pantoons design guide.

P

pantoons.
est. 2018

Overview/Philosophy

Overview

pantoons © was created with the music and playlist fanatic in mind. Mixtapes were used as a romantic gesture in the 90s and slowly fizzled out as music became more digitized and society transitioned into the digital age we live in present-day. Now, despite being rarer, playlists are still being shared with lovers, friends, family and relationships of all sorts. The main difference is that they have gone digital.

Branding Objective:

pantoons © aims to modernize mixtapes and
give users a respective platform to publish and share playlists.

Design Philosophy + Brand

The design of the pantoons brand is a modern, minimalist, light and sleek look; inspired by Pantone Inc. It follows clean, straight lines with graphics that have the ability to break out of their confinement. The colour scheme consists of white, pale pink and black as primary colours; several shades of pink (surrounding the primary shade of pink) as secondary colours and finally a couple blue shades as tertiary and supporting colours. These attributes added together give the modern and light feel we aim for and ultimately tying back to our goals.

Overview/Philosophy (cont.)

Target Audience

pantoons is intended for individuals who want to share music with those in their life. Being known as the universal language, music does not discriminate against anyone, no matter what age, gender, ethnicity, culture or socio-economic status they are. Because of this inclusivity, it is a bit difficult to define the target audience.

Our target audience is predominantly teenagers and young adults who are frequently on their computers and phones (although all are welcome to join in). This would make the specific target audience 16 to 25 year olds of all genders and backgrounds.

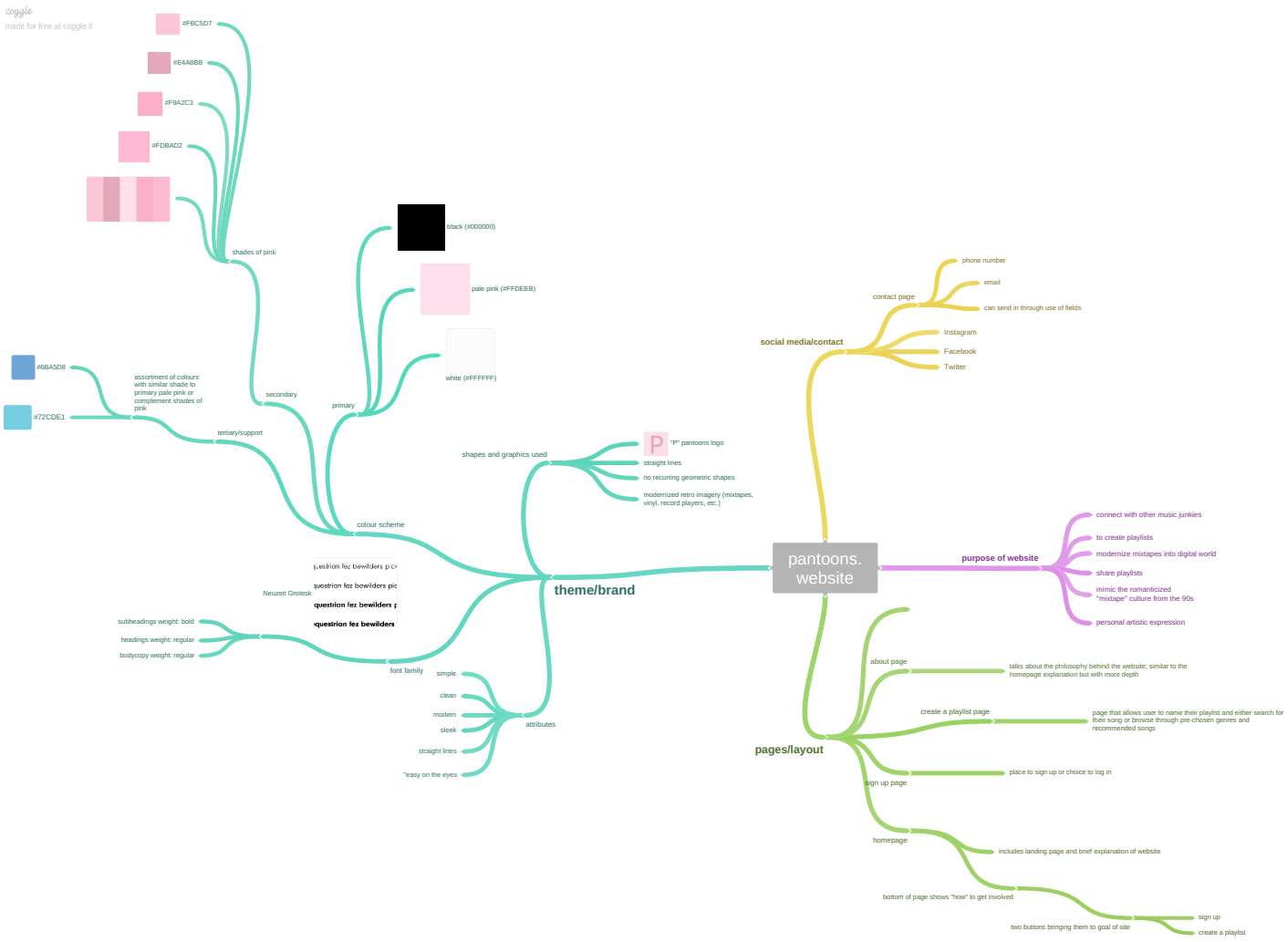
pantoons has a modern look and we wanted to tailor to the younger audience by going sleek and clean rather than classic.

User Experience

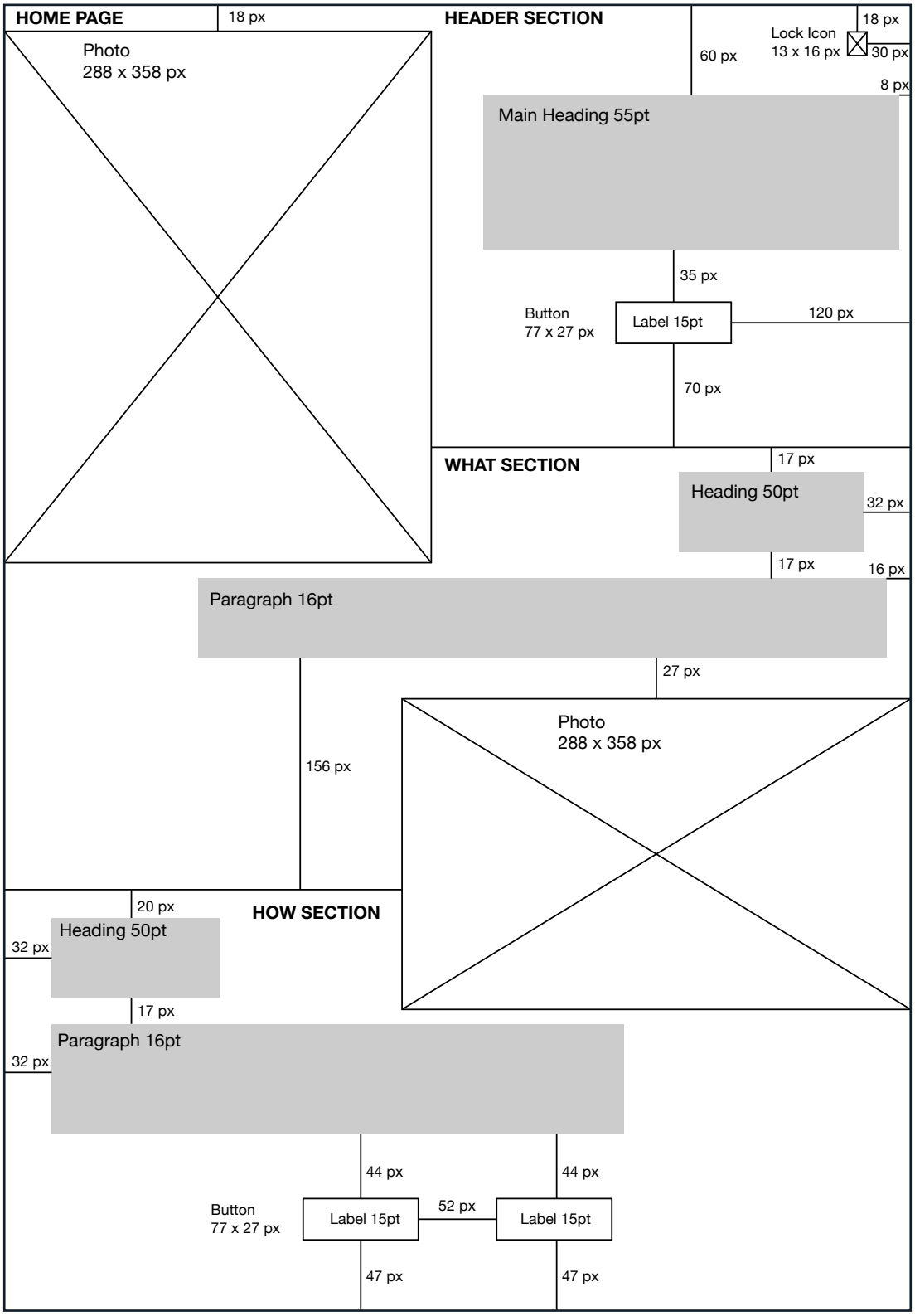
Our user experience can be described in one word: simple. The website navigation was made so that users can easily come onto the site and get to their goals quickly: to create a playlist and share or save it.

The homepage does exactly that. After being introduced to pantoons, it gives the user 2 options: to create a mix or sign up for an account. Addition to the homepage, the rest of the website follows concise formatting so that there aren't too many confusing buttons to choose from. The navigation bar has 4 buttons to navigate the page. There is more negative space and graphics than walls of text and excessive buttons. This is to keep the theme consistent of modern, clean and simple.

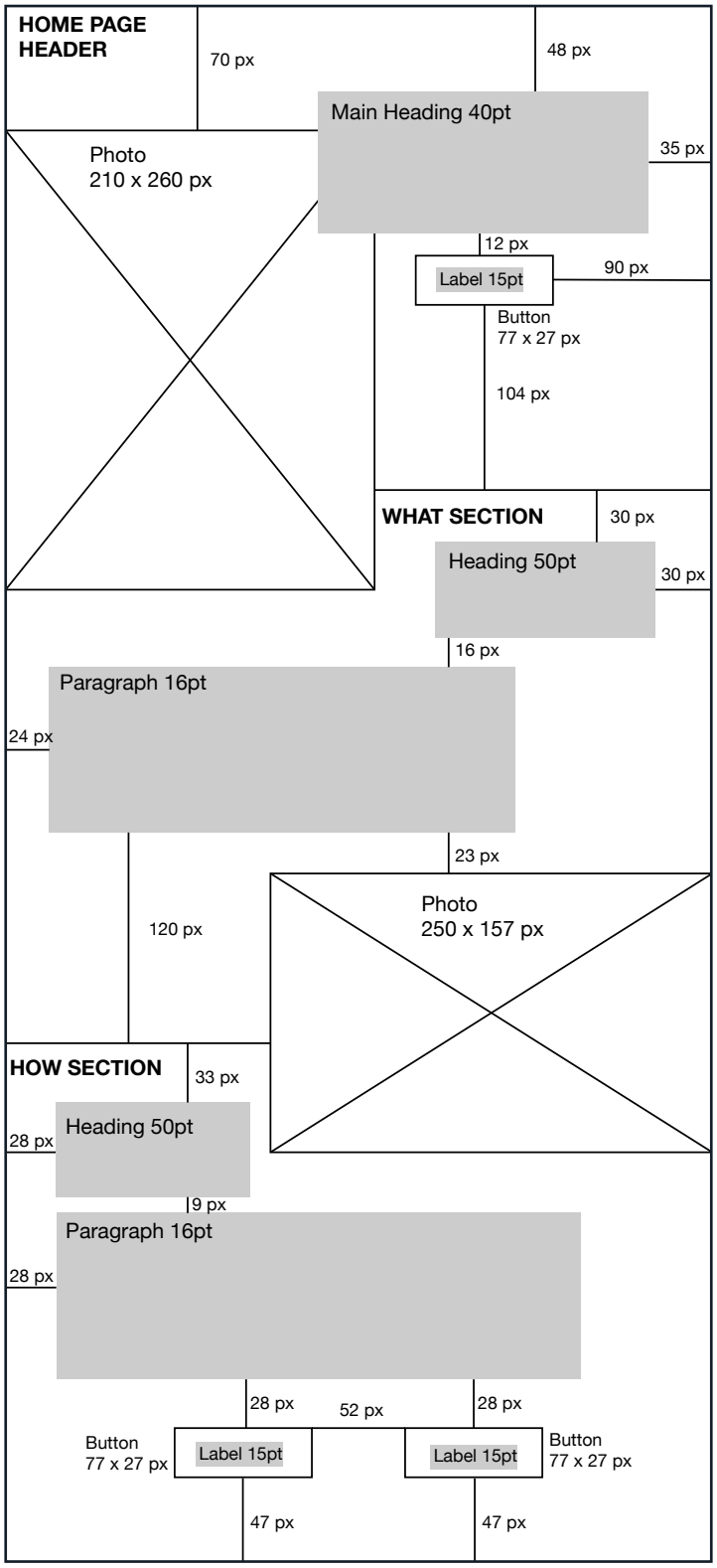
Site Structure/Mind Map



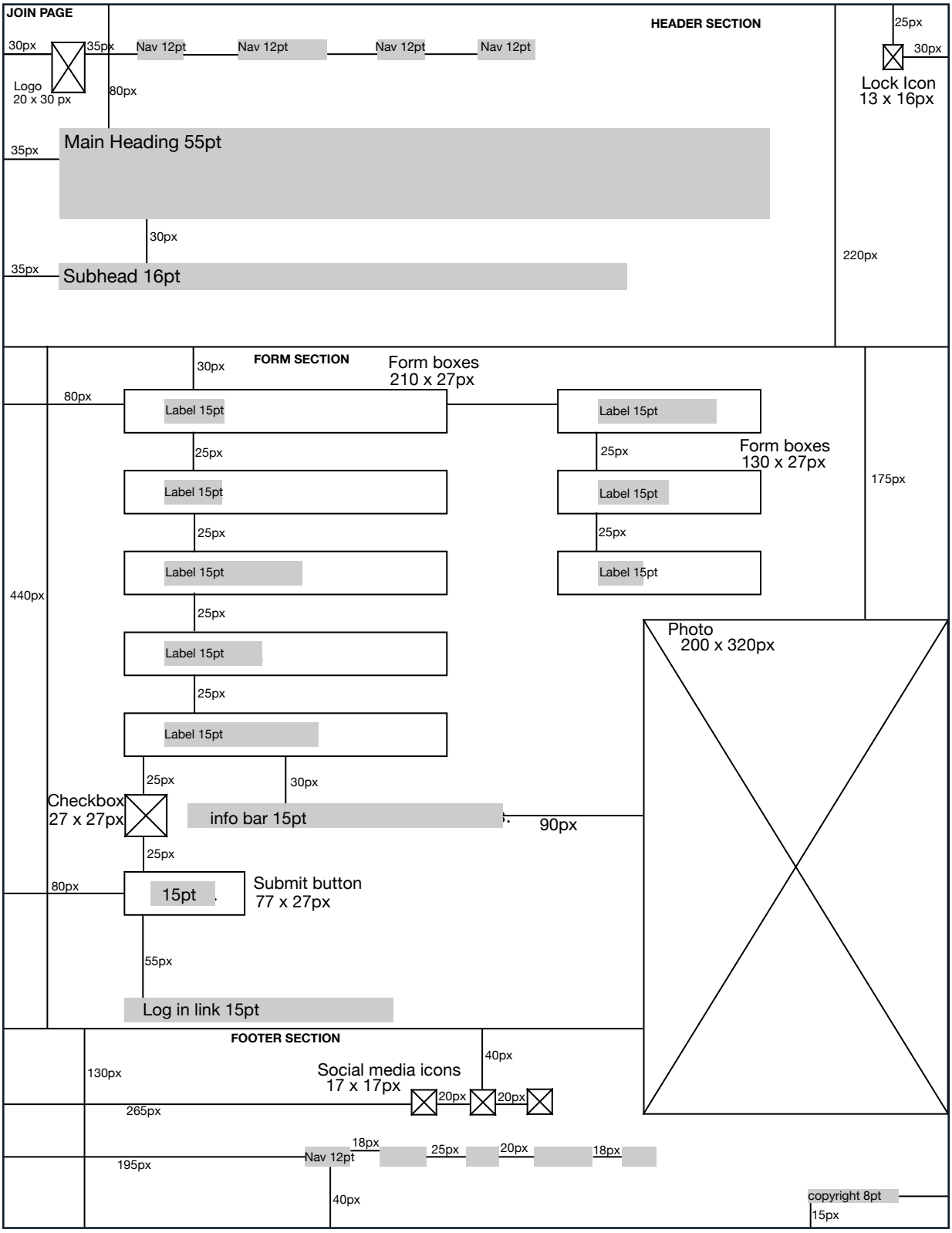
Wireframe - Homepage



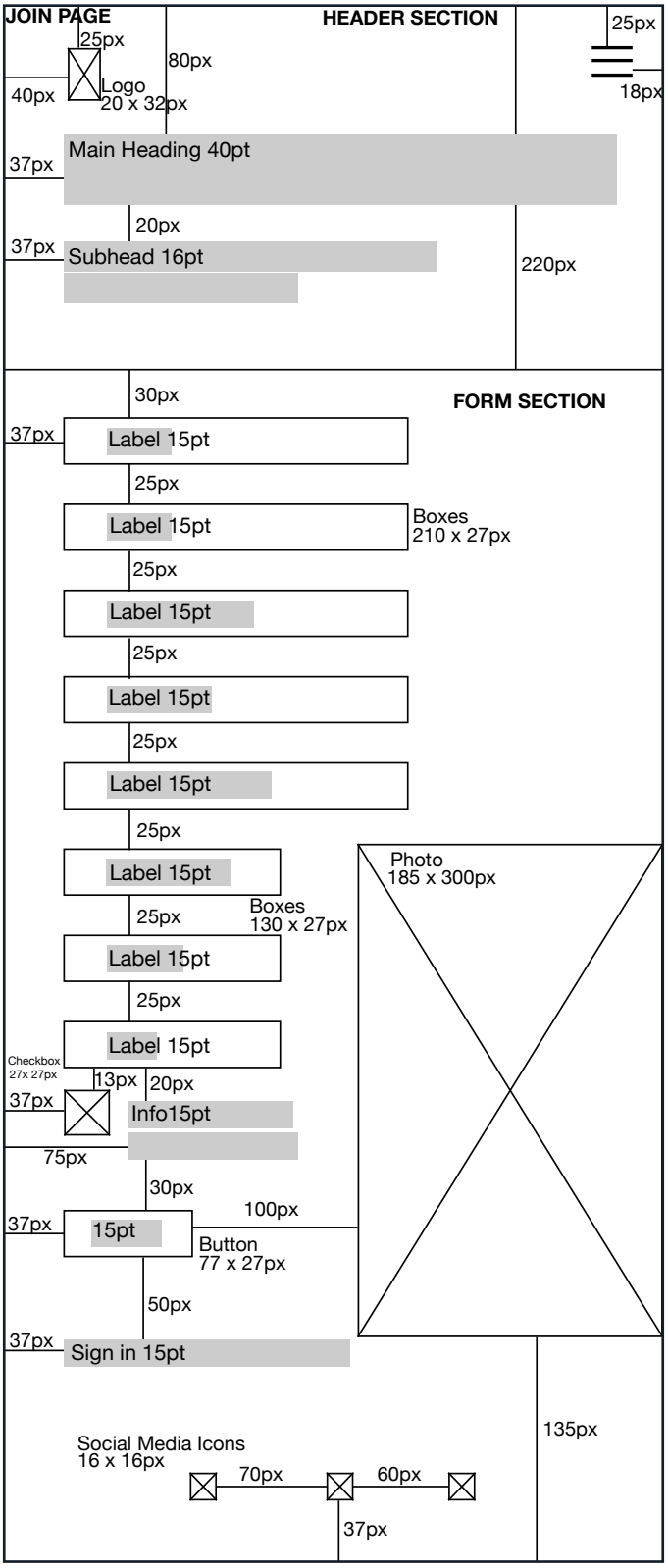
Wireframe - Homepage (Mobile)



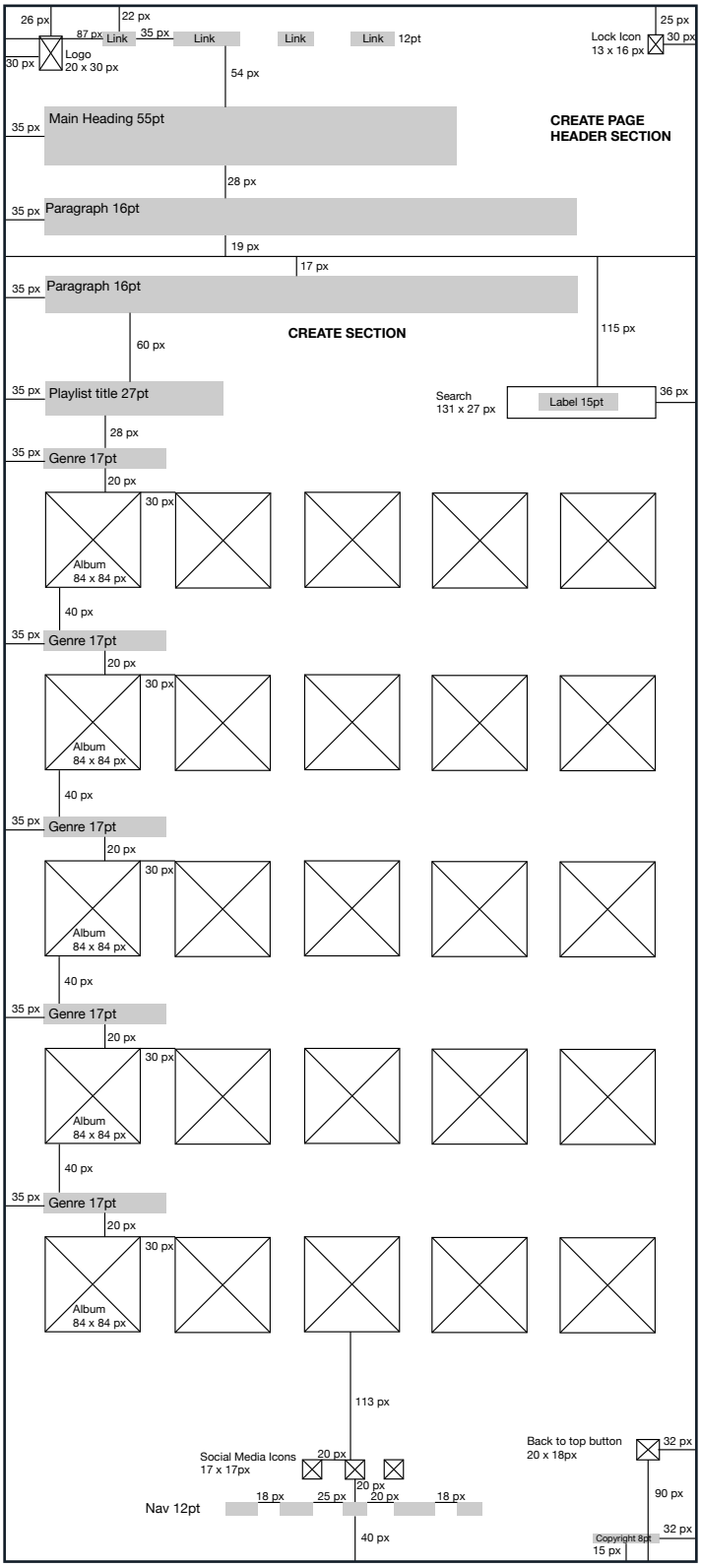
Wireframe - Sign up



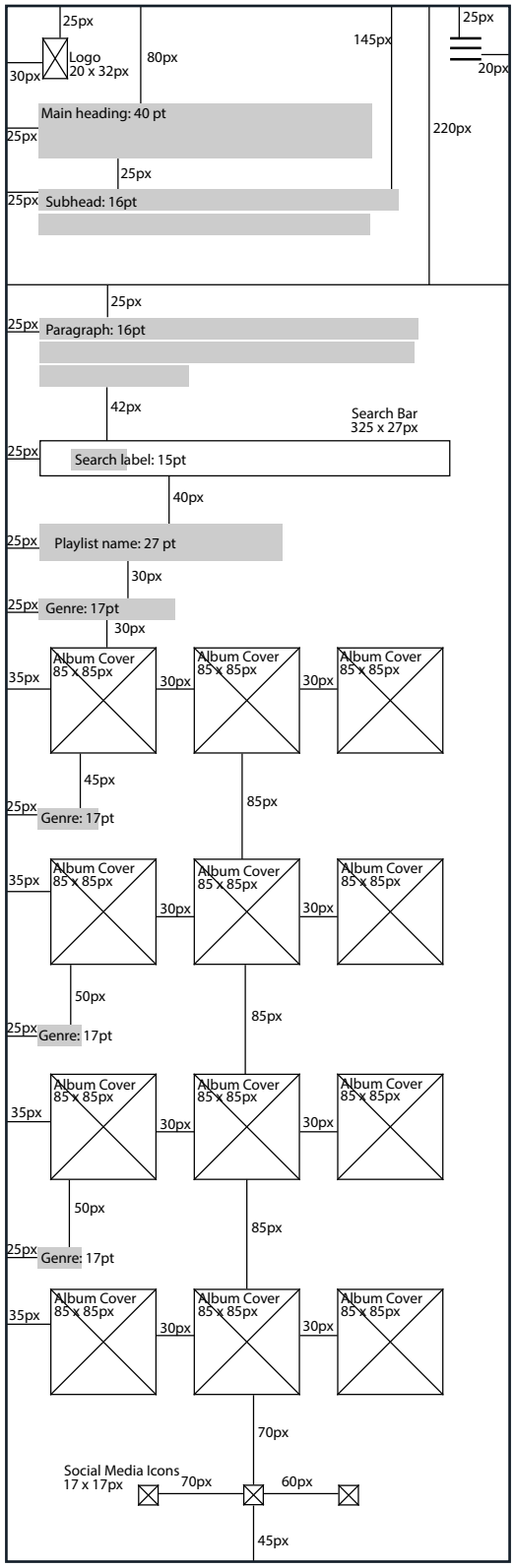
Wireframe - Sign up (Mobile)



Wireframe - Create a playlist



Wireframe - Create a Playlist (Mobile)



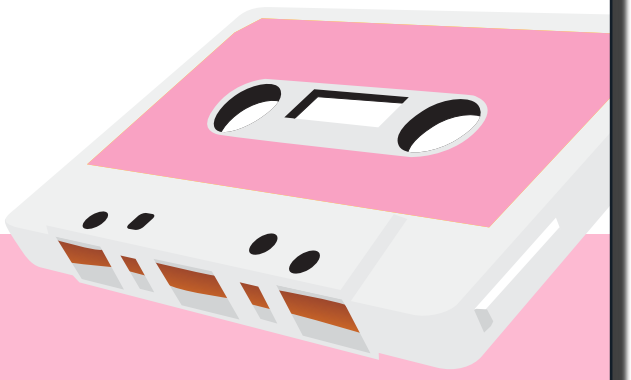
Mockup - Homepage

introducing pantoons.

let's rock.

what?

Nothing shows your love for someone like a mixtape. But we're aware that not everyone has a cassette player lying around (mad props if you do). So we're modernizing mixtapes.



how?

Create a playlist and then send it off via link or email, no strings attached. You can also join the community of mixtapers by making an account, saving your playlists and connecting with other music junkies.

join. create.

Mockup - Homepage (Mobile)

Mockup - Sign Up

P about community create contact

join the community.

Connect with other music junkies and mixtape fanatics.

name.

email.

confirm email.

password.

gender identity.

day of birth.

month.

year.

send me emails about pantoons.

create.

already with us? log in here.

home about jobs contact help

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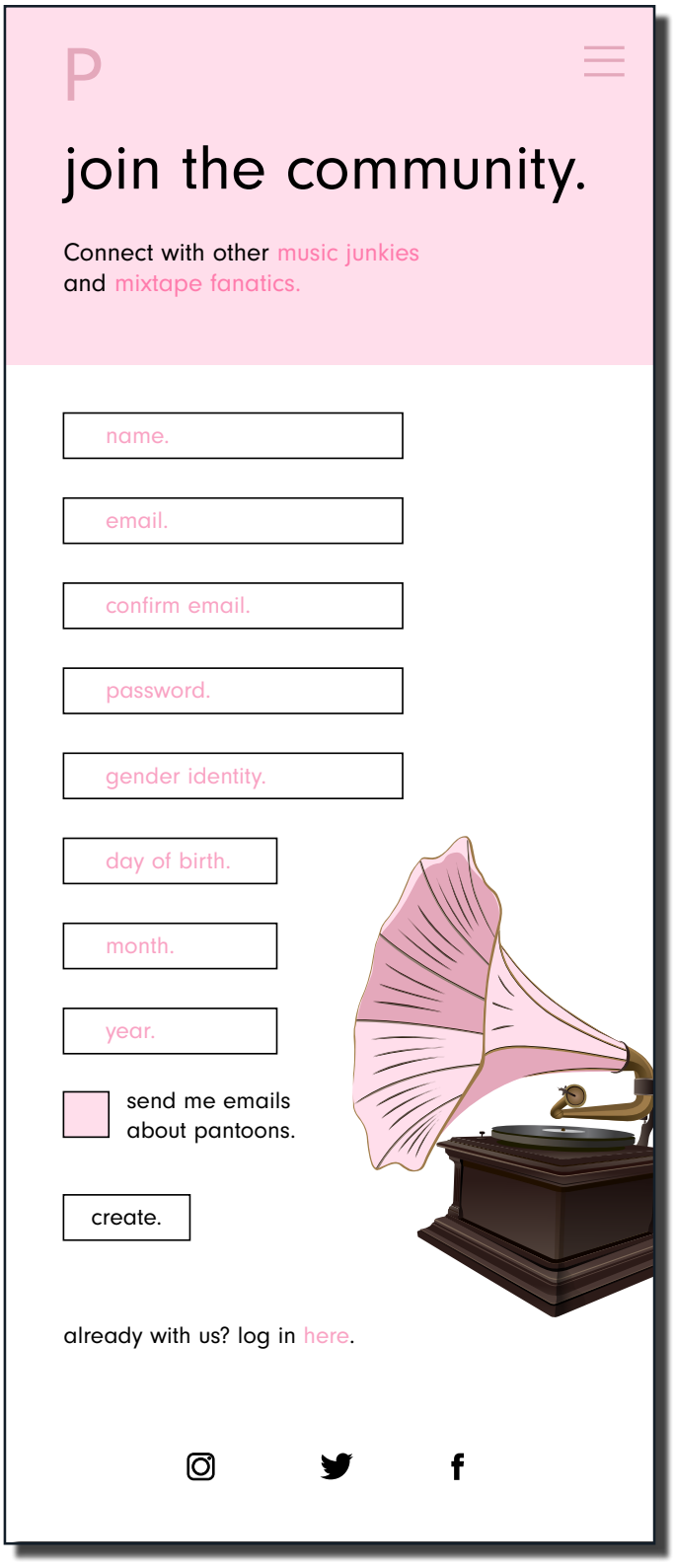
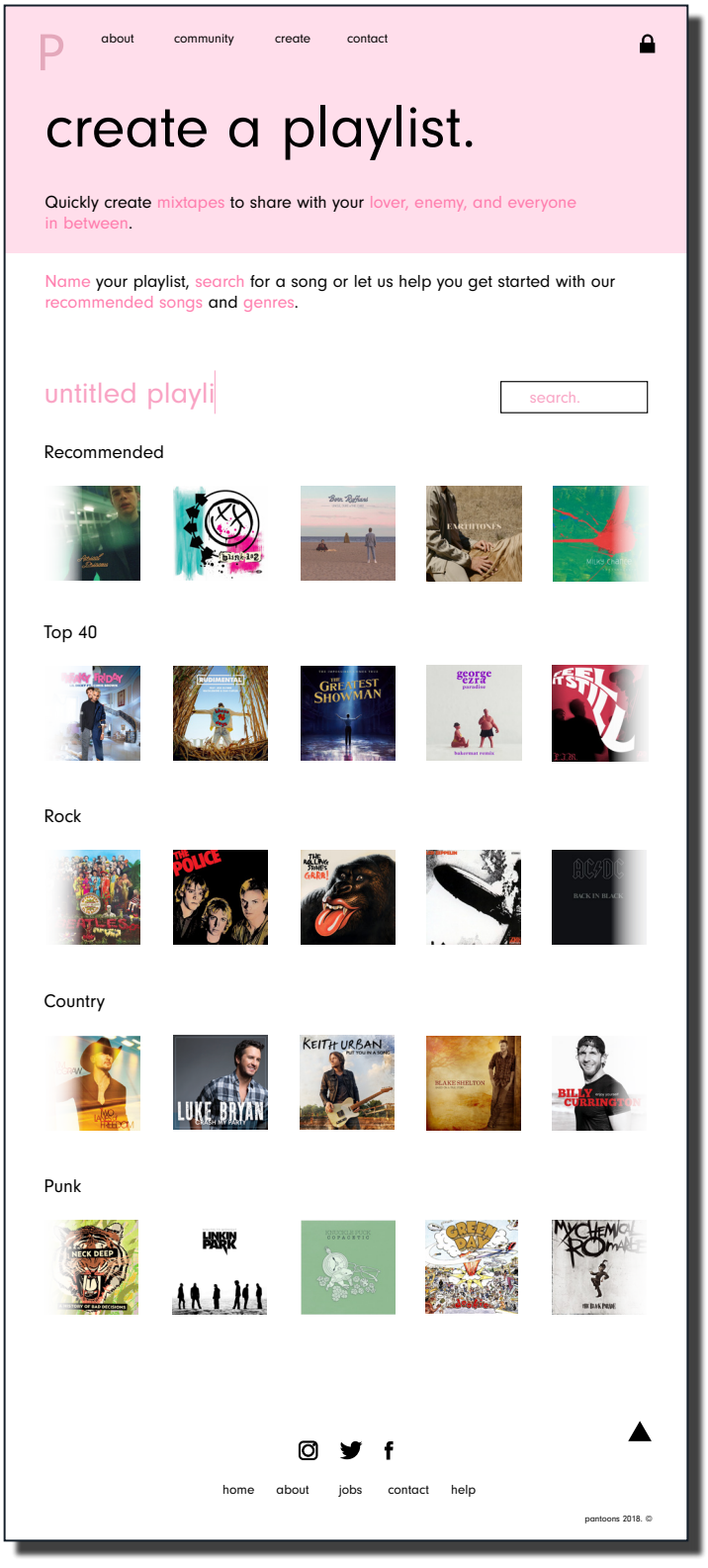
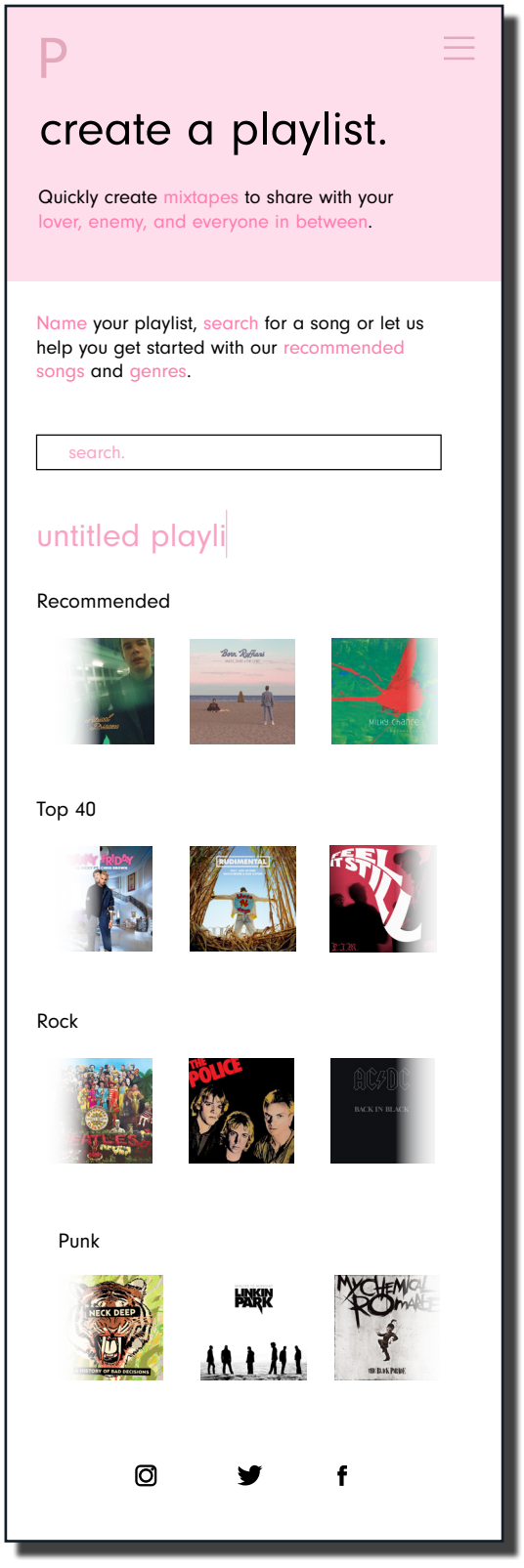
Mockup - Sign Up (Mobile)



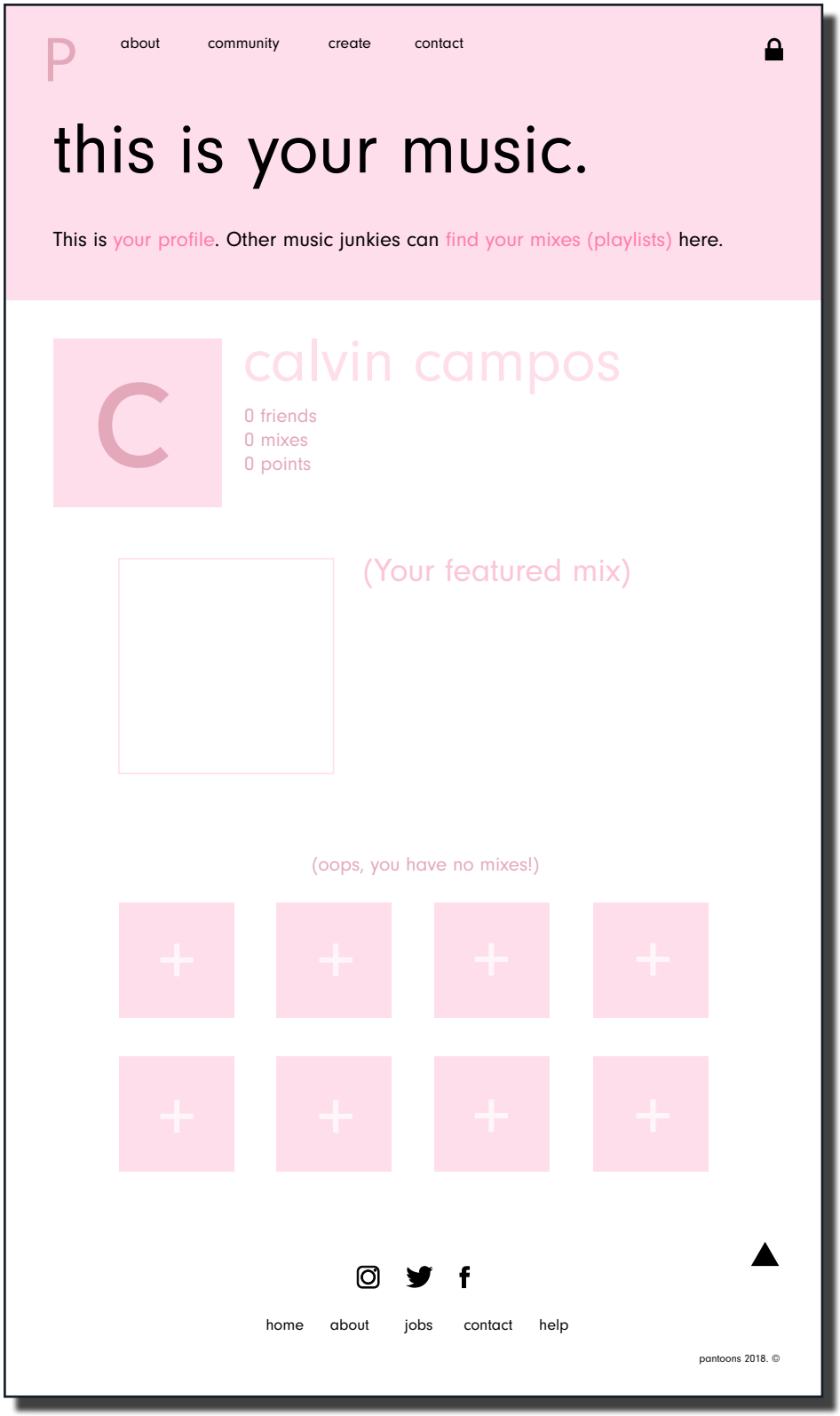
Mockup - Create a Playlist



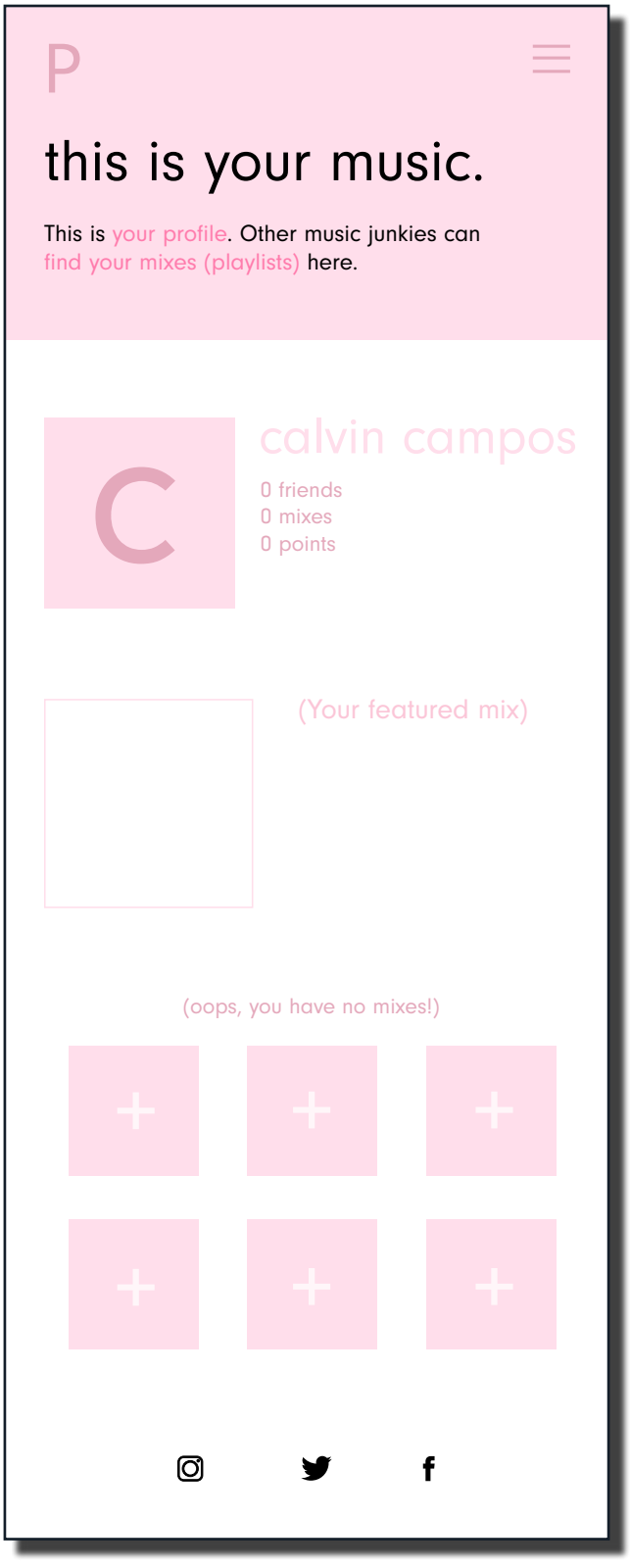
Mockup - Create a Playlist (Mobile)



Mockup - Profile

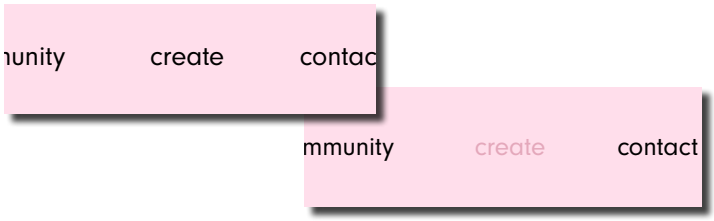


Mockup - Profile



Components

Buttons/Links



Buttons and links, such as the ones found on the Homepage and nav bar, invert or change to another shade of pink when hovered over with the mouse.

Others buttons that include this are (but not limited to): the "create" button on the Homepage and the social media icons in the footer.

Navigation Bar Dropdown Menu

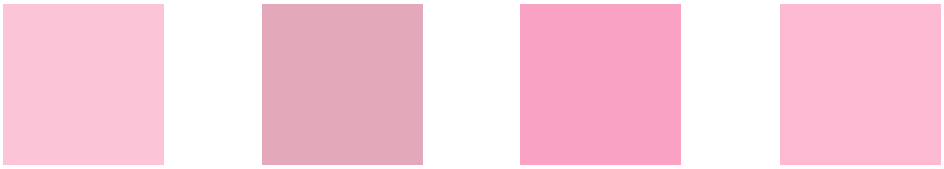
A couple links in the navigation bar come with a dropdown menu. "Community" is one of the links to own this feature. When hovered over, the link transitions into a another shade of pink, but also a "my profile" button fades down from it, giving the user the option to view their own profile.

Style Guide

Colour Palette

#ffdeeb #000000 #ffffff

primary: pale pink, black, white
Used for the main header, background and font colour.



#fbc5d7 #e4a8bb #f9a2c3 #fdbad2

secondary: shades of pink
Used for accents, highlighting, colourizing graphics and contrast.

#72cde1 #6ba5d8

tertiary/complementary/supportive: shades of blue
Used sparingly, but are complementary colours. Relative to situation.

Style Guide (cont.)

Typography

Font Family: Neuzeit Grotesk

Headings

Subheadings subheadings

The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.

Aa

- "Regular" weight
- Use for headers and body copy
- Differentiate by size of font; font size relative to each other
- Only 0 (zero) tracking
- Slogans and one-liners within headers have no uppercase letters
- Otherwise, use proper grammar

Aa

- "Bold" weight
- Use for subheaders
- Font size relative to headers and body copy
- Only 0 (zero) tracking
- Use proper grammar
- Be wary of the boldness
- Use sparingly

```
@font-face{
    font-family: 'Neuzeit Grotesk';
    src: url(*pathway to NeuzeitGrotesk.ttf file on computer) format('ttf');
    font-weight: 700;
    font-style: normal;
}
```

```
h1, p{
font-family: neuzeit-grotesk, sans-serif;
font-style: normal;
font-weight: 400;
}
```

```
h2{
font-family: neuzeit-grotesk, sans-serif;
font-style: normal;
font-weight: 700;
}
```

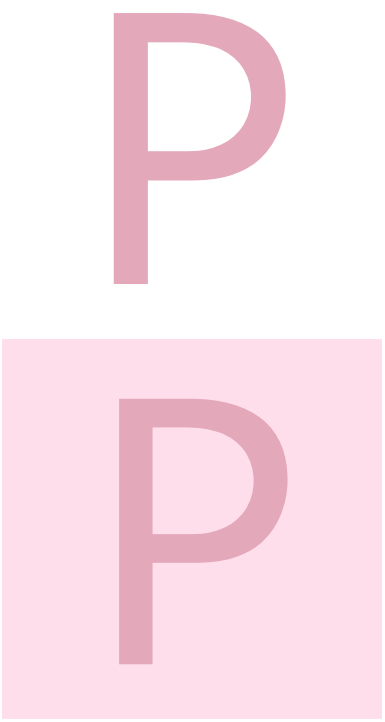
Style Guide (cont.)

Logo Usage

The pantoons logo is a simple, minimalist design that follows the branding guidelines and modern aesthetic. When in full, the pantoons logo has the full vertical rectangle with the established year at the bottom.

Its variation (shown right) is the pantoons "P" (#e4a8bb) standing on its own, either with a transparent background or placed on the chosen logo pink (#ffdeeb). These would be used on busier graphics.

The colour codes should not be changed. The logos can be placed freely on a graphic, as long as there is creative merit present (please refer to alignment, balance, etc.).



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