nolo.com Homepage Design

Case Study

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MOODBOARD

COLOR PALETTE

CMYK (53, 77, 76, 78)
RGB (49, 14, 3)
#310E03

CMYK (9, 55, 100, 0)
RGB (226, 135, 36)
#E28724

CMYK (14, 32, 100, 0)
RGB (221, 170, 19)
#DDAA13

CMYK (18, 18, 18, 0)
RGB (209, 201, 198)
#D1C9C6

CMYK (67, 67, 66, 73)
RGB (39, 32, 31)
#27201F

CMYK (2, 1, 6, 0)
RGB (246, 246, 237)
#F6F6ED

TYPOGRAPHY

Bitter

Logo / Header / Title

Aa

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
‘?’“!”(%)[#]{@}/&\<-+÷×=>®©$€£¥¢:;,.*

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
‘?’“!”(%)[#]{@}/&\<-+÷×=>®©$€£¥¢:;,.*

Open Sans

Body / Subtitle / Paragraph

Aa

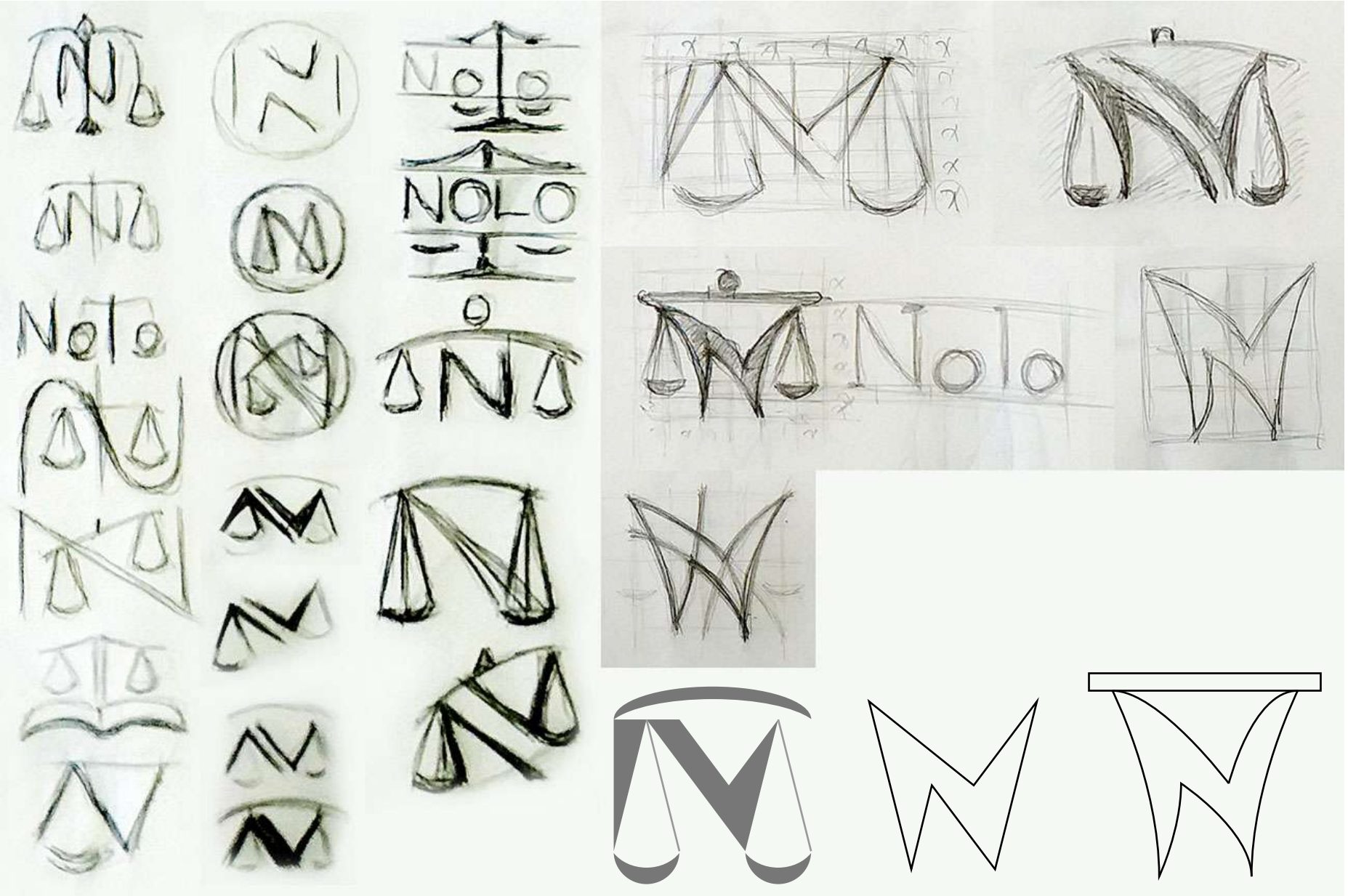
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
‘?’“!”(%)[#]{@}/&\<-+÷×=>®©$€£¥¢:;,.*

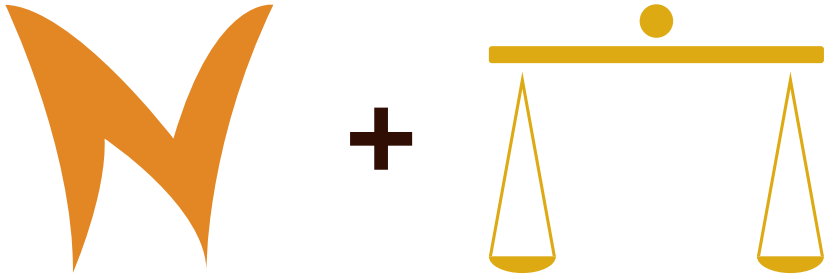
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
‘?’“!”(%)[#]{@}/&\<-+÷×=>®©$€£¥¢:;,.*

LOGO EXPLORATIONS



LOGO DESIGN



N
(First letter of Nolo)

Balance
(A symbol of court)

Clear Space

LOGO DESIGN

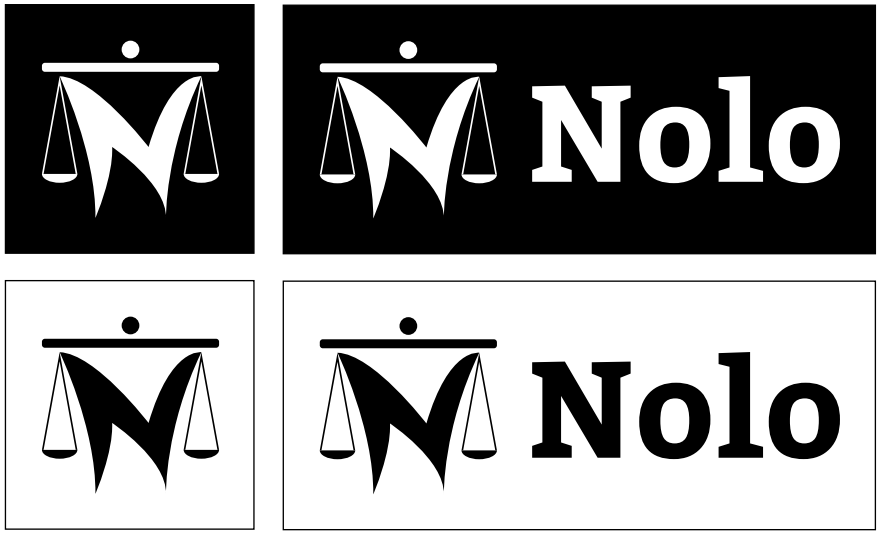
Minimum Size

Print minimum size: 0.55 X 0.55 in (1.4 x 1.4 cm)

Digital minimum size: 40 x 40 px

Color

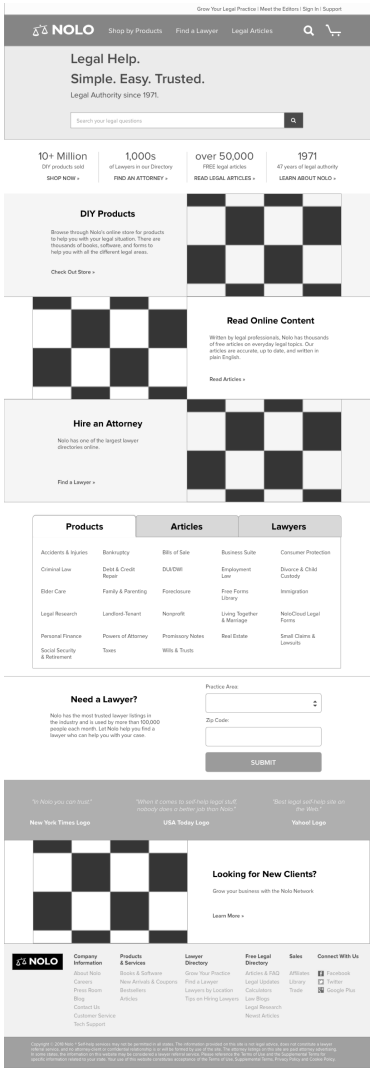
Black & White



FAVICON

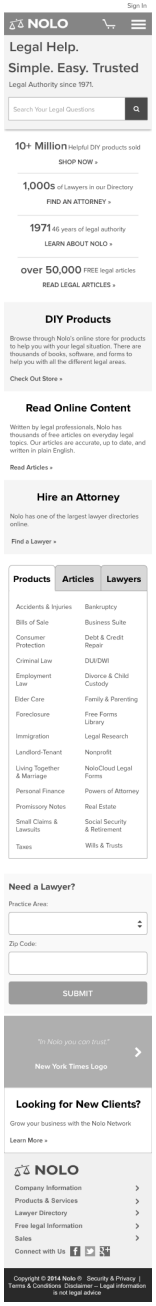
Favicon 16 x 16 pixels

HOMEPAGE WIREFRAME



← Desktop View

Mobile View →



* The wireframes designed were given by Internet Brands.

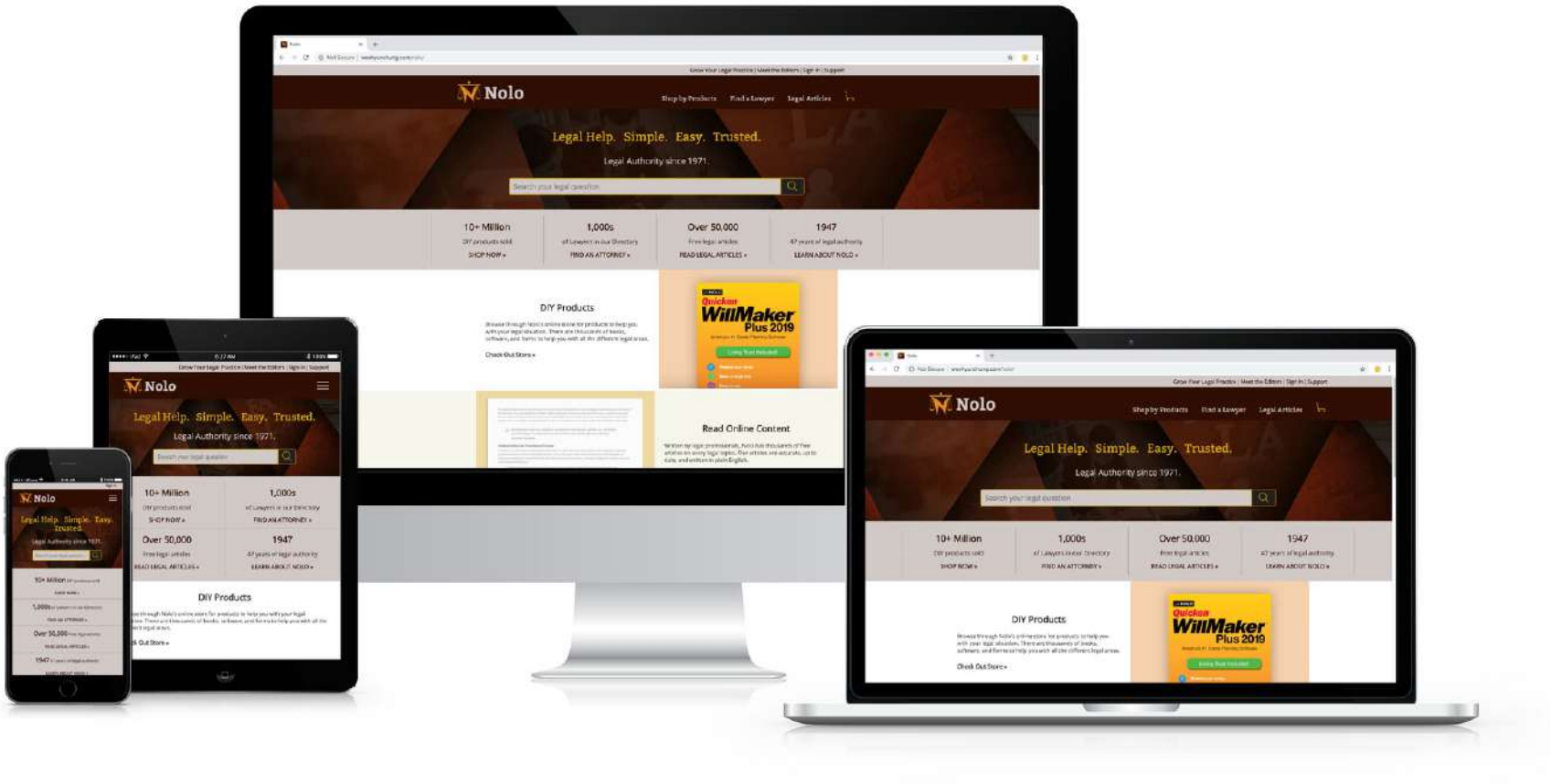
HOMEPAGE FINAL DESIGN

← Desktop View

Mobile View →

* Please see attached PNG and AI files for your review.

PROTOTYPE



Coded Prototype Link:

http://woohyunchung.com/nolo/

PROTOTYPE

- See the prototype through the provided link or the attached file.

- I made a live coded homepage with consideration of responsive design and cross-browser compatibility. It works across the mentioned web browsers which are Chrome, Firefox, Safari and Edge. While working with different browsers, I noticed that the footer section in Safari as soon as the window size is less than 500px, it behaves a little differently than any other browsers. This issue occurs because window resize event function might not be supported by Safari. Other than that, the whole page is fully functional and responsive.

- Images were collected from Nolo.com and free image sites such as unsplash.com and pixabay.com.

Thank You