also animate into an “X” shape to make it easier for the user to close the mobile nav window.

# components.

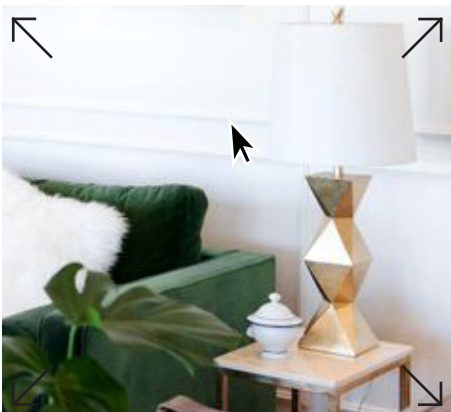
## filter drop-down tabs.



When the drop-down section is clicked, a mini-scroll bar will appear with options for the user to choose from. Users will be able to see what options they are choosing/scrolling over, as they will be highlighted in grey.

The same format will apply to all drop-down menus in this section (i.e. price and colour).

## shop gallery: on hover.



**gold lamp.**

Lighting.

**\$25.00**



**gold lamp.**

Lighting.

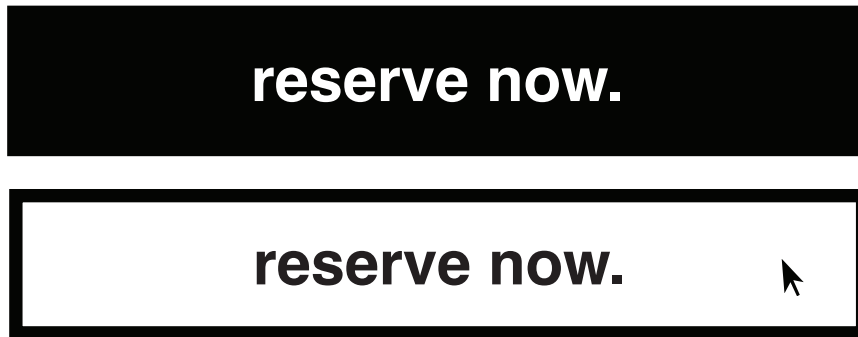
**\$25.00**

When hovered over, all card elements (in the shop section, home page and reservation page) will perform a "zoom" animation. Specifically, the photo will slightly zoom in as a user brings their mouse over the item.

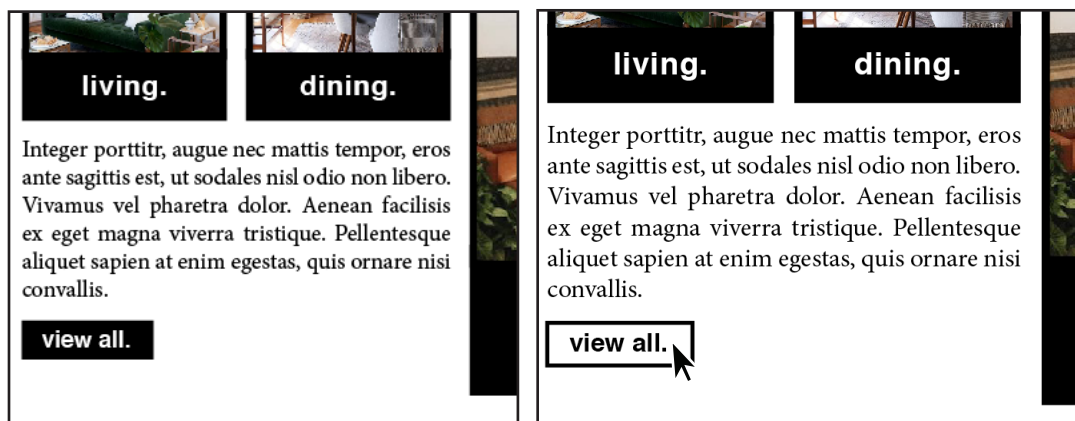
This will help the user to distinguish what elements they wish to focus on on the page.

# components.

## button-hover/click animations.



In the reservation window, the reservation button will softly transition from a black button to a black-outlined white button when hovered over. The same will occur to the “view all” button on the homepage, as pictured below.



## footer links.



Similar to the main navigation links, the footer links will softly transition to become bolded as a user hovers over them.

# components.

## blog post previews.

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In the blog section on the site's home page, users will be able to get a short preview of the blog post by simply hovering over the title. A small pop-out tab will appear next to the article title. This tab will include the article title, a short description of the article, and a preview picture. This preview function will disable in the mobile version of this page.