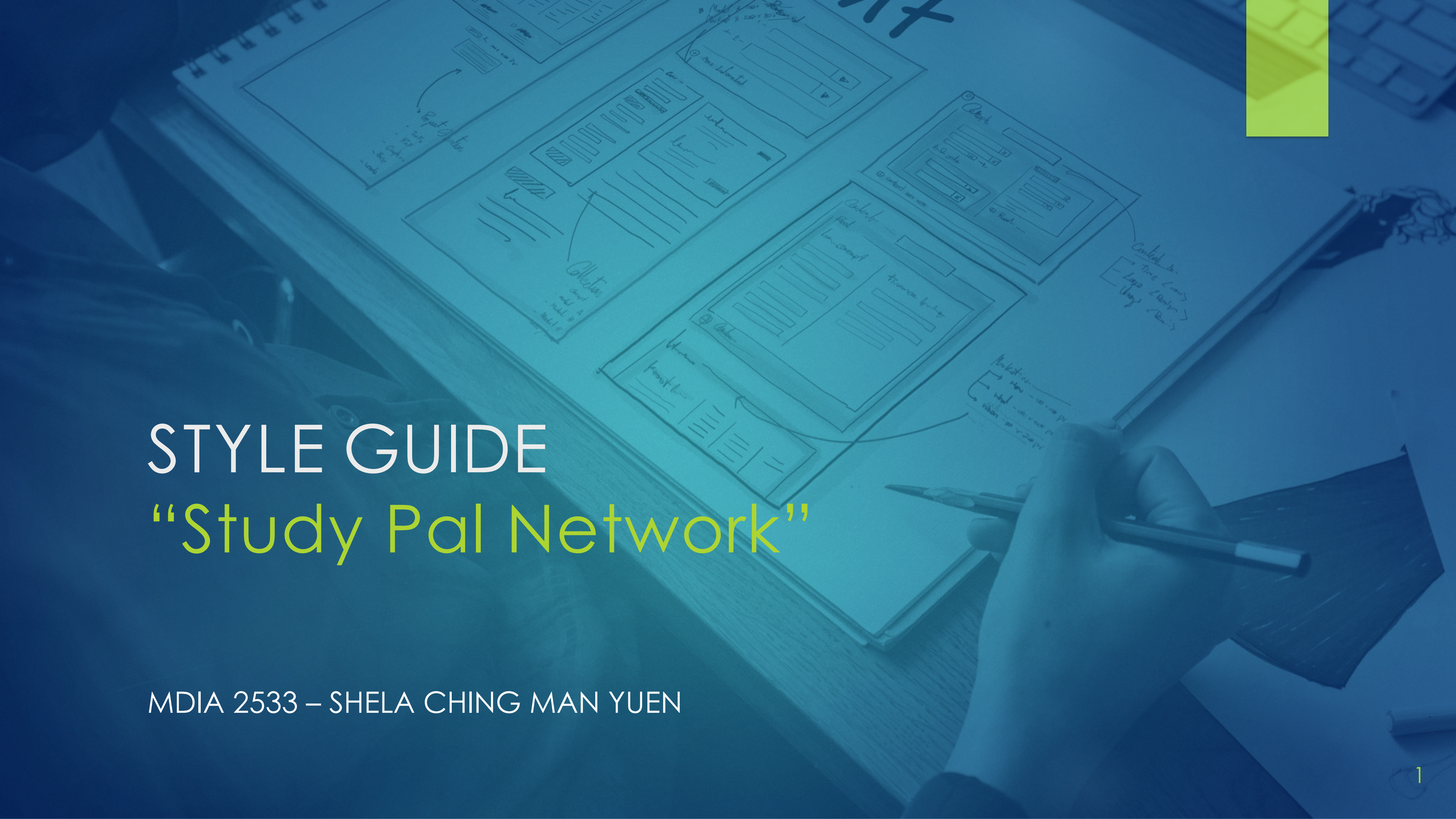


STYLE GUIDE
“Study Pal Network”

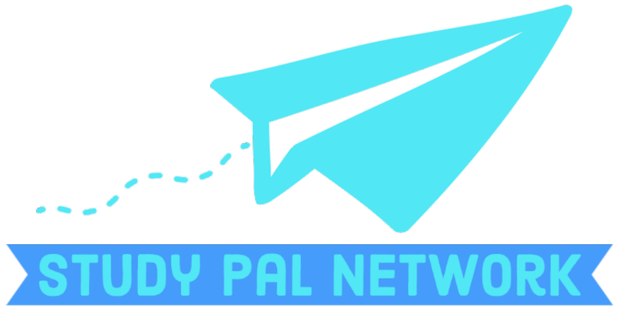
MDIA 2533 – SHELA CHING MAN YUEN

Website URL

Primary Link	https://studypal.shela.site
Secondary link (duplicated copy)	https://studypalbackup.shela.site

LOGO VARIATIONS

Main logo



Secondary logo

White logo

Icon logo

FONTS

Headlines

H1: Khand, 56px

H2: Khand, 45px

H3: Khand, 35px

H4: Flamenco, 27px

H5: Flamenco, 21px

H6: Flamenco, 16px

Body text

B1: Karma, 20px

B2: Karma, 17px

B3: Karma 15px

COLORS

Main Color Palette

RGB:
70/156/250/98
Hex:#469CFA

RGB:
62/180/222/87
Hex: #3EB4DE

RGB:
81/244/245/96 Hex:
#51F4F5

RGB:
62/222/177/87
Hex: #3EDEB1

RGB:
70/250/148/98
Hex: #46FA94

Secondary Color Palette

RGB:
39/11/117/46
Hex: #277575

RGB:
161/255/255/1
Hex: #A1FFFF

RGB:
81/244/245/96
Hex: #51F4F5

RGB:
76/117/117/46
Hex: #4C7575

RGB:
63/191/191/75
Hex: #3FBFBF

BUTTONS

Regular Button

Font: KHAND, 24px
Button Color: #469CFA
Text Color: #ffffff

Hover Button

Font: KHAND, 24px
Button Color: #469CFA
Text Color: #46FA94

Outlined Button

Font: KHAND, 24px
Stroke Color: #469CFA
Text Color: #469CFA
Stroke Size: 2px

Regular Text Button

Read More

Font: KHAND, 19px
Button Color: #ffffff

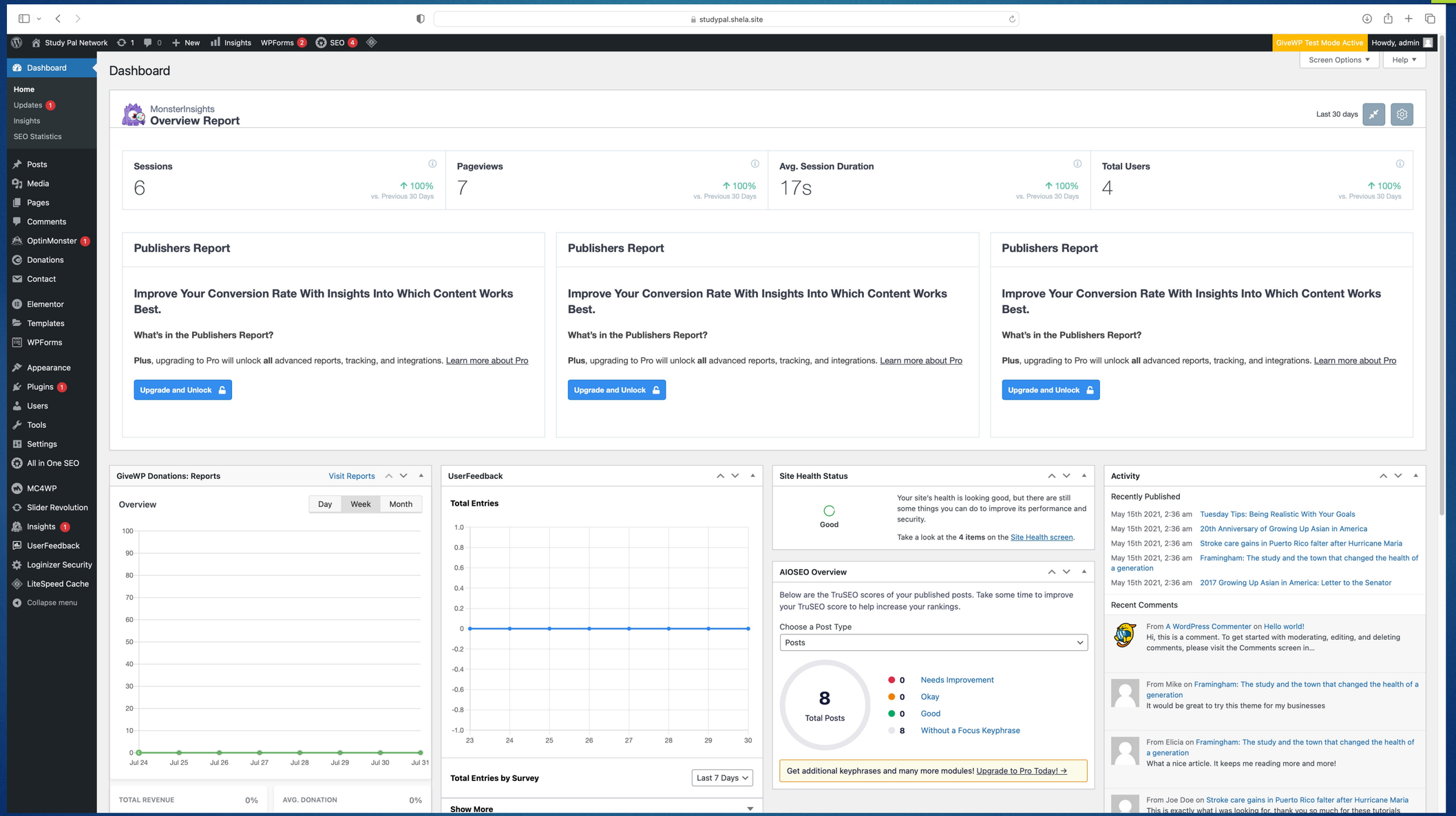
Hover Text Button

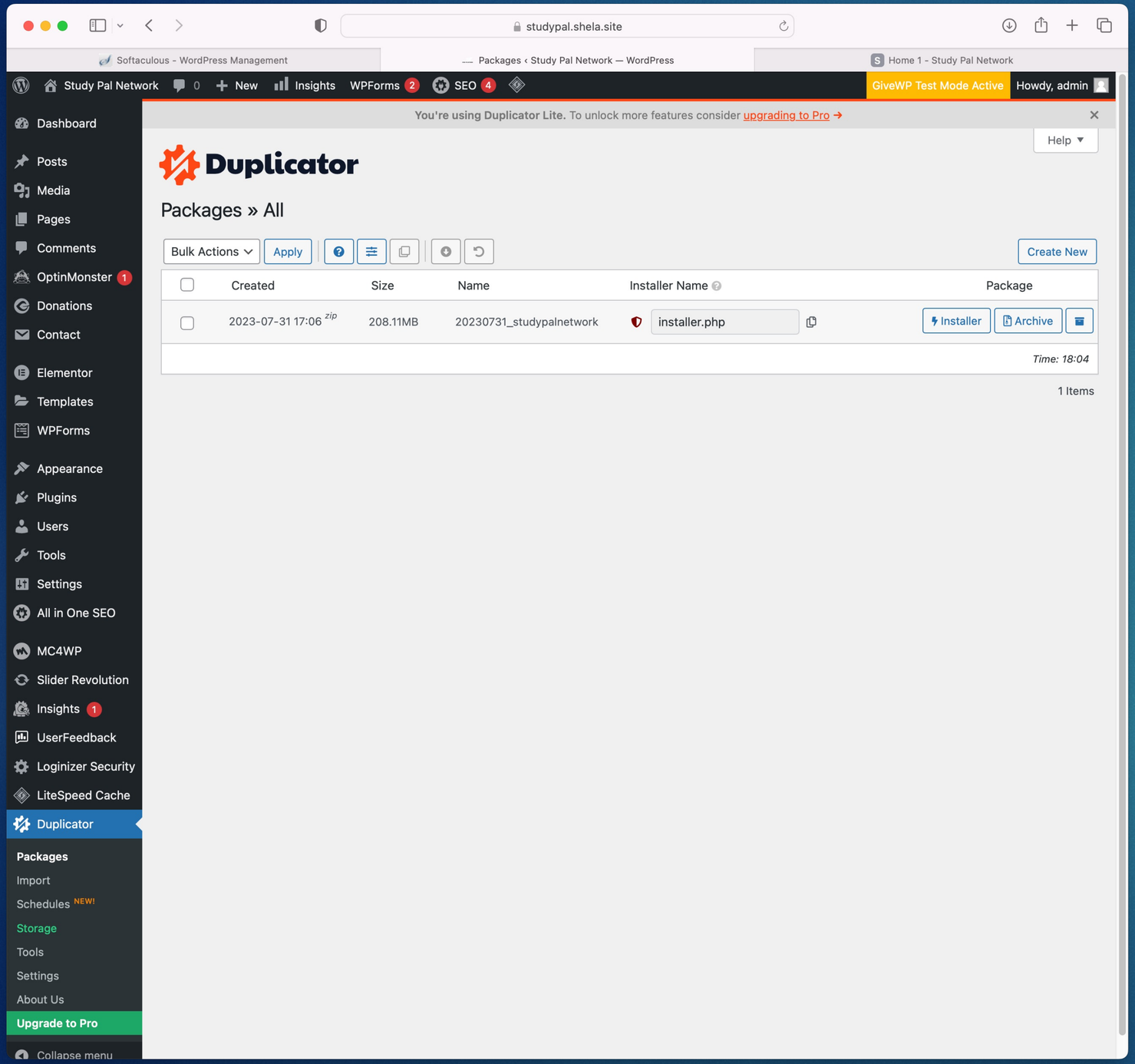
Read More

Font: KHAND, 19px
Button Color: #3EDEB1

IMAGES/ILLUSTRATIONS

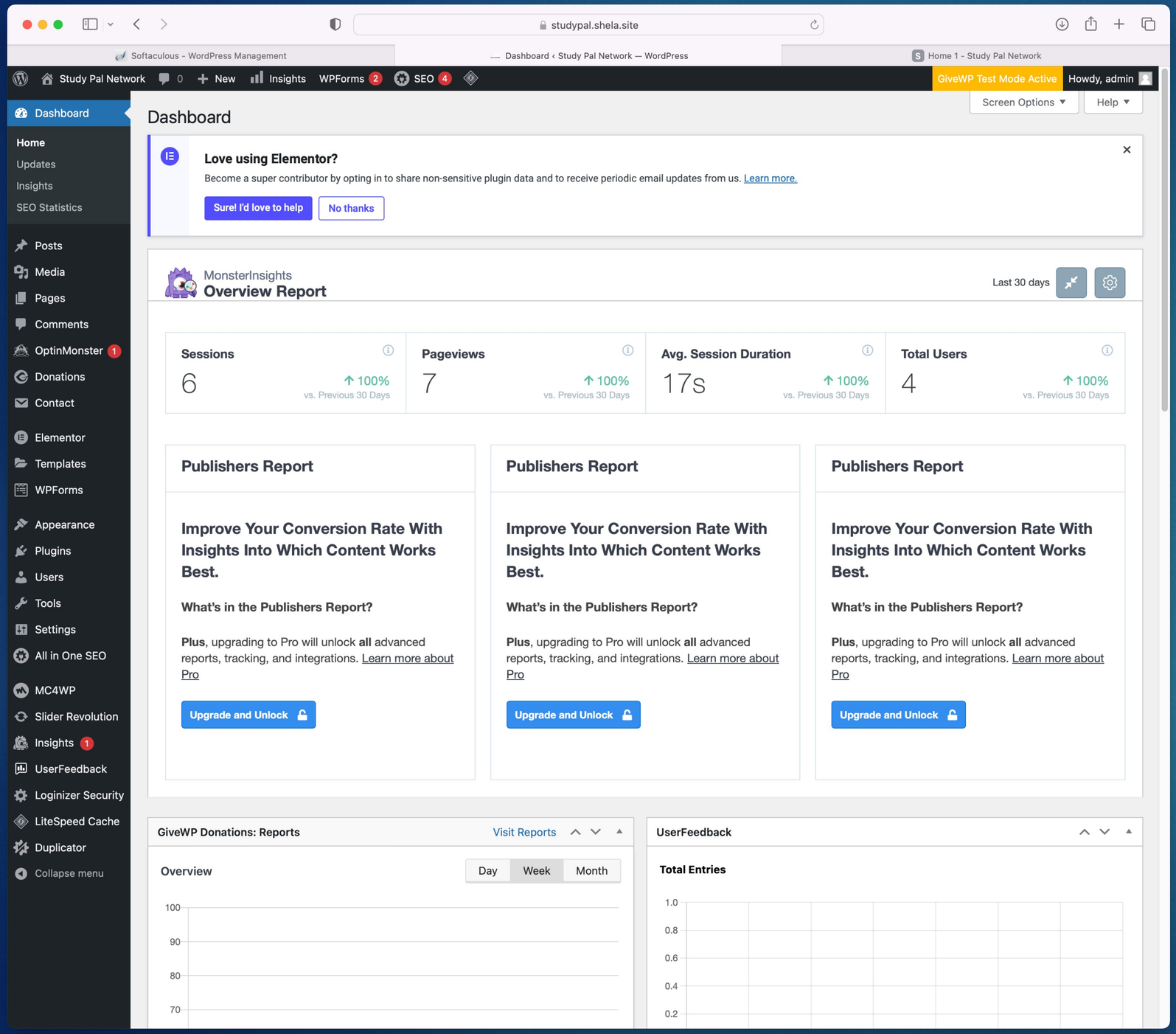
SITE DASHBOARD



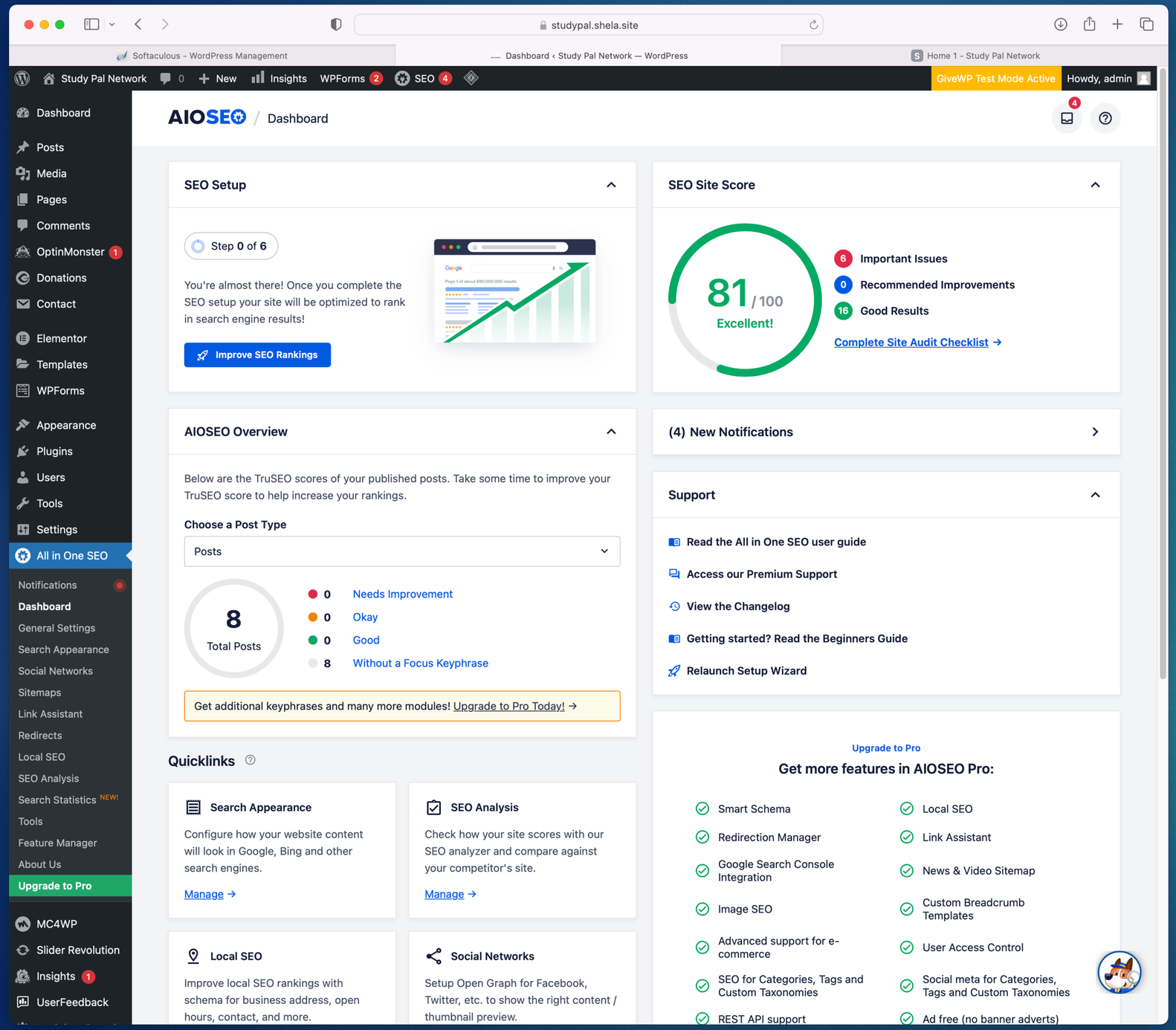


PLUG-INS: DUPLICATOR

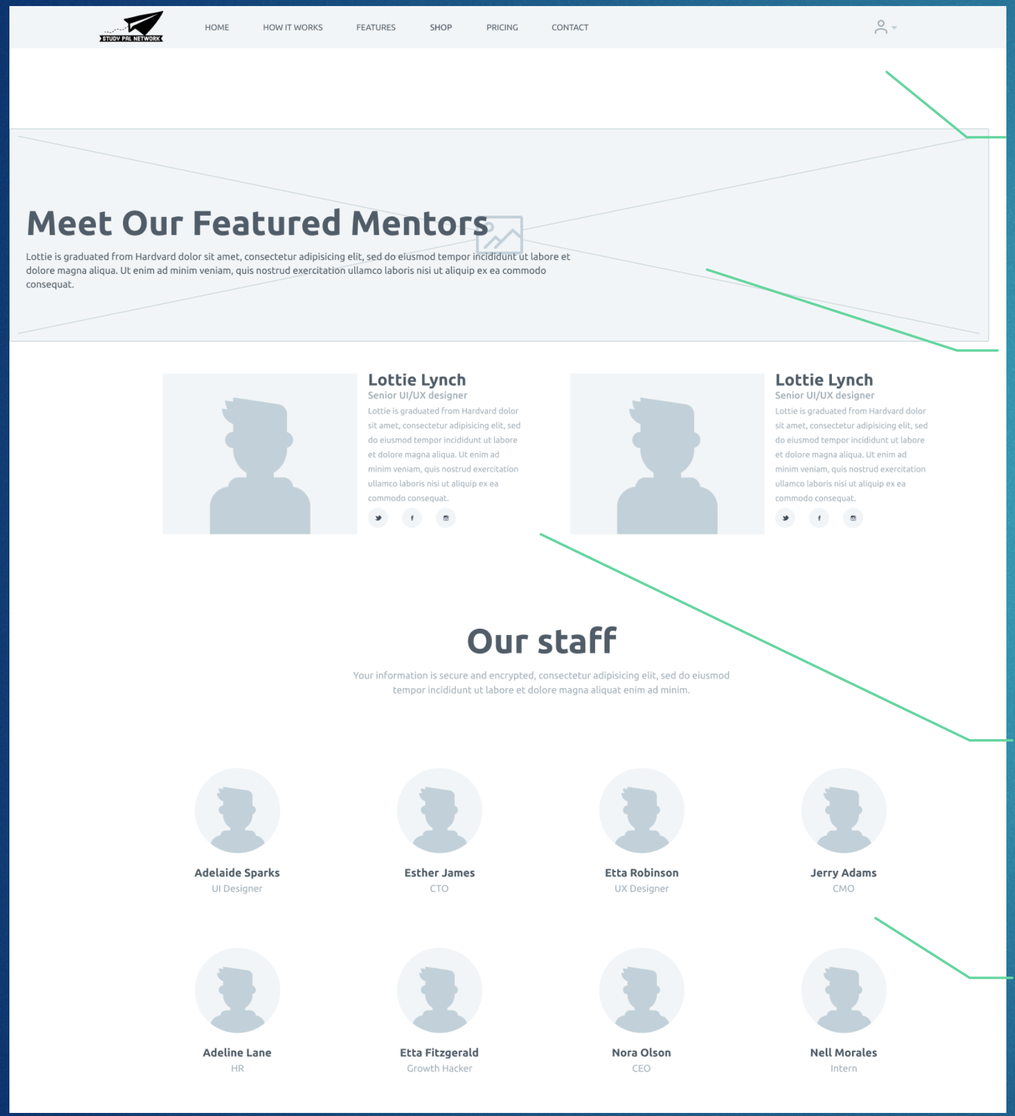
PLUG-INS: MONSTERINSIGHTS



PLUG-INS: AIOSEO



MOCKUPS – Featured Mentor

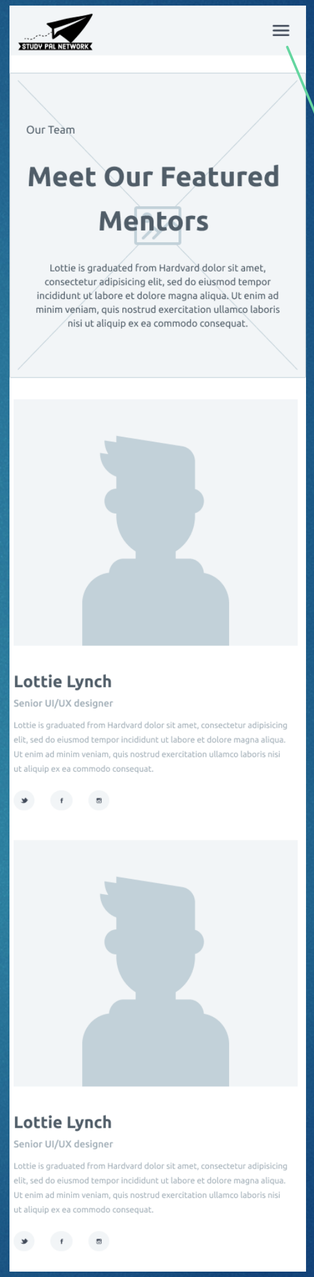


Log in button on the Navigation Bar

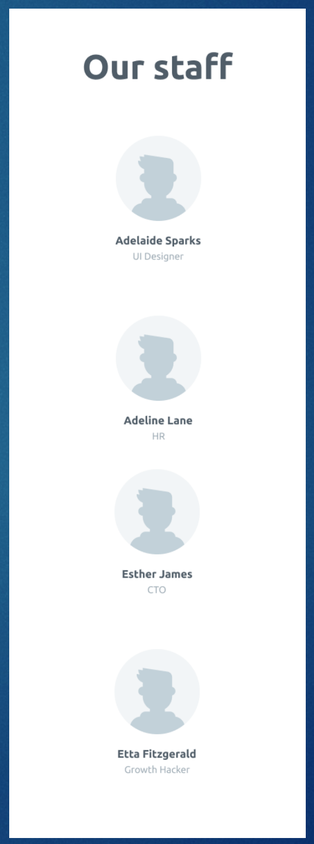
Display an eye-catching featured image conveying a feeling of caring and professionalism

Intro of 2 leaders

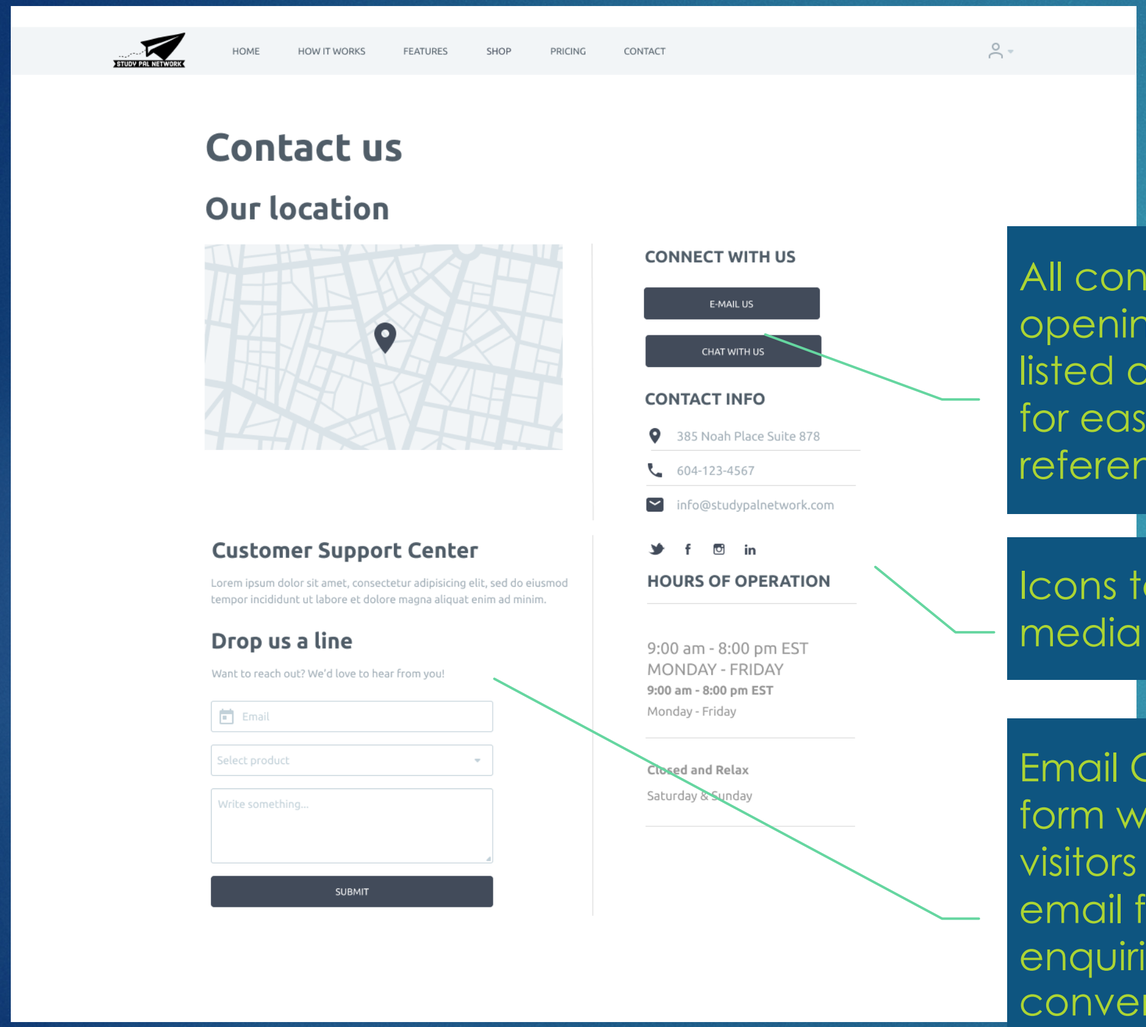
Intro of featured mentors



Navigation bar turns into hamburger menu on mobile screens



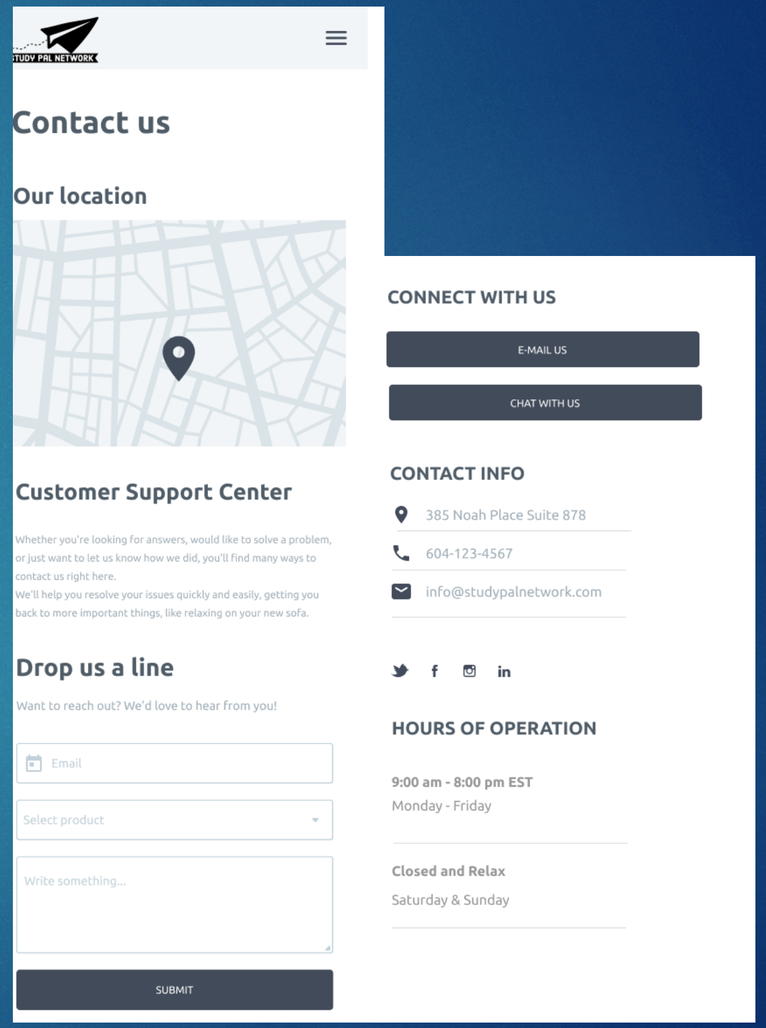
MOCKUPS – Contact Us



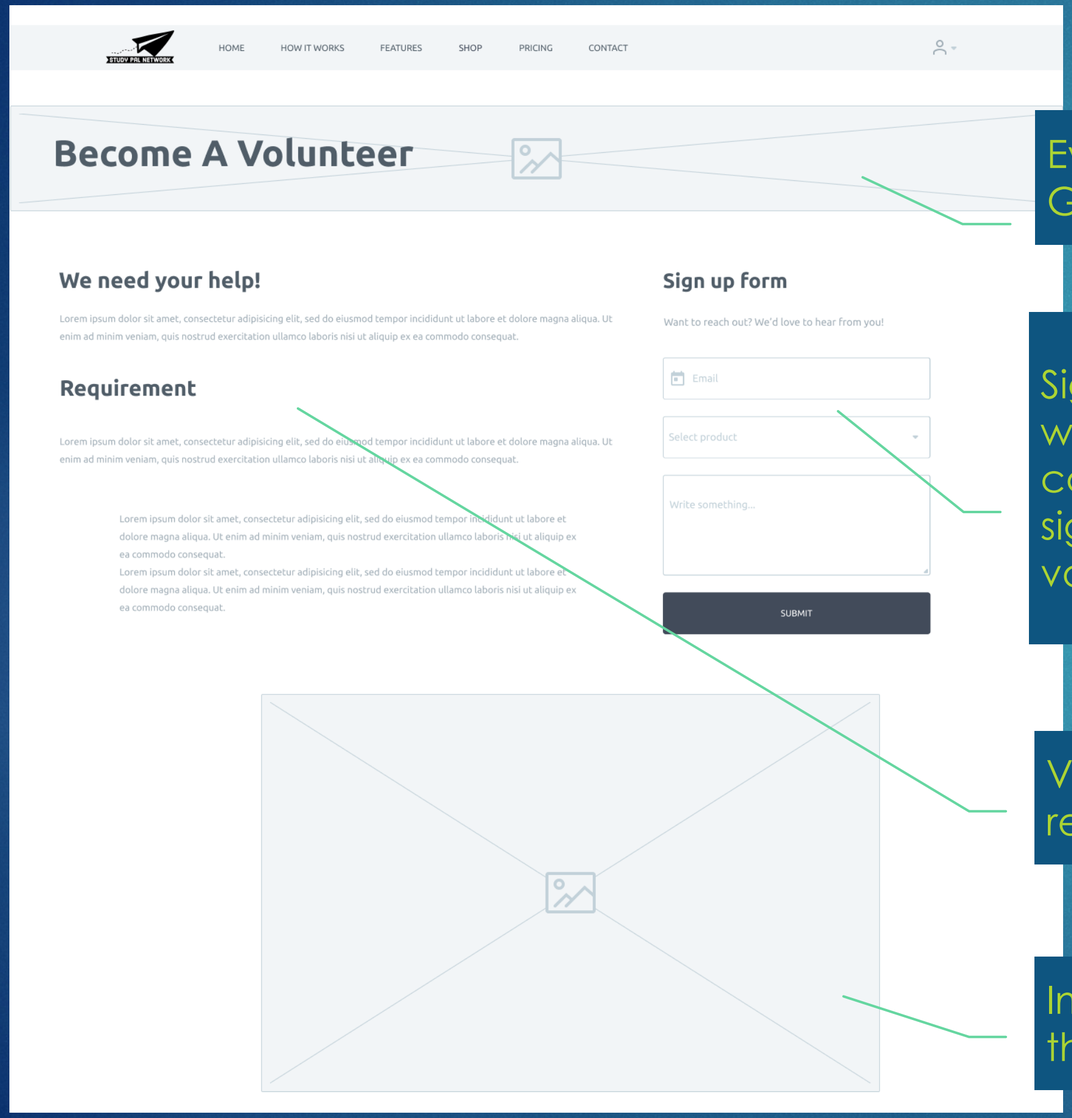
All contact info, opening hours listed on the side for easy reference

Icons to social media platforms

Email Contact form where site visitors can send email for enquiries conveniently



MOCKUPS – Volunteer Page



Eye-catching Graphic Banner

Sign Up form where site visitors can email to sign up as volunteers

Volunteer requirements

Image to enrich the page