

WEBSITE MANUAL

Ulterior
Records



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Mobile Designs

HEX: e84e1c
RGB: 232, 78, 28
CMYK: 0, 66, 88, 9
WEB: ff6633

HEX: f4f4f4
RGB: 201, 201, 201
CMYK: 0, 0, 0, 51
WEB: 888765

HEX: 262626
RGB: 38, 38, 38
CMYK: 0, 0, 0, 85
WEB: 333333

HEX: f2f2f2
RGB: 242, 242, 242
CMYK: 0, 0, 0, 5
WEB: ffffff

The Colours

For our colour palette we wanted to keep it simple. Black can sometimes be harsh colour to use, so we created our very own off grey for our website, text and logo.

We wanted the colour palette to have a pop of colour so that is why we created our vivid orange, working alongside the off grey.

The Typography

Here at Ulterior we believe that typography can say a lot about a business. Here we use two fonts so we can keep our brand consistent. Our main font is Helvetica, it's a clean, clear and neutral font that comes in many weights but also a webfriendly font, so it works well for our brand. When it's not available any other sans serif should replace it.

Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 £@£\$%[]!?*

Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 £@£\$%[]!?*



ferocious sophomore
solo effect from Karin
Dreijer of The Knife

Quickshop

Details

Image rollover
W:205px - H:205px
Font size - 14px
Details - 10px
Quickshop- 10px
Colour - ffffff



Rare David Bowie records
released for Record Store
Day this year

Image rollover
W:205px - H:205px
Font size - 14px
Details - 10px
Quickshop- 10px
Colour - ffffff

The sign up/ in feature on the site is in the form of a roll-over menu. This is done to save space on the site and to streamline it a bit more so that we don't have any more links that we don't really need.

LOGIN / REGISTER

CHART

Sign in box size

W: 260px H: 280px

Form titles

Font - Helvetica

Font size - 14px

Colour - ff3366

background-color: ffffff

Log in

Font - Helvetica

Font size - 12px

Colour - ffffff

Login button

W: 330px H: 35px

Colour - ff3366

Name:

Enter Name

Password:

Enter Password

Submit

The Rollover

The roll-overs for the website were designed for the indent to inform the customer of a summary of the album and the artist before buying the product or going in for a closer look. Each follow a similar theme which can translate in to any roll-over on the website.

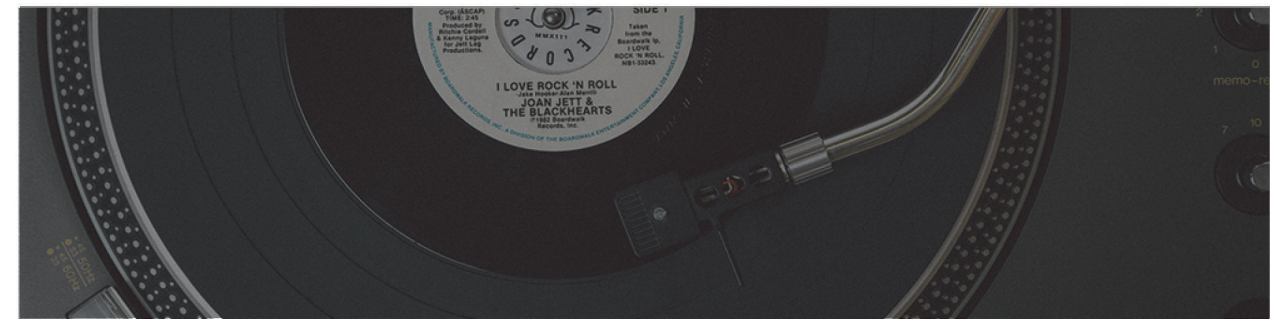
The Imagery

The images is a important part on the site, some modified to our brand style e.g. our main black and white images, but apart from when it comes to actual product images because this could mislead the customer or confuse them.

Silder images - W:1000px - H:450px



News letter - W:1000px - H:450px



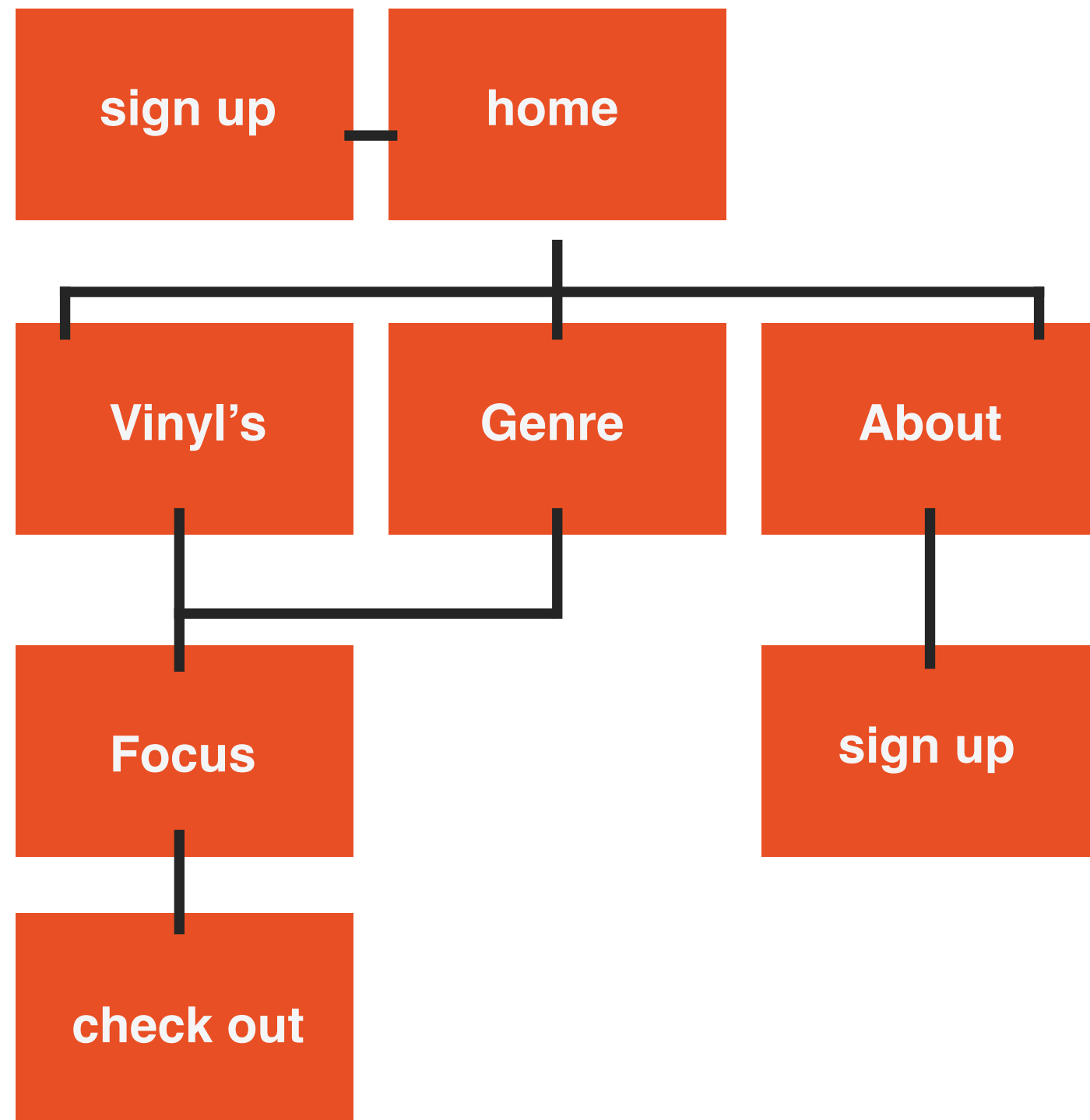
News letter overlay - W:1000px - H:450px / 55% opacity



Standard images - W:15 px - H:15 px



Product Images - W:10 px - H:10 px



Website Map

This is the website map for ulterior. This is to be followed as shownen, all link from the navagation bar is to be set in the home page which allows a easy follow through out the website.

The Icons

For our social media icons we wanted them to be a pop of colour within the website. They're main functionality is to direct the customer to our social media, this being Instagram, Twitter, Facebook and Snapchat, these are the top four social media outlooks and by being on these it would benefit us.



Website Templates

The site's layout can be broken down into a set of grids and columns, consisting of 12 columns that are 60px wide and have a 20px gutter, in total on a 940px grid. The site is based off of this simple layout so that it's easier to build a sense of consistency across the website.



Logo

W:250px - H:116px

Cart box

W:60px - H:50px

colour - **ff6633**

font - Helvetica

font size - 12px

colour - **ffffff**

Log in

font size - 12px

font - Helvetica

colour - **ff3366**

Header White space

1200px - 148px

Header text

Font Size - 60px

colour - **ff6633**

font - Helvetica Bold

Navigation Bar

W:965px - H:44px

colour - **ffffff**

Navigation text

font - Helvetica

Font Size - 14px

colour: **ff6633**

rollover: underlined

white space: W: 20px

Footer

W:1000px - H:425px

colour - **333333**

Social media Icons

W: 495px H: 40px

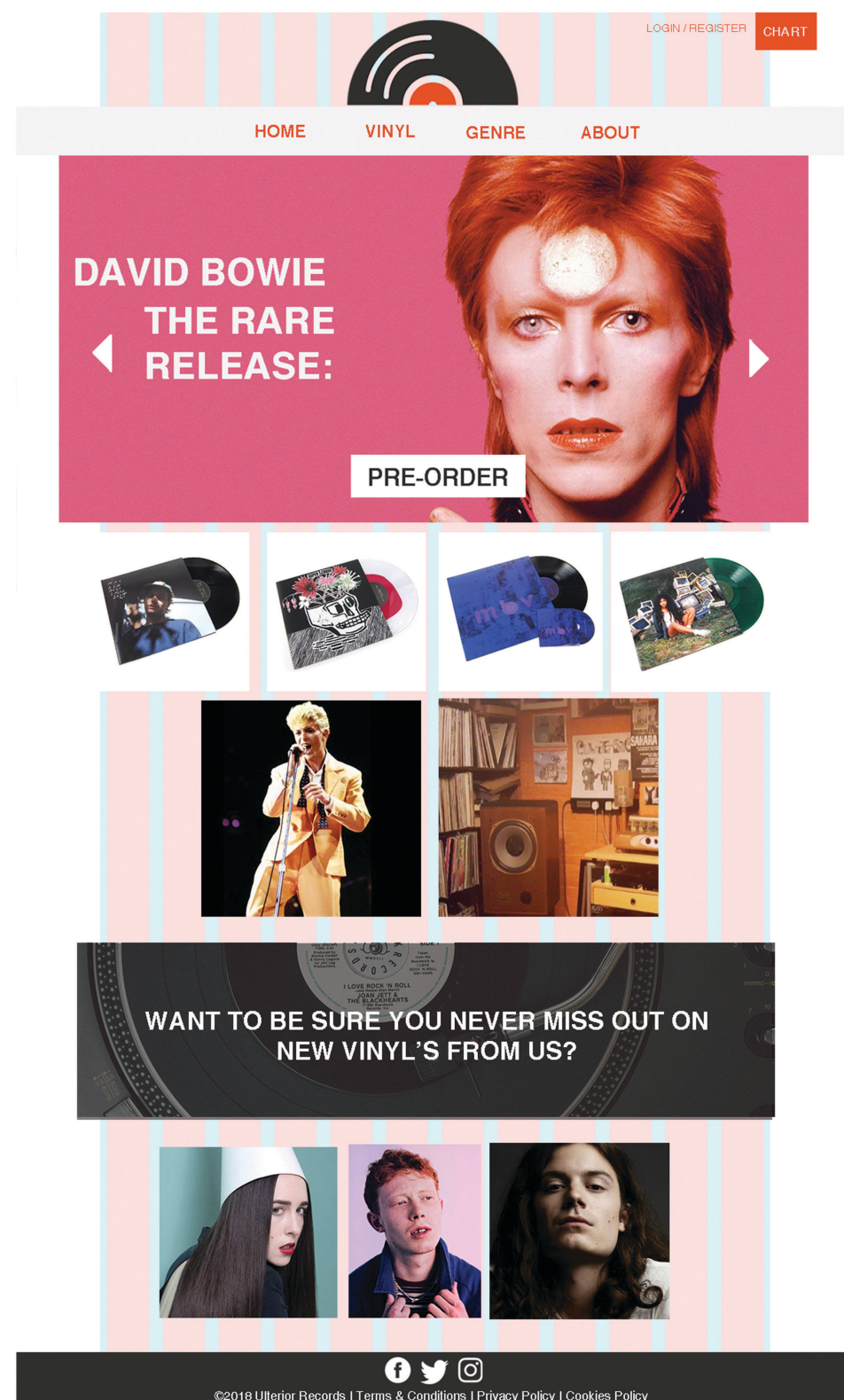
colour - **ffffff**

Footer text

font size - 12px

font - Helvetica

colour - **ffffff**



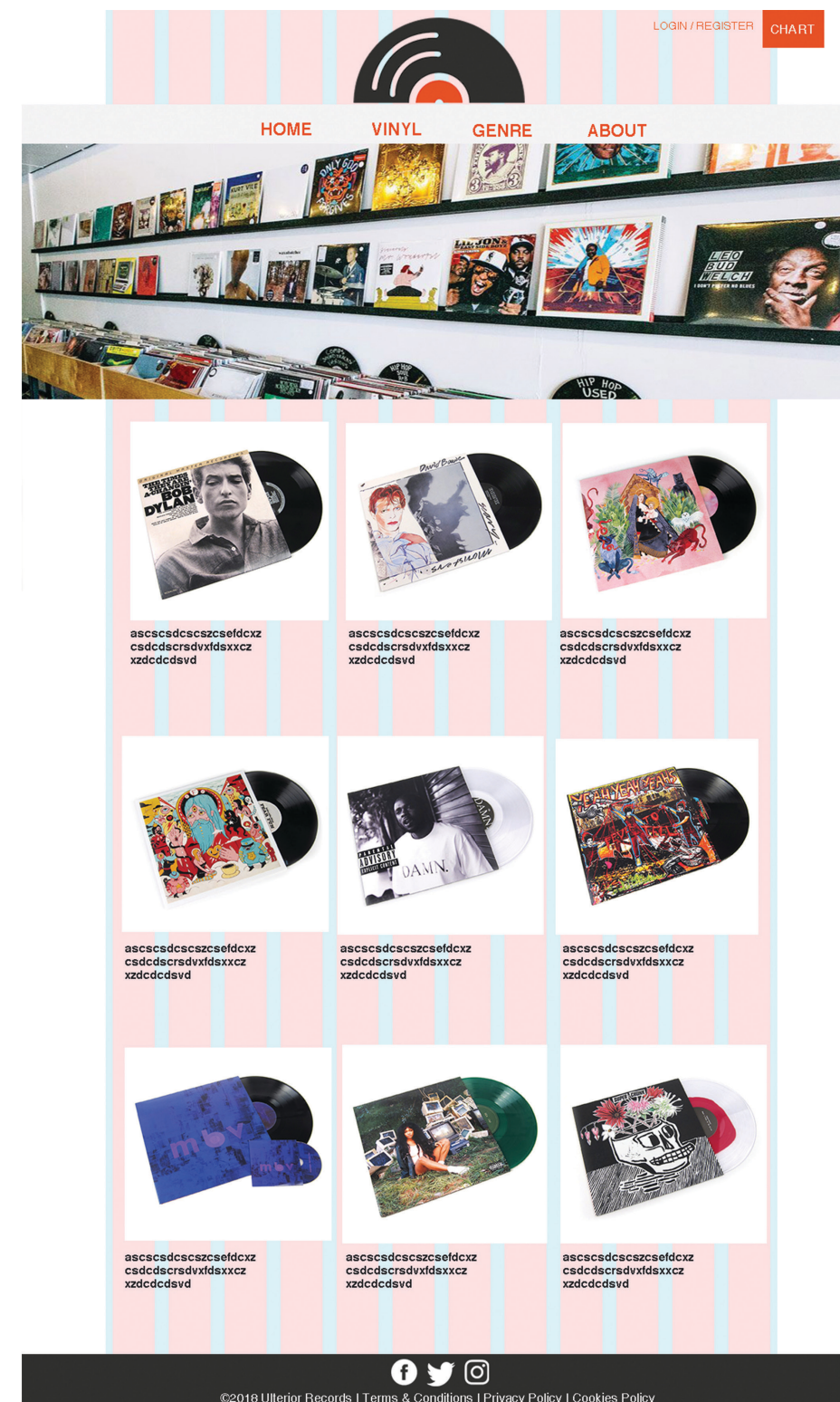
- Header image**
W:1000px - H:290px
- White space**
W:1000px - H:95px
- Product image**
W:205px - H:210px
- white space between**
W:20px
- white space under**
W:1000px - H:25px
- Product image**
W:205px - H:210px
- white space between**
W:20px
- white space under**
W:1000px - H:25px
- Product info**
Font size - 14px
colour - ffffff
- News image**
W:310px - H:310px
- News letter**
W:1000px - H:450px
- News letter overlay**
W:1000px - H:450px /
55% opacity
colour - 333333
Font size - 30px
colour: ffffff
- Feature image**
W:250px - H:250px

Home

The home page is the first page the user will see upon arrival of the site. it is important to make a good first impression and have all of the buttons, menus and roll-overs working correctly otherwise it can risk business of the site and potentially cause quite a few issues.

Product Page

This page is where all the product we offer will be shown. Each picture / product is a roll-over that gives a summery of the artist or album e.g. “2017 masterpiece from K.dot w/ tracks in reverse” then under is the basic Information like name of the album, artist and price.



Header image
W:1000px - H:290px
White space
W:1000px - H:95px
Vinyl records
Font Size - 24px
colour: **ff3366**
white space under
text:
W:1000px - H:25px
**Product photoshop
buttons**
W:205px - H:210px
Rollover - with
overlay 50% opacity
Font size - 24px
font- Helvetica
colour - **ffffff**
white space between
W:20px
white space under
W:1000px - H:25px
Product info
Font size - 14px
colour - **ffffff**
Page numbers
Font size - 30px
colour - **ff3366**



Product image

W:550px - H:490x

white space between

W:20px

white space under

W:1000px - H:25px

small product image

W:95px - H:70px

Arist Name

type size - 16px

colour: **ff3366**

Product name

Font Size - 21px

colour: **ff3366**

Product info

Font Size - 14px

colour: **333333**

Add to cart button

W:315px - H:40px

colour - **333333**

font size - 24px

font - Helvetica

More from images

W:210px - H:210px

More from text

font size - 24px (All caps)

font - Helvetica

Banner

W:1000px - H:300px

Overlay - 55%

font size top - 48px

font - Helvetica Bold

font size bottom - 36px

font - Helvetica

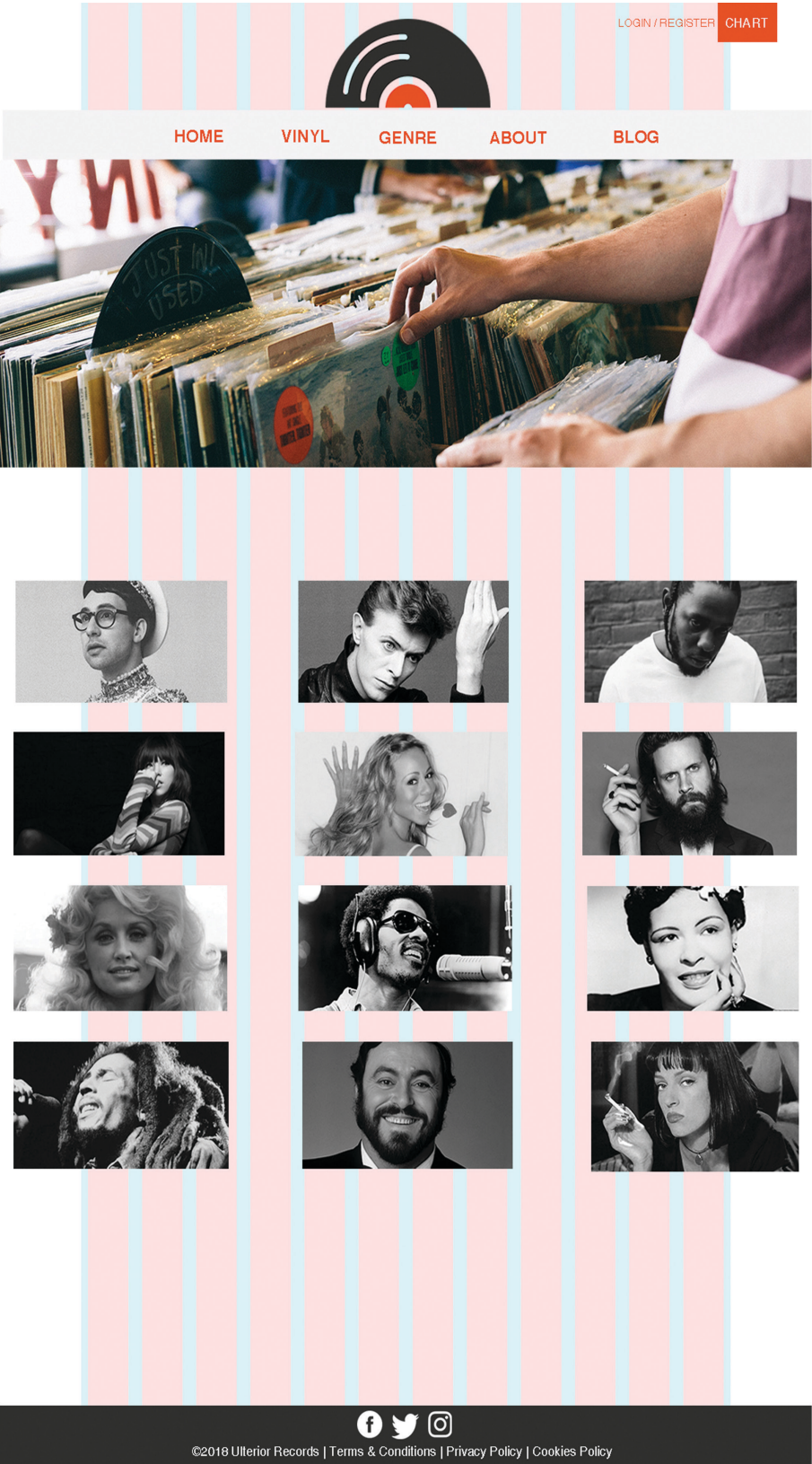
Focus Page

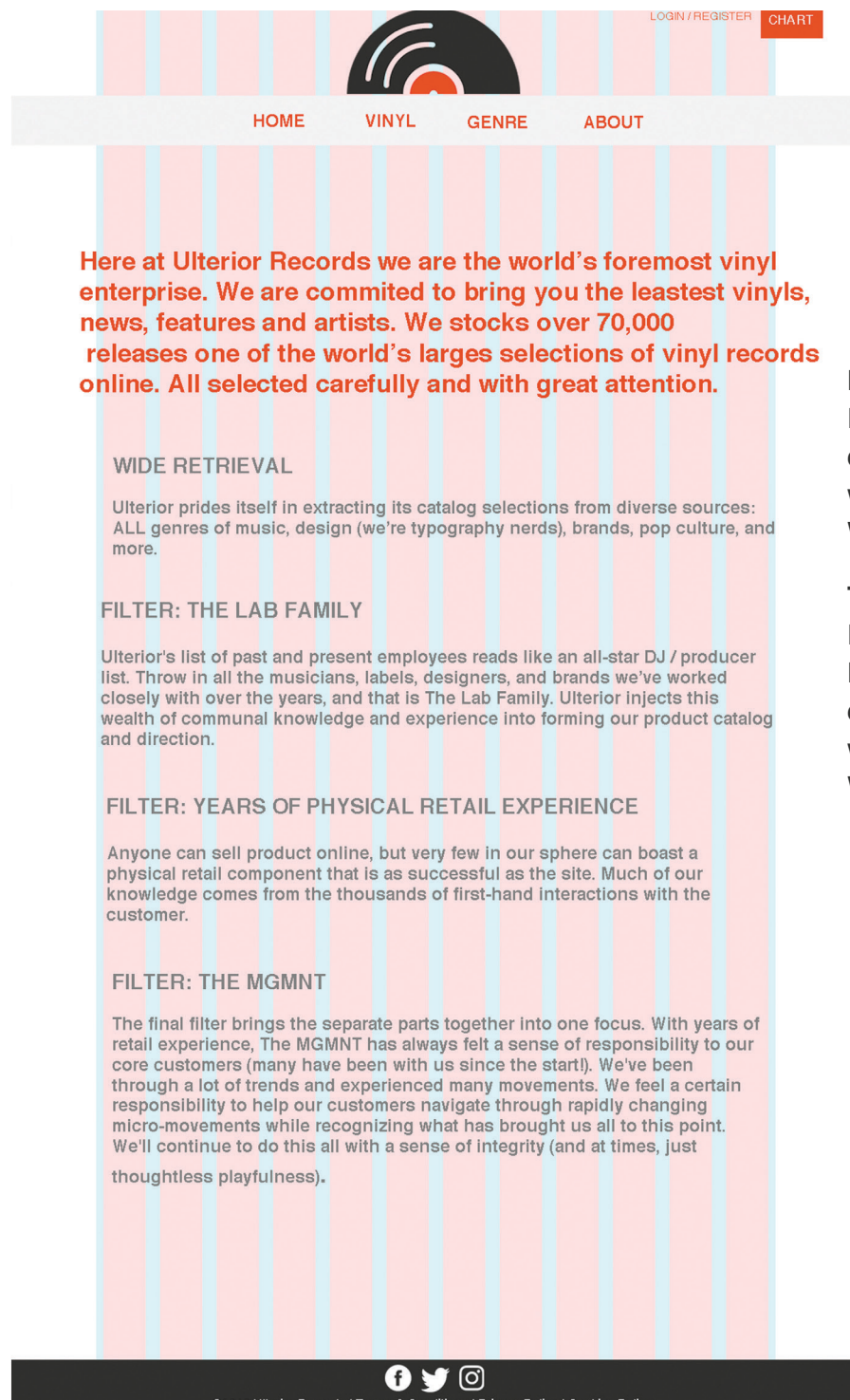
This is the page where all product options need to be Visible but not to overload the customer. We've include information about the product and pricing. There is also a drop down menu that allows the customer to pick which version of the product they like e.g. standard, deluxe.

A back to store link is include so the customer has a easier time navigating the website.

Genre Page

The genre page was design for the intent for the costumer to easily navigate their way around the website. If the costumer was searching for a certain type of genre in mind we have broken them down into different opinions each button being a roll-over stating what the genre is.





Main Text

Font Size - 20px

colour: ff3366

white space under text:

W:1000px - H:25px

Text

Font Size - 14px

Heading -18px

colour: ffffff

white space under text:

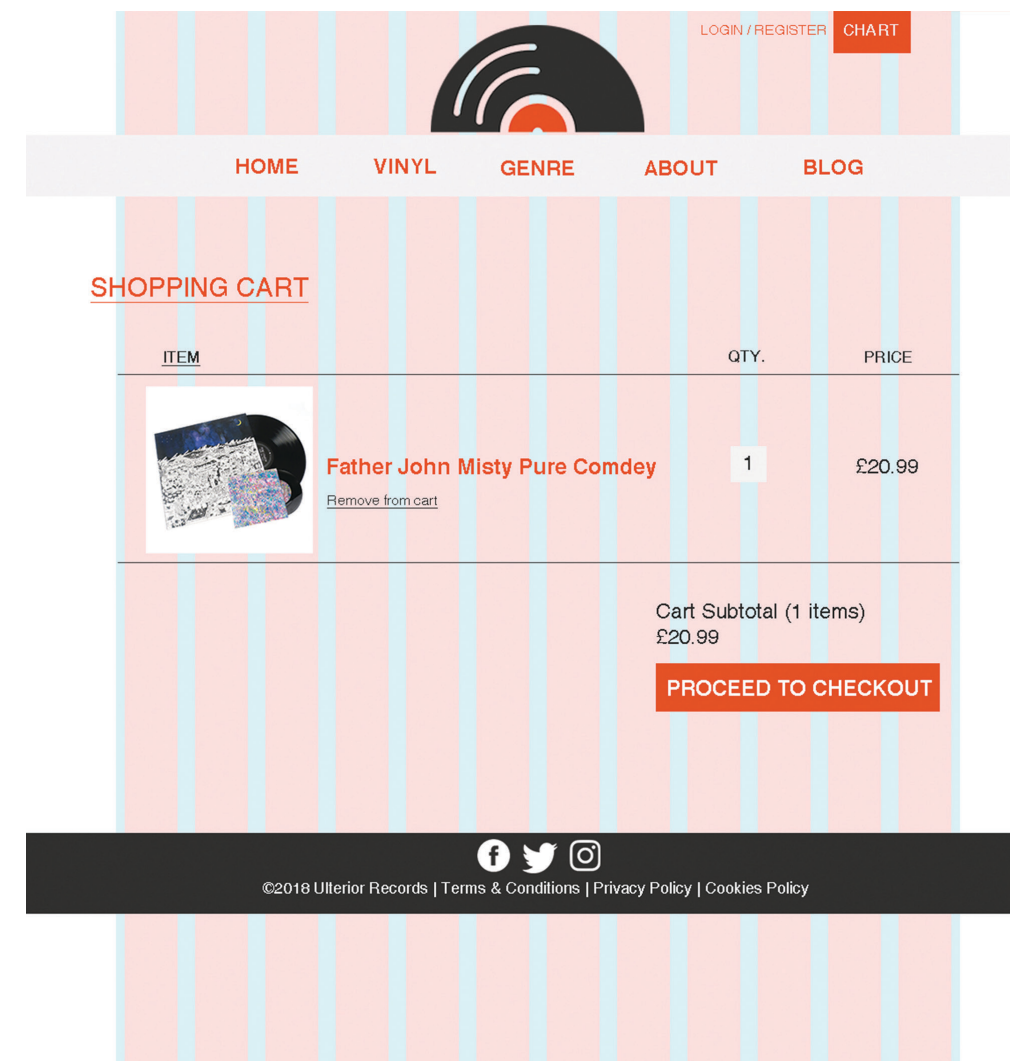
W:1000px - H:25px

About us

The about us page is used so that the user will get a basic background to the company as a whole if they are interested. I didn't want to overwhelm the customer by adding so much in the about us page so I wanted to keep it basic and break down to information about us a company and want we represent.

Cart Page

The shopping cart on the site is one of the most important elements as it'll be the final thing the user sees before they purchase any items from our company. The cart page is designed to be clean, simple and easy to understand for the customer.



Title

Font - Helvetica
Font S ize - 24px

product image

W: 190px - H: 190px

Product name

Font - Helvetica
Font S ize - 20px

smaller text

Font - Helvetica
Font S ize - 16px

summary text

Font - Helvetica
Font S ize - 18px

summary text

Font - Helvetica
Font S ize - 18px

checkout button

W:190px - H:45px
Font - Helvetica
Font S ize - 20px
Colour - ff3366

Logo

W:250px - H:116px

Header White space

1200px - 148px

Hamburger Menu

W: 80px H: 65px

colour - **ff3366**

Cart / Log in

W: 80px H: 65px

colour - **ff3366**

Silder image

W:1000px - H:450px

Footer text

font size - 12px

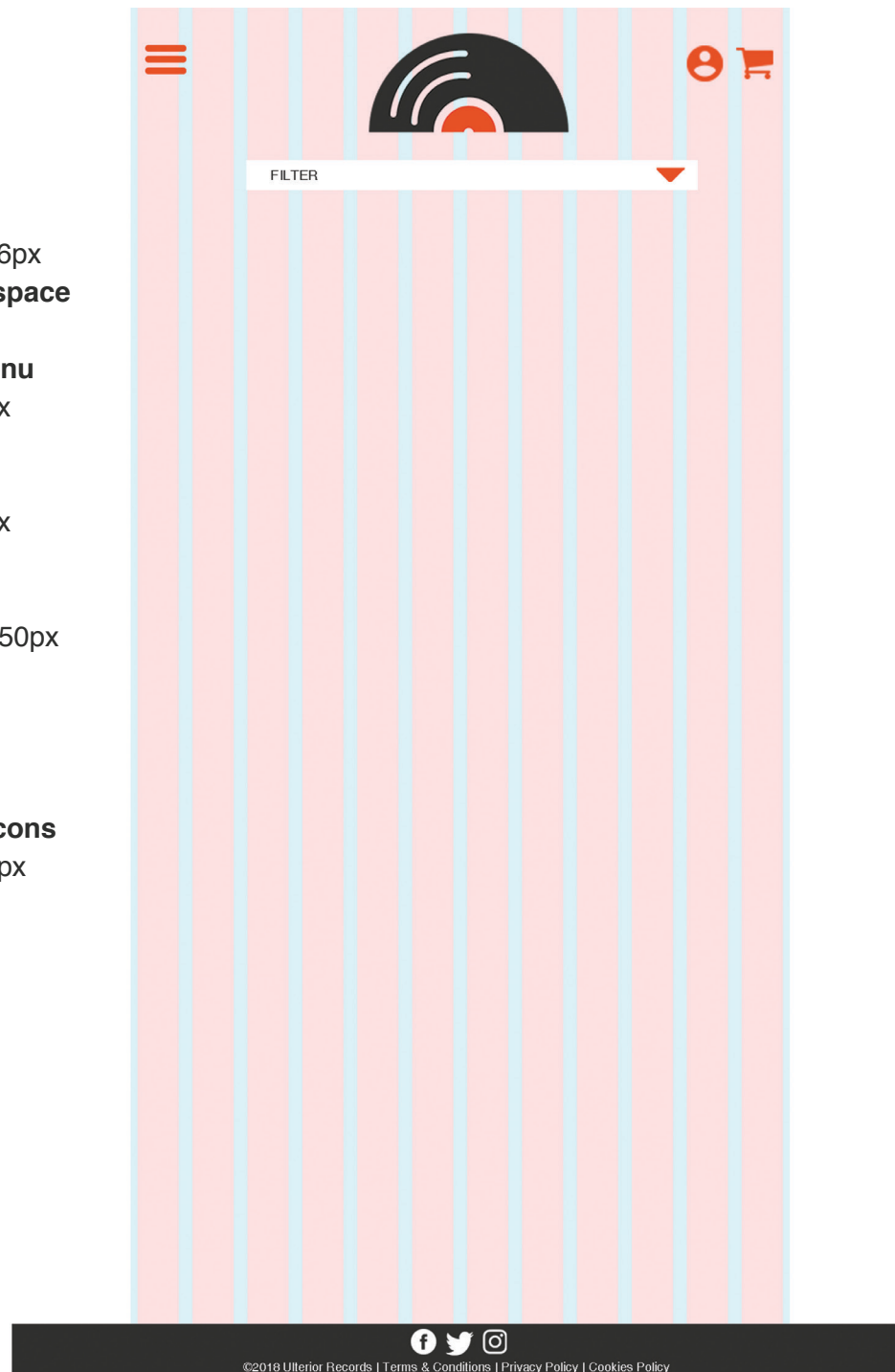
font - Helvetica

colour - **ffffff**

Social media Icons

W: 495px H: 40px

colour - **ffffff**



Moblle Templates

The mobile version of the site is optimised so that all of the unnecessary links and design elements are removed and streamlined so that the site doesn't look crowded and overwhelming on a smaller device.

Home

On the mobile version of the home page has been broken down into four different sections of our website. The 4 buttons were made keep the site from looking too busy because we have done this the customer can easily find what they are looking for. So shop would take you to our vinyl's, search allows the customer to find what they are looking, feature is to find out more about certain artists and their music and the news is just basically the news.

Header image

W:1000px - H:290px

White space

W:1000px - H:95px

shop image

W:250px - H:250px

Overlay - W:250 - H:250px

Opacity - 55%

Colour - 333333

font size - 60px

colour - ffffff

search image

W:250px - H:250px

Overlay - W:250 - H:250px

Opacity - 55%

Colour - 333333

font size - 60px

colour - ffffff

feature image

W:250px - H:250px

Overlay - W:250 - H:250px

Opacity - 55%

Colour - 333333

font size - 60px

colour - ffffff

news image

W:250px - H:250px

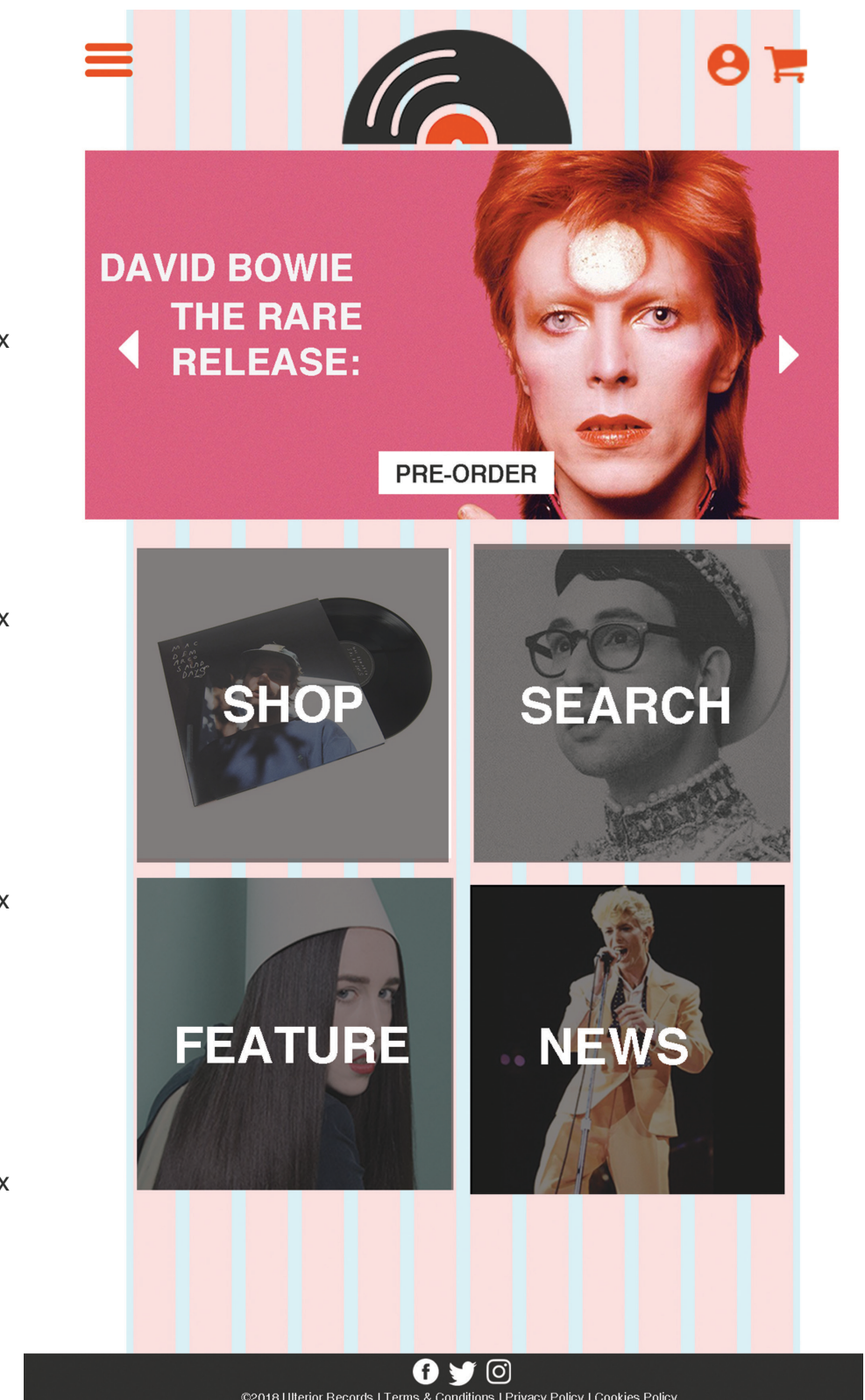
Overlay - W:250 - H:250px

Opacity - 55%

Colour - 333333

font size - 60px

colour - ffffff



Filter bar
20px - 1.50px

Back to top link
Font Size - 21px
colour: **ff3366**
rollover: underlined

White space
W:1000px - H:95px

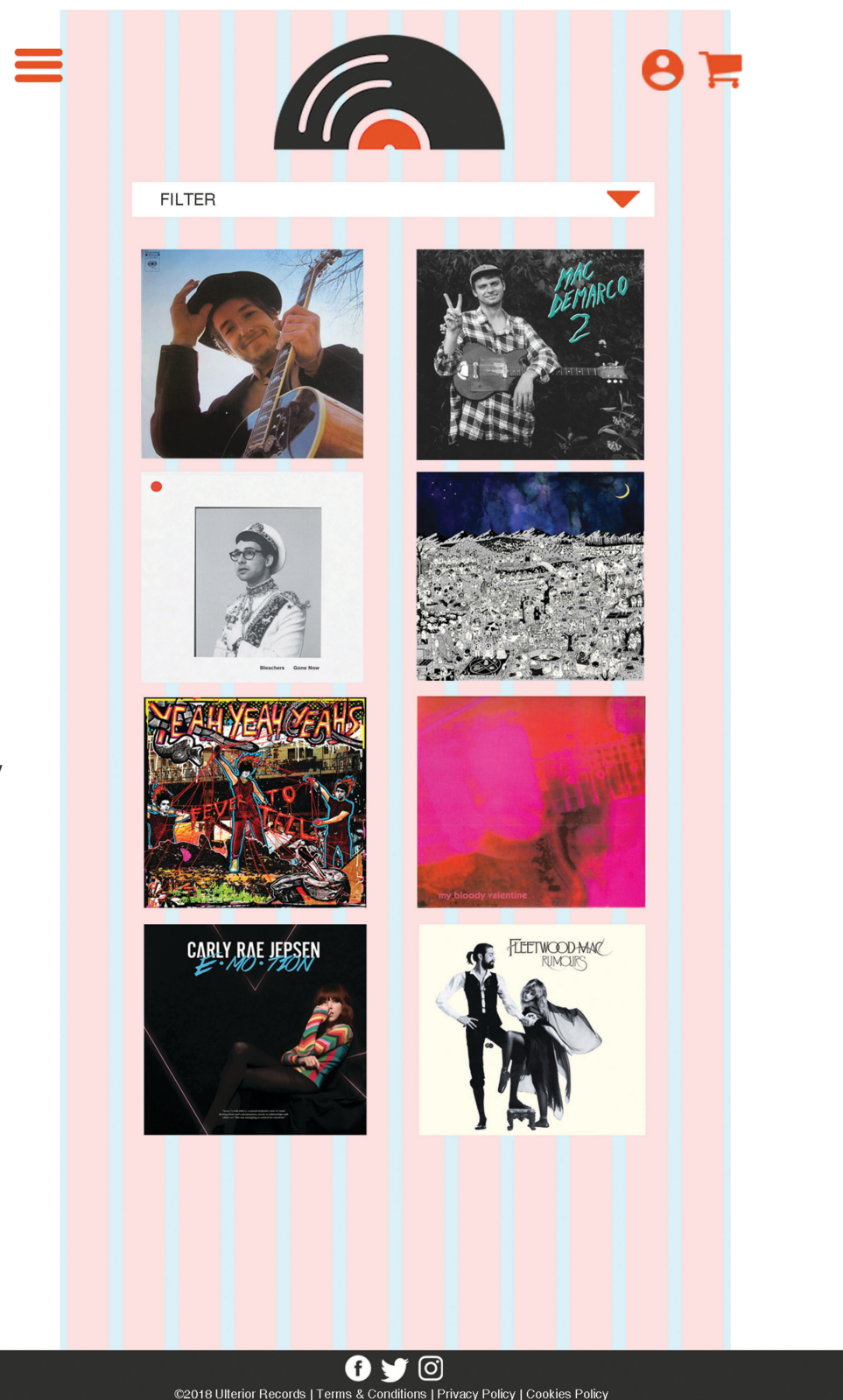
Vinyl records
Font Size - 24px
colour: **ff3366**
white space under text:
W:1000px - H:25px

Product photoshop buttons
W:205px - H:210px
Active
Rollover - with overlay 50% opacity
Font size - 24px
font- Helvetica
colour - **ffffff**

white space between
W:20px
white space under
W:1000px - H:25px

Product info
Font size - 14px
colour - light grey

Page numbers
Font size - 30px
colour - **ff3366**



Product Page

The mobile version of this page is a simplified version of the web layout, however this time it takes the form of roll-overs to the page doesn't become messy and unreadable, so the customer will be able to tab on the images for the information and prices.

Foucus Page

The desing for out mobile focus page has been designed for simple and clean, our website focus page is more busy, with more images, text and videos. But for our mobile page we wanted to get rid of that due to the fact it would messy on a mobile screen and the customer could become overwhelmed with the layout. So we kept clean and readable.

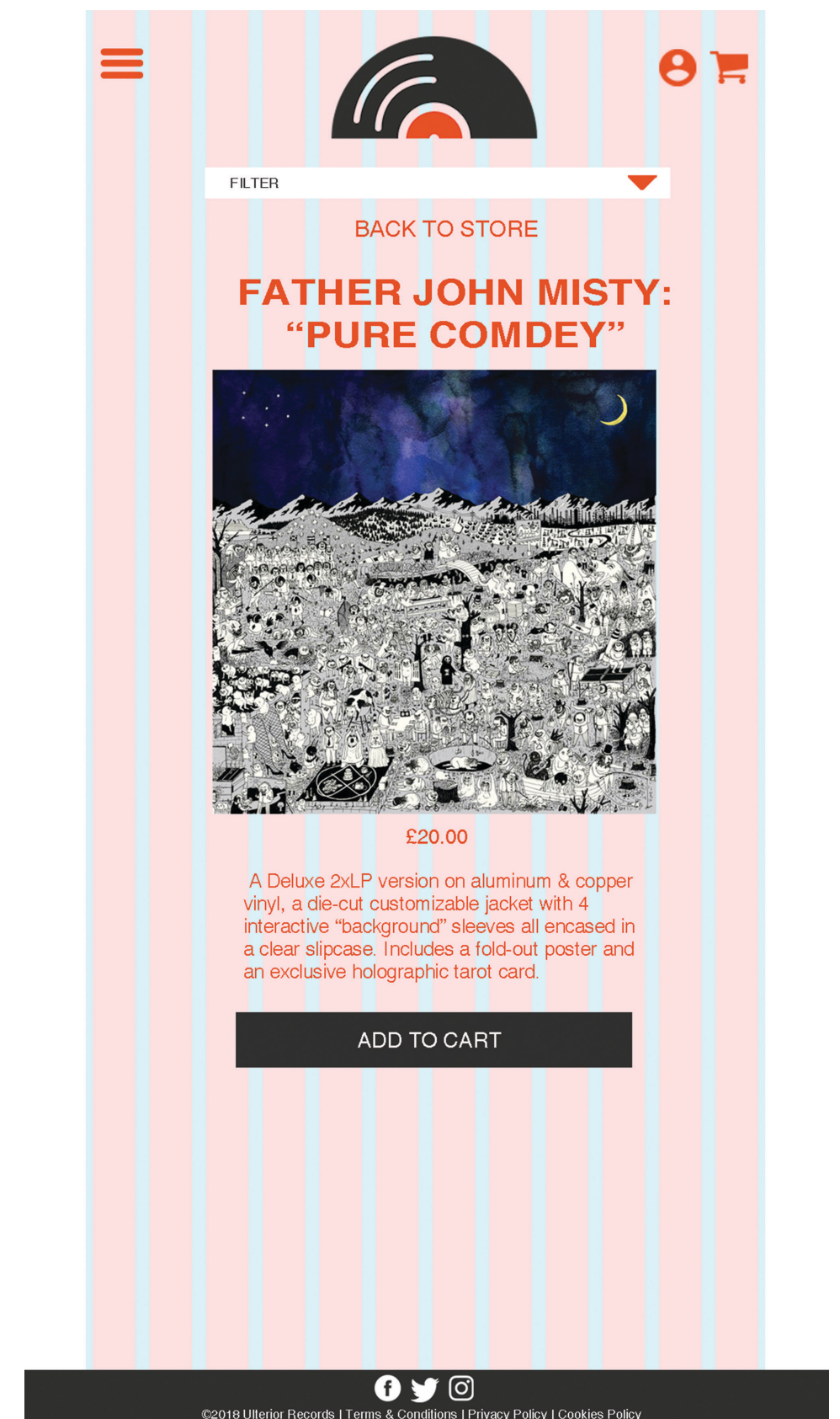
Product image
W:550px - H:490x
white space between
W:20px
white space under
W:1000px - H:25px

Arist Name
type size - 16px
coulor: Ulterior orange

Product name
Font Size - 21px
colour: Ulterior organe

Product info
Font Size - 14px
colour: Ulterior organe

Add to cart button
W:315px - H:40px
colour - **333333**
font size - 24px
font - Helvetica



Header image

W:1000px - H:290px

Product photoshop buttons

W:220px - H:215px

Active

Rollover - with overlay 50% opacity

Font size - 24px

font- Helvetica

colour - ffffff

White space between

W:1000px - H:95px

White space under:

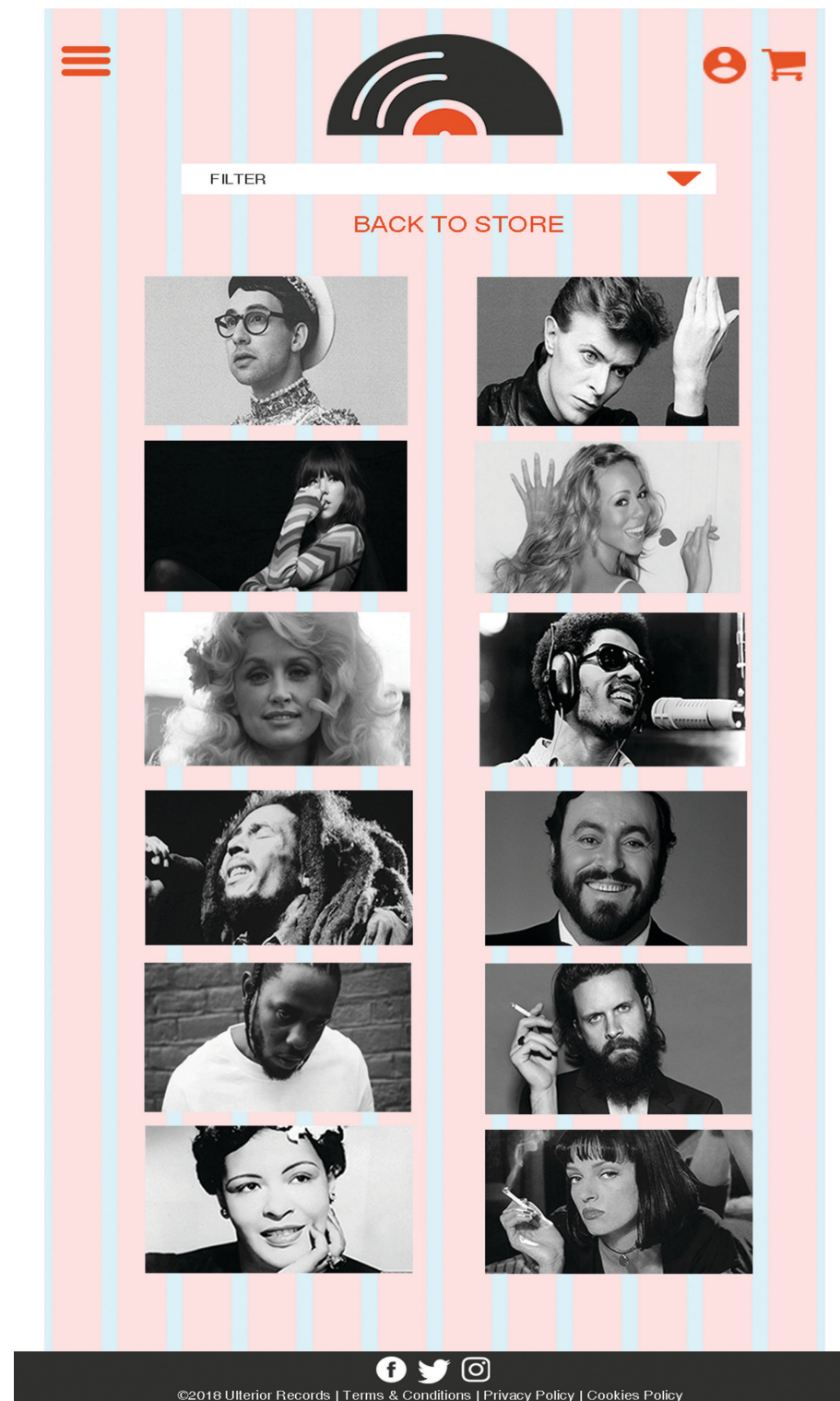
W:1000px - H:25px

Back to top link

Font Size - 21px

colour: ff3366

State: rollover - underlined



Genre Page

With the genre page was design for the intent for the costumer to easily navigate their way around the website. We wanted to same idea so the genre page is just scaled down with roll-overs the customer just has to tap the image for it to work.

About Us

With the design of the mobile about us page it's very much the same as the website design, just font size has changed so it can fit the scale of a mobile screen.

Main Text

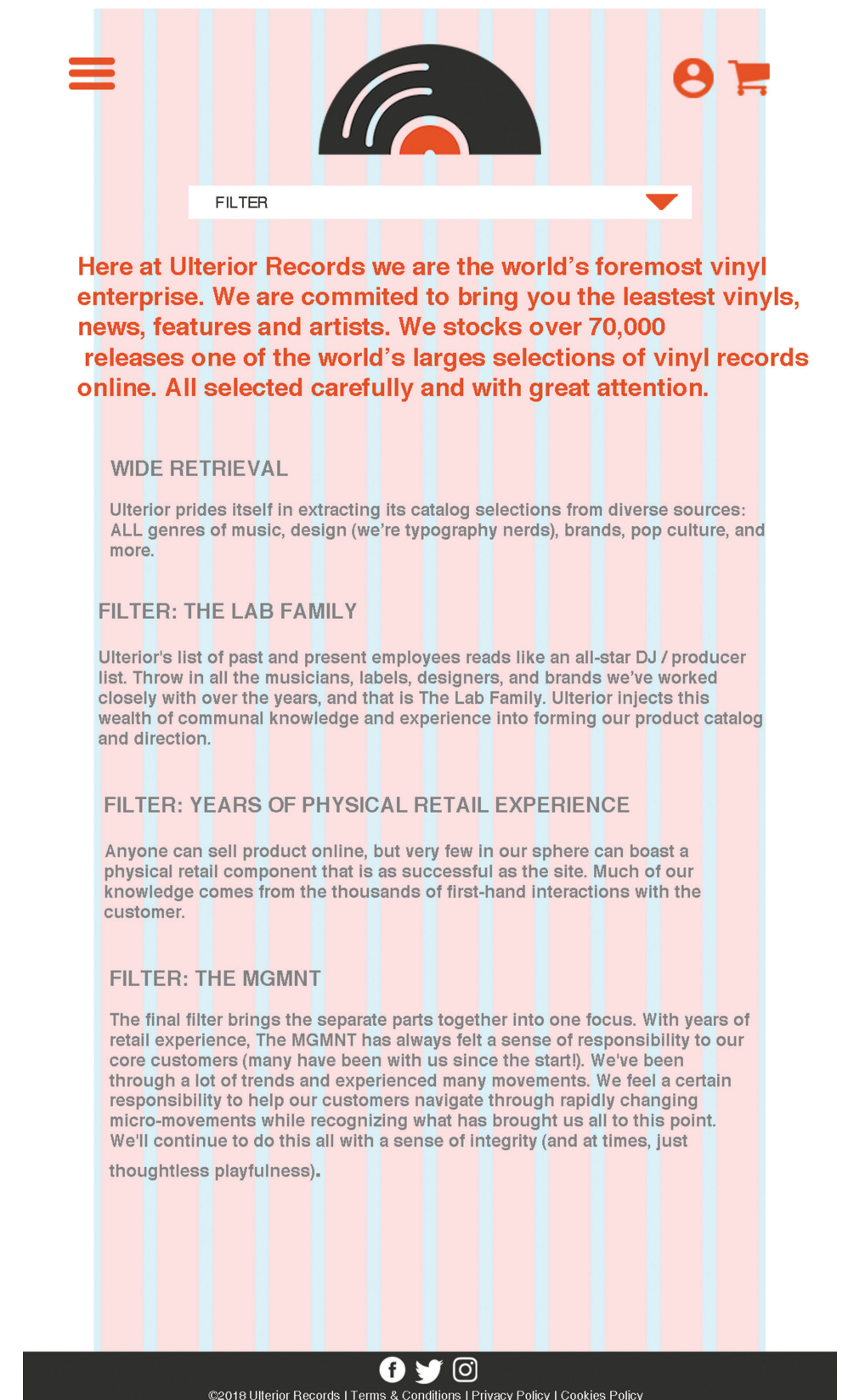
Font Size - 20px
colour: ff3366
white space under text:
W:1000px - H:25px

Text

Font Size - 14px
Heading - 18px
colour: ffffff
white space under text:
W:1000px - H:25px

Back to top link

Font Size - 21px
colour: ff3366
rollover: underlined



Title

Font - Helvetica
Font S ize - 24px

product image

W: 190px - H: 190px

Product name

Font - Helvetica
Font S ize - 20px

smaller text

Font - Helvetica
Font S ize - 16px

summary text

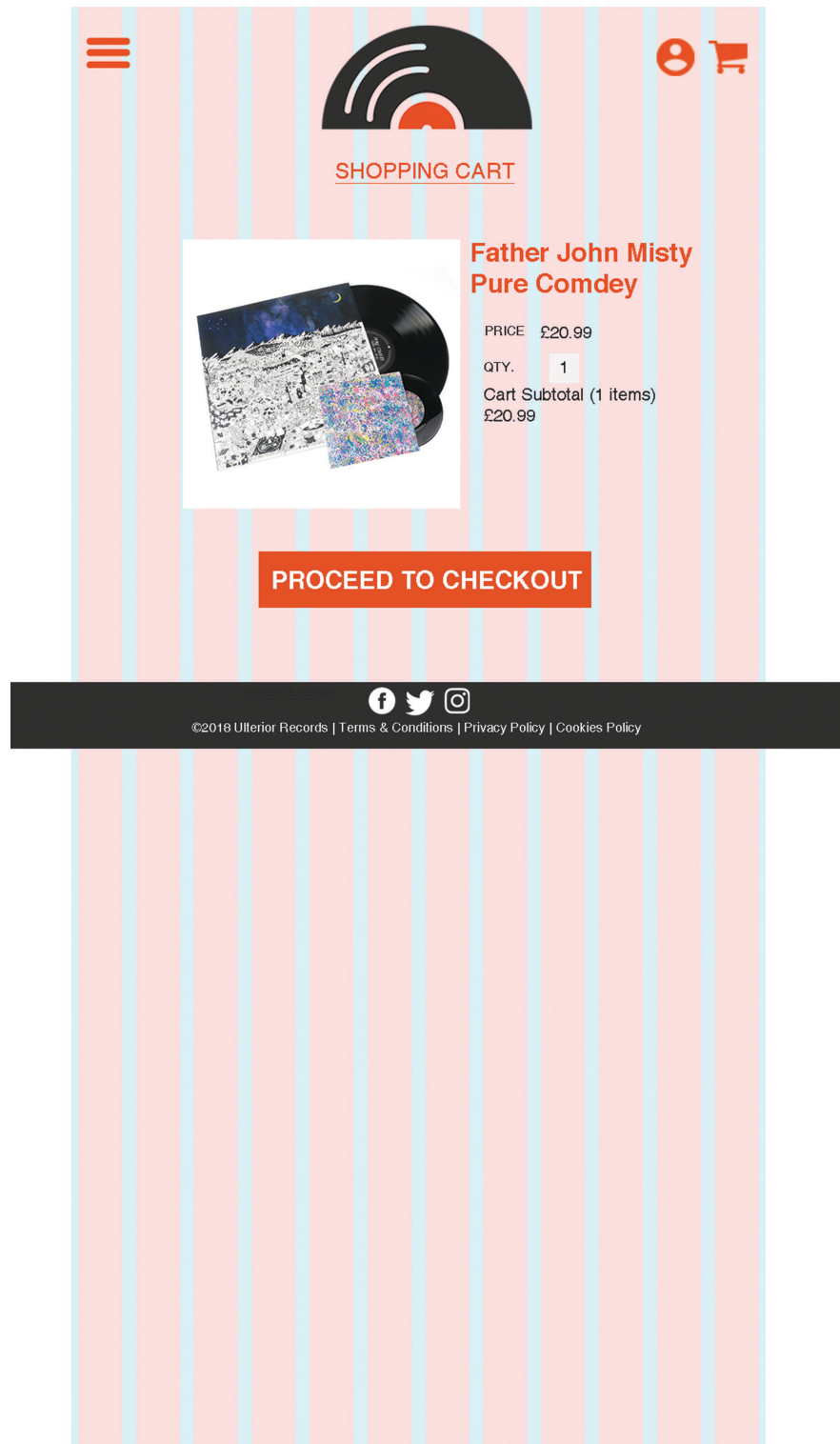
Font - Helvetica
Font S ize - 18px

summary text

Font - Helvetica
Font S ize - 18px

checkout button

W:190px - H:45px
Font - Helvetica
Font S ize - 20px
Colour - ff3366



Cart

The cart page for our mobile we wanted to design the page more for simple for the design we have brought it more together rather than spaced out so its much easier to read on a mobile screen other then that other aspects of the design is pretty much the same.



