

The SANZ

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FOREVER 21

Visual Style Guide



VALUES

COLOUR PALETTE

TYPOGRAPHY

ICONOGRAPHY

SIZE & SPACING

GESTALT PRINCIPLES

IMAGERY

ANIMATION

MICROINTERACTIONS

1. Modern**Modern**

We offer modern and trendy clothing and accessories.

2. Convenient**Convenient**

Products should be casual chic, making our customers feel put together while still being comfortable.

3. Desirable

The shopping experience should be easy and practical to customers.

4. Confident**Confident**

Through our website and products, we want to show confidence and also make our customers feel confident.

5. Inclusive**Inclusive**

Our products are for everyone. We develop different styles of products to attend to multiple tastes. Sizes should range from XS to 3X Plus size.

6. Minimalist**Desirable**

The experience should exceed customer expectations and be desirable with unique features.

Minimalist

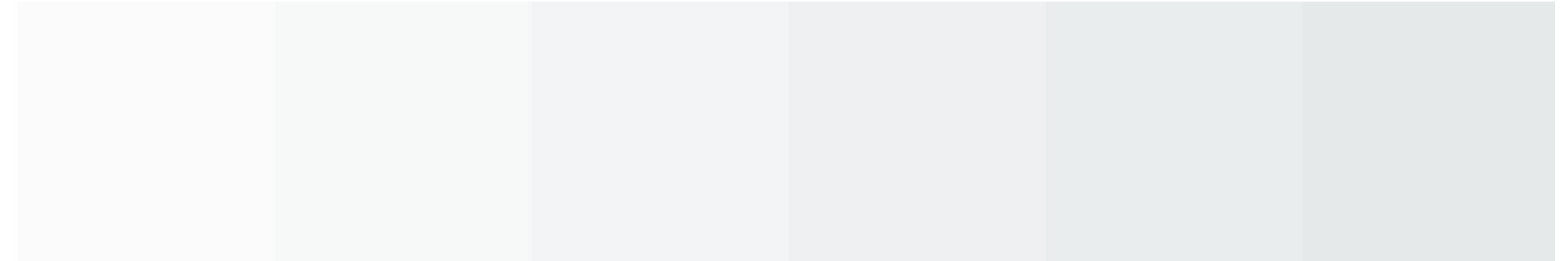
To deliver a great experience to customers, the website, clothes and ads should be simple and minimalist.

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Colour Palette

The core colour palette is always to be used in visual materials, such as the website, stores, advertising, etc.

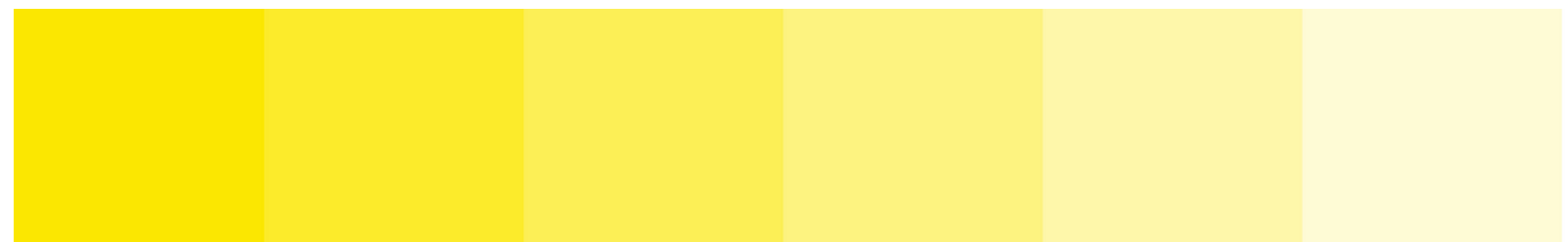
The base colour is white, offering a clear and relaxed presentation. Black is a complementary colour to be used mostly in text. New Yellow is an accent colour and should be used in moderation.



White #FFFFFF



Black #000000



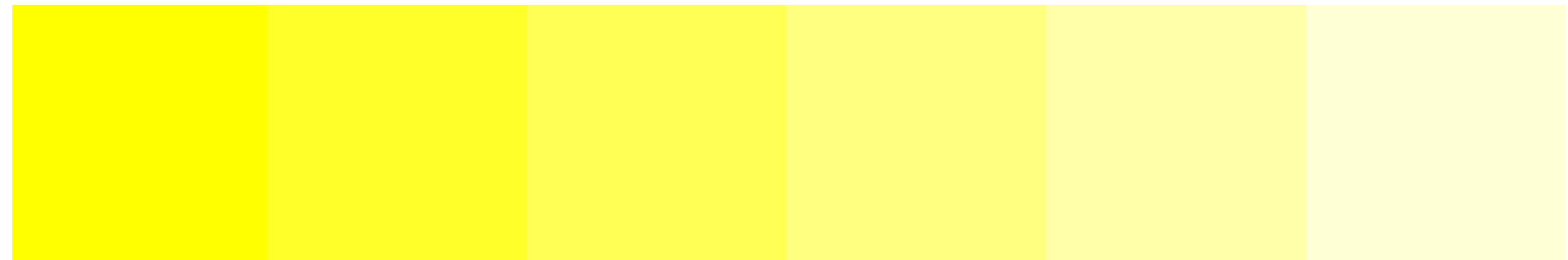
New Yellow #FBE701

21

Colour Palette

Before

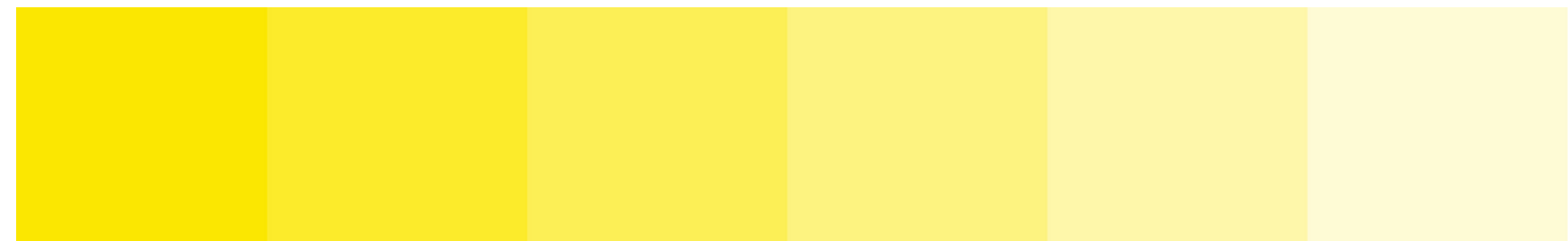
The original yellow is too bright, almost neon.



Bright Yellow #FFFF00

After

The new yellow is a muted tone that keeps the brand identity but does not hurt the eye.



New Yellow #FBE701

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Extended Colour Palette

The extended colour palette can be used to complement the core palette.

Colours should always be used in conjunction with some of the core colours. The extended colour palette might vary according to each season and should contain neutral colours.

The red colour can be used for sale items, for Holiday banners and in specific places to bring users' attention.



Grey #3D4246



Brown #996633



Red #CC0000

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Extended Colour Palette

Before

The original colours used in the holiday banner are fuchsia and blue. Bright colours that diverge from the brand colours and are not colours typically used for the holiday season.



After

The red and brown of the extended colour palette are more neutral tones. The red helps to convey the image of the holiday season.



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Typography

Roboto

The main font used is Roboto in style Regular.

It is to be used in most of the text, including products name and price, section titles, and headings.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890\$&?!%

21

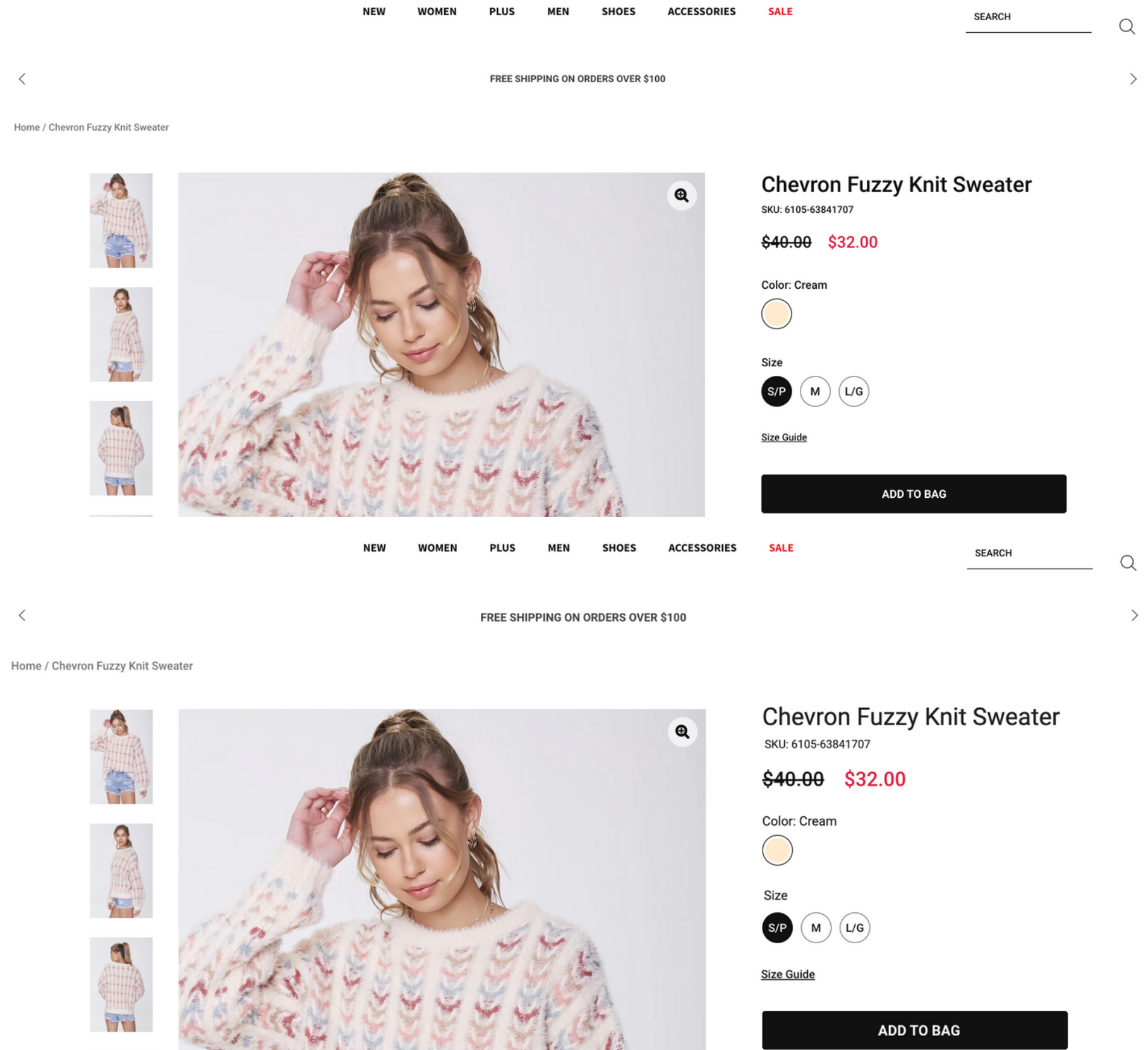
Typography

Before

The font used is Roboto in style regular, but the font is too small, which affects negatively the readability.

After

The font was kept the same, but the font size was increased by a few pixels, improving readability.



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Typography

Before

The font used in the product description was Arial. The font is too small, making it difficult to read the product information, especially for those visually impaired.

After

We changed the font to Roboto, to be consistent with the rest of the website. We also made the font bigger to improve readability. Moreover, we rearranged the space after each topic to keep them consistent.

Description

Details

A fuzzy knit sweater featuring an allover chevron pattern, round neckline, dropped long sleeves, and ribbed trim.

Content + Care

- 67% acrylic, 33% nylon
- Hand wash cold

Size + Fit

- Model is 5'7.5" and wearing a Small

Description

Details

A fuzzy knit sweater featuring an allover chevron pattern, round neckline, dropped long sleeves, and ribbed trim.

Content + Care

- 67% acrylic, 33% nylon
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Size + Fit

- Model is 5'7.5" and wearing a Small

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Typography

Source Sans Pro

The Source Sans Pro font can be used in styles Regular and Bold.

This font is to be used in the menu. Menu categories must be in style Bold and items in each menu category must be in style Regular.

Source Sans Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890\$&?!%

Source Sans Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890\$&?!%

21

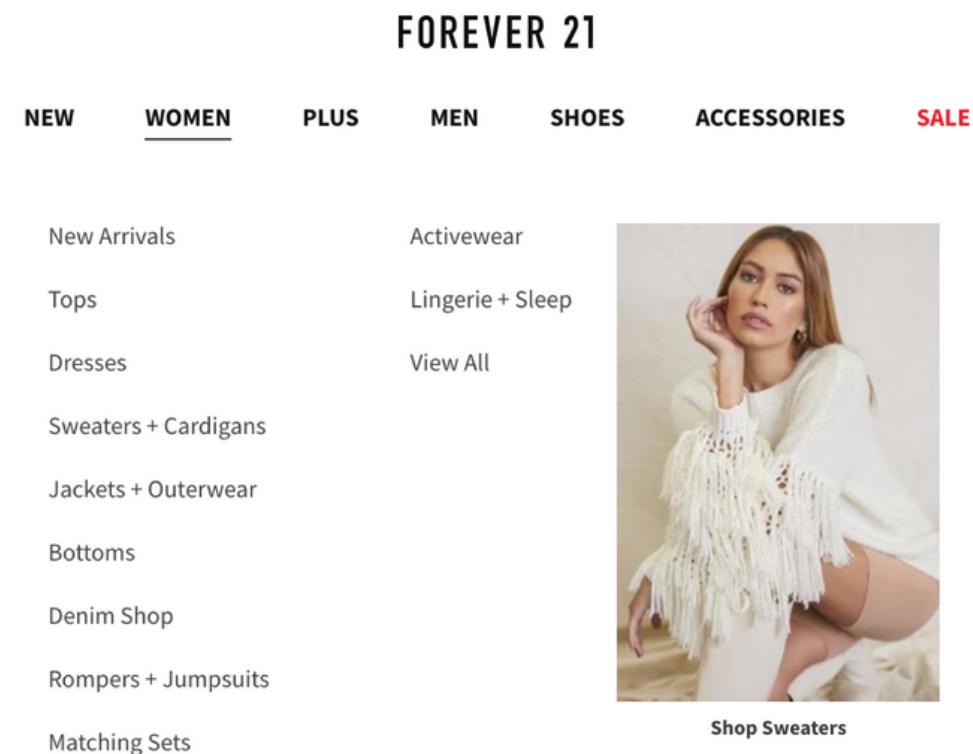
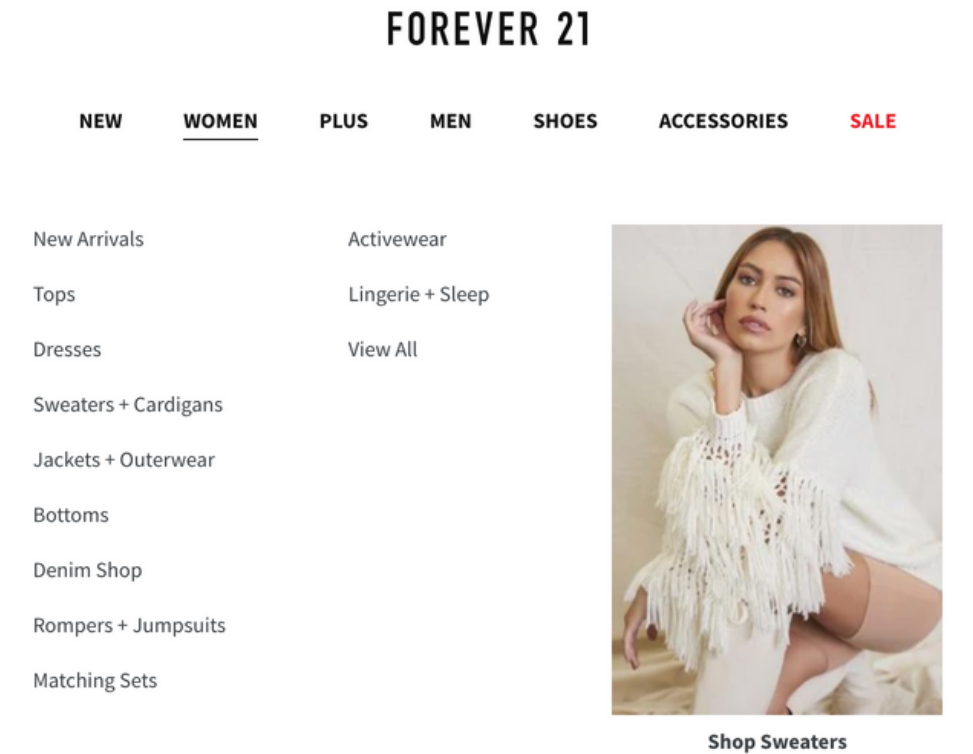
Typography

Before

Source Sans Pro in the menu options.
Categories and subcategories appear too small, affecting readability.

After

We kept the same font and the same styles (Regular and Bold), but we increased the font size both in categories and in subcategories.



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Iconography

Shopping

The main icons are related to the shopping experience of customers.

The "ADD TO BAG" button with the plus icon must appear when the mouse hovers above each product image. The heart icon must appear on each product page.

All other icons are to be located at the top right corner of the screen, to facilitate access. The icons must be simple lines, minimalistic and easy to understand. Icons must be either in black or white.



21

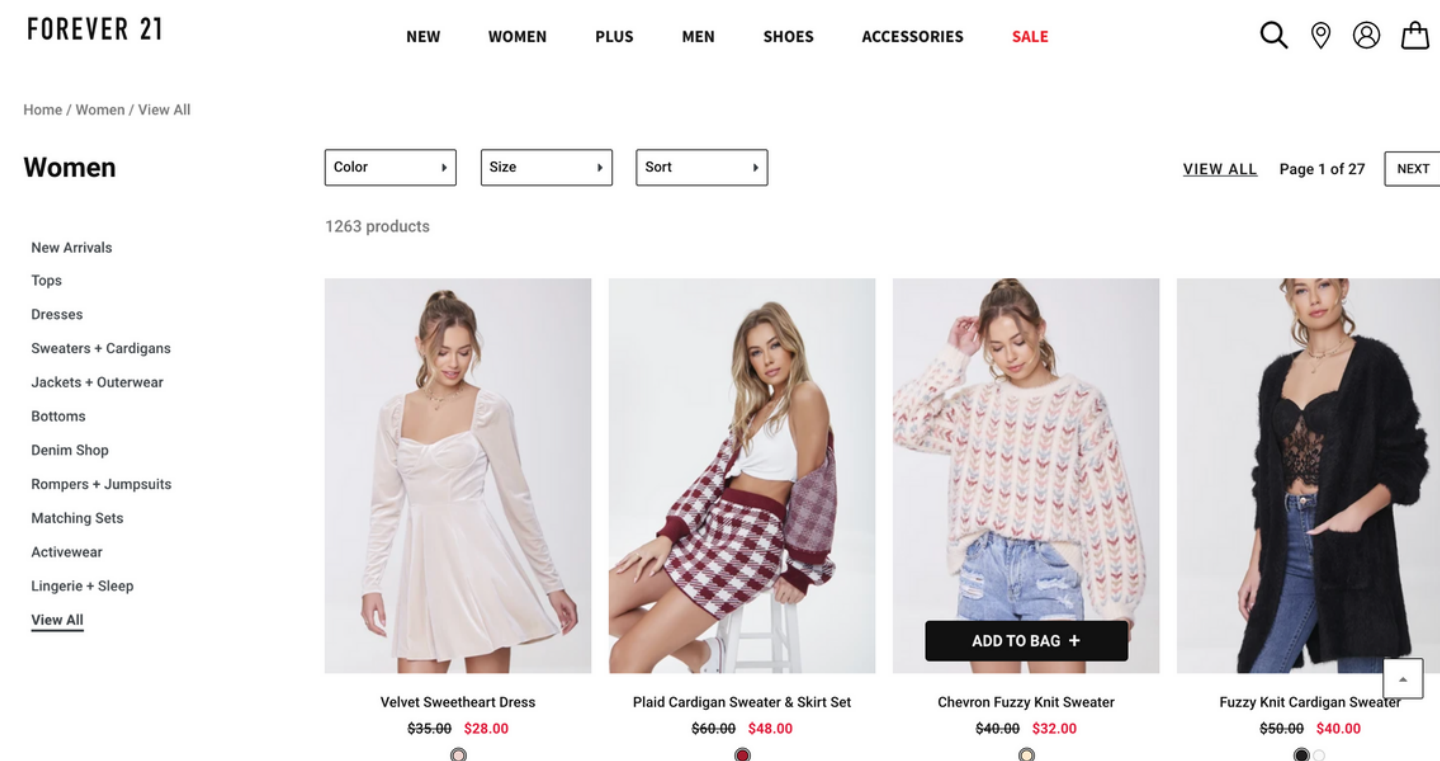
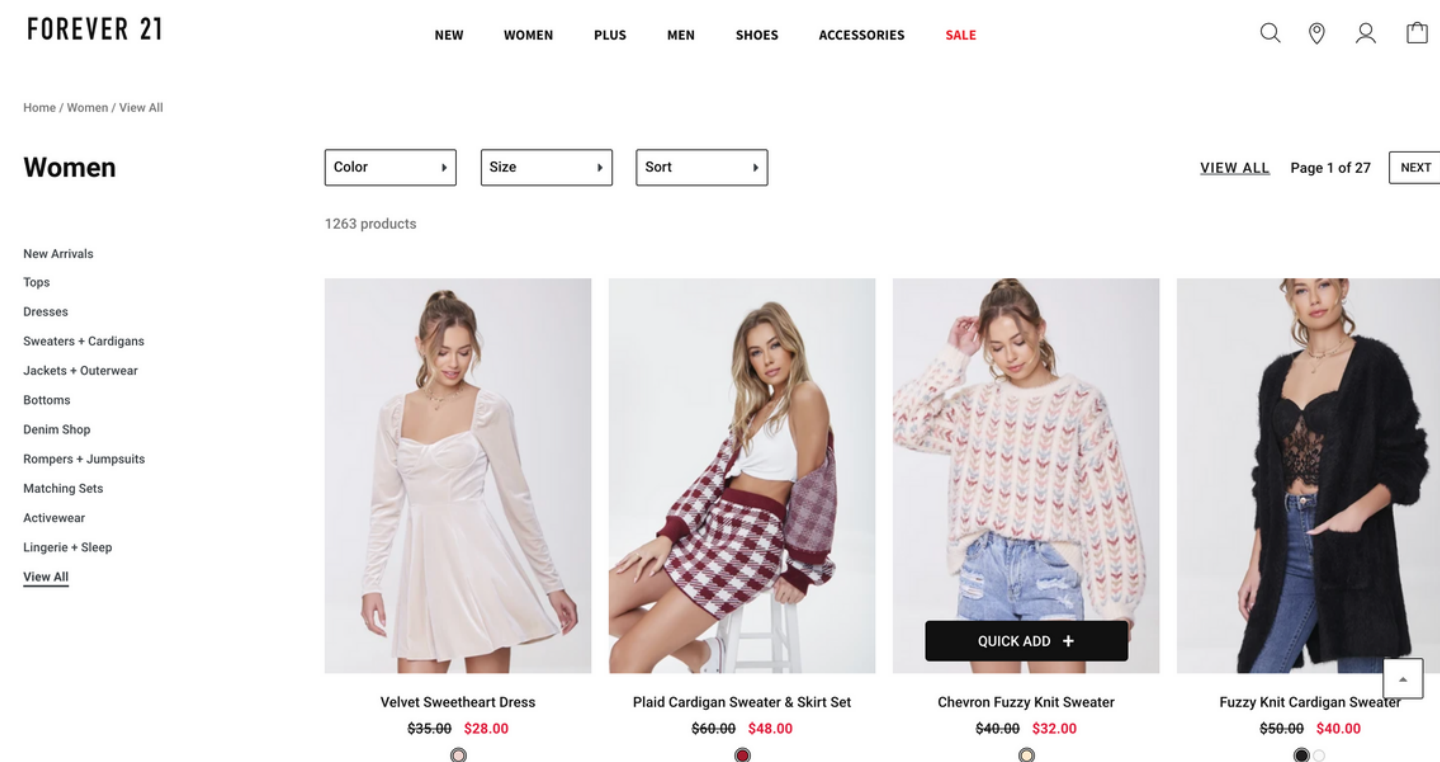
Iconography

Before

Icons are clean and minimalistic. However, they are too thin, making it harder to see and quickly understand what they stand for, especially for people with visual impairments.

After

We changed the icons to use thicker ones, making them more visible and easier for users to distinguish them. We kept the plus icon along with the button when the user hovers the mouse above a product image, but we changed the text to "ADD TO BAG" to make it clearer to the user that the product will be added directly to the shopping bag.



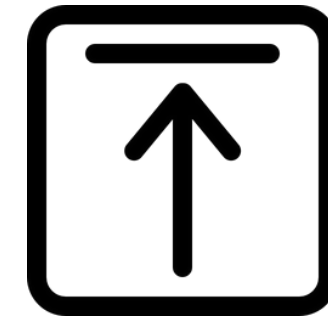
21

Iconography

Navigation

Arrow icons must be used to help with user navigation. The icon of an arrow inside a square must be used to automatically scroll the page back to the top, so the user does not need to go back up manually.

Arrows to the right and left must be used in banners and carousels to showcase products.



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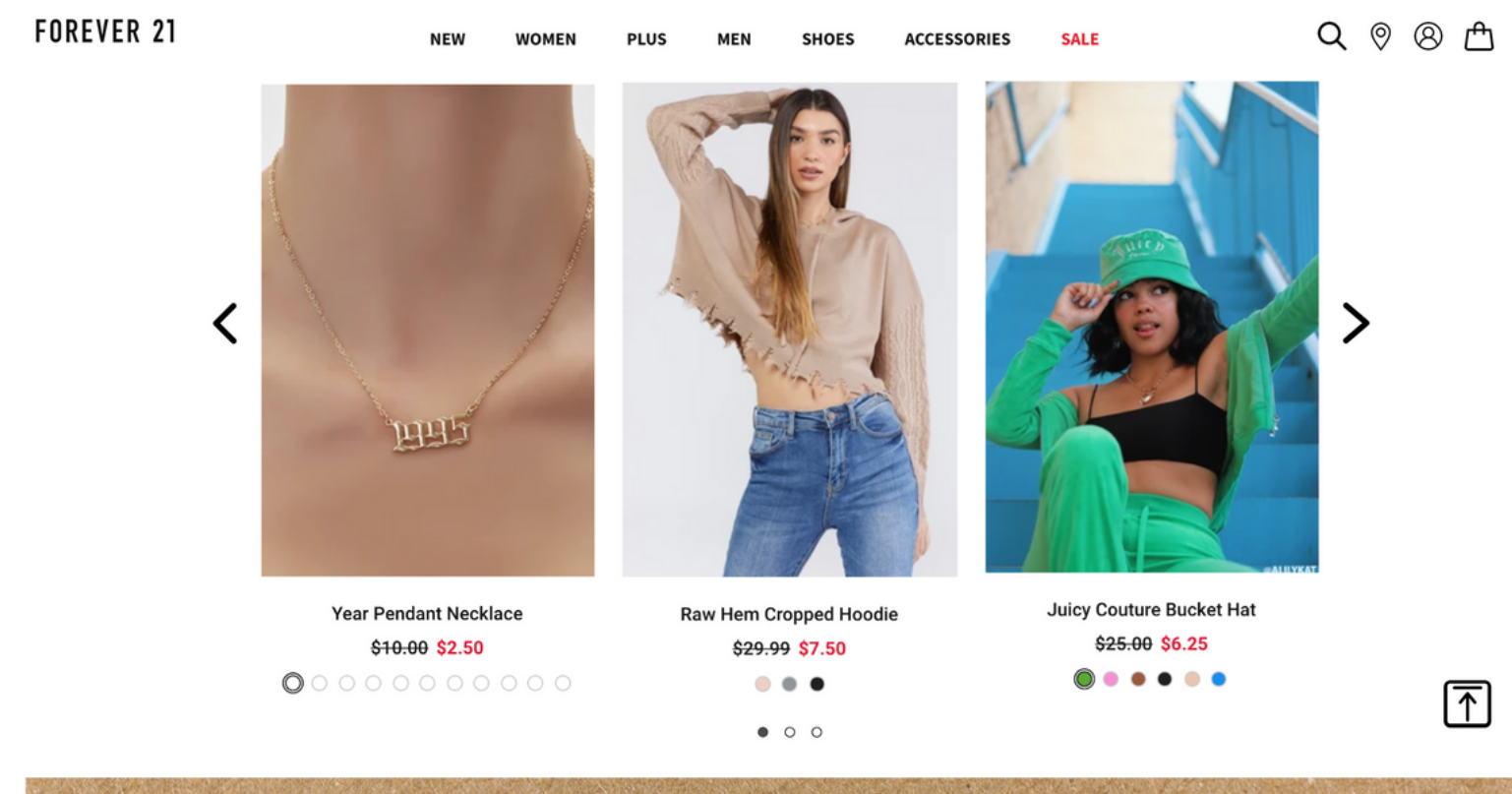
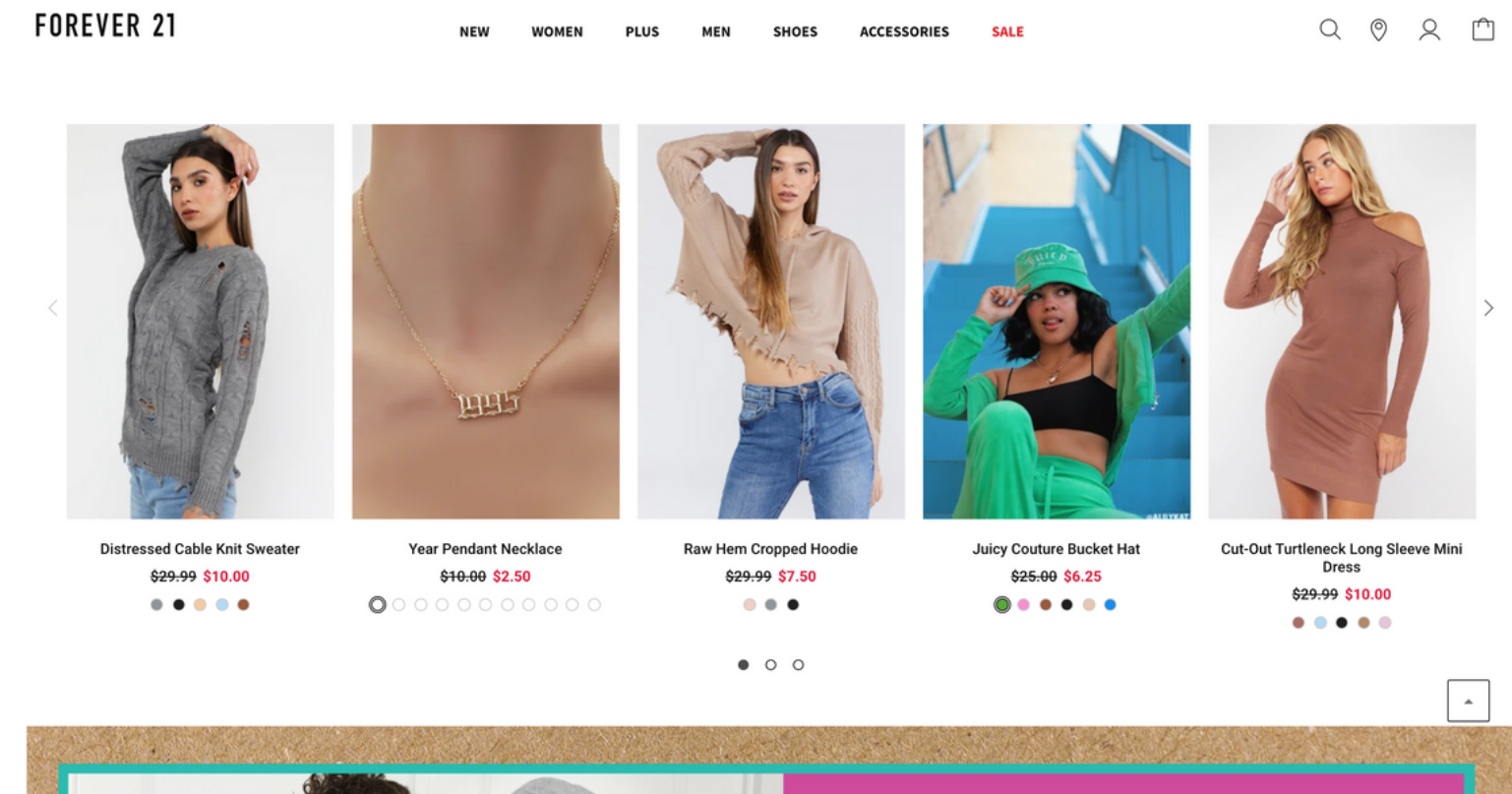
Iconography

Before

Icon to scroll the page back up is a very small triangle inside a square. It might not be clear to all users what its meaning is. Arrows are used in the carousel to see more products. However, they are too small and thin, hence, users might have difficulty seeing it.

After

The line above the arrow helps users understand that the button will scroll the page back up all the way to the top. The carousel arrows are thicker and a bit bigger to improve visualization.



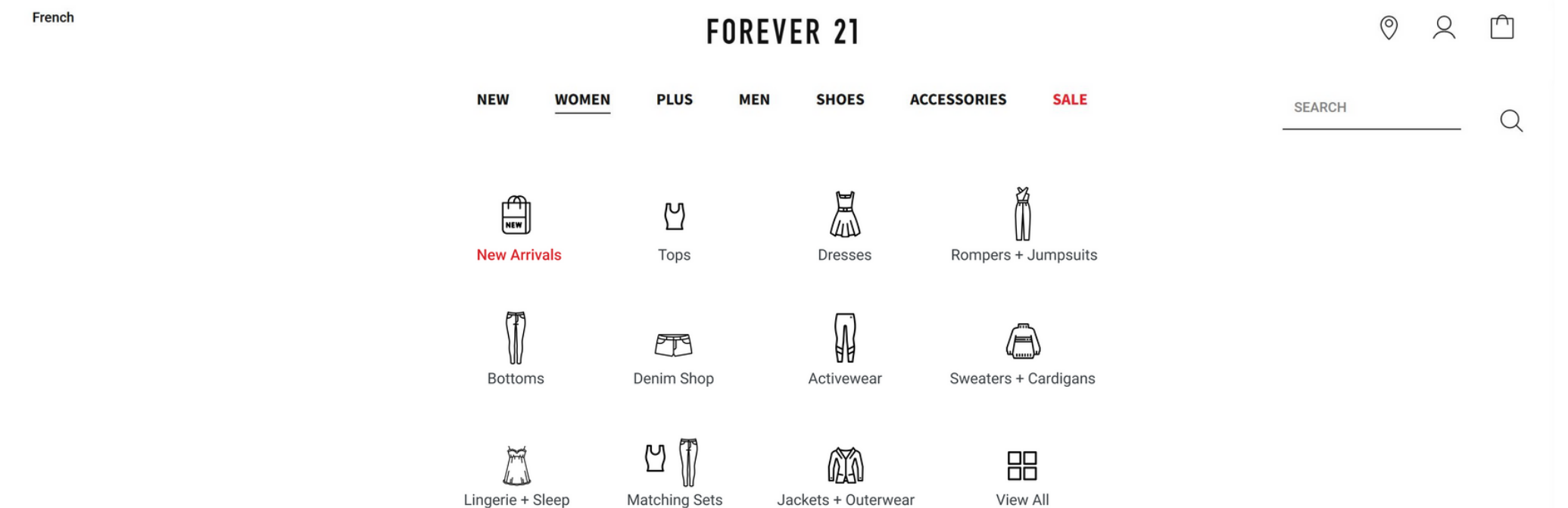
21

Iconography

Navigation

Icons should be used to illustrate subcategories, helping users quickly identify the subcategory they are looking for.

Each subcategory must have an illustrative icon. All categories start with "New Arrivals", which should be written in red. The subcategories are arranged to showcase first tops and then bottoms. The last subcategory should always be "View All" to allow users to see all products in that category.



21

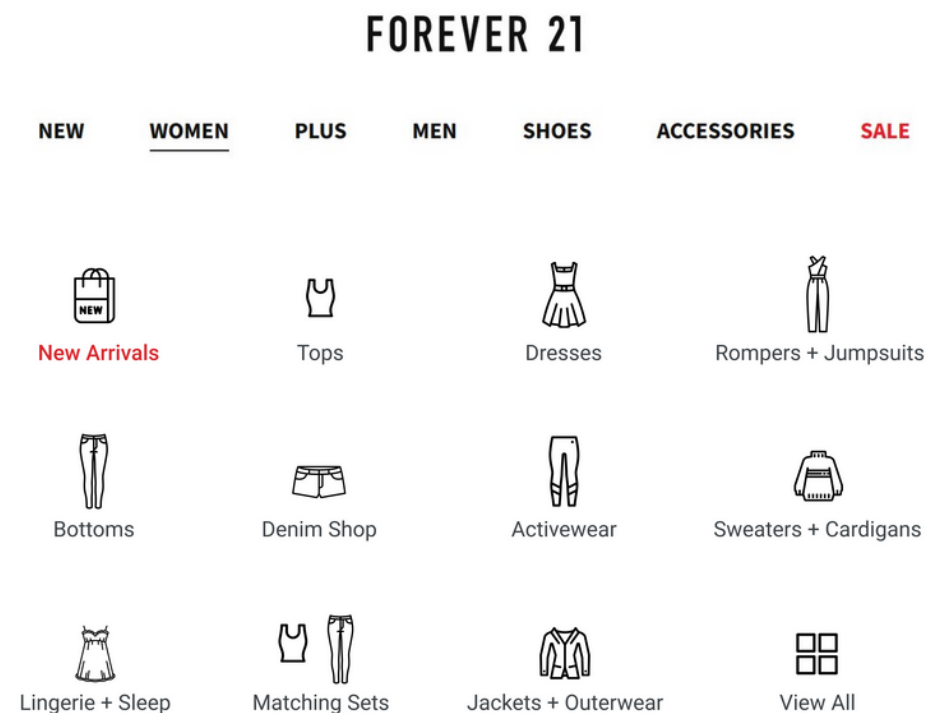
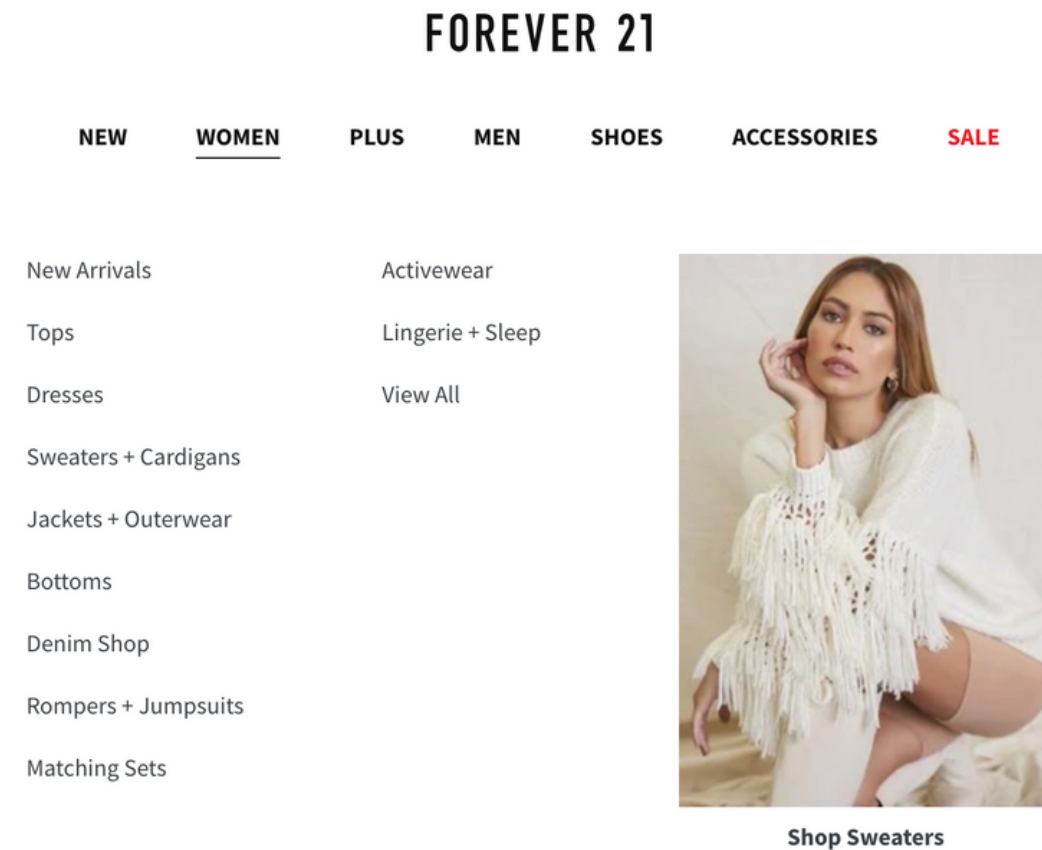
Iconography

Before

Subcategories were listed in two columns and one image is used in each category to represent one of the subcategories.

After

We separated each subcategory and added an illustrative icon for each of them to improve readability and to help users quickly differentiate each category. We removed the image since it only represented one subcategory.



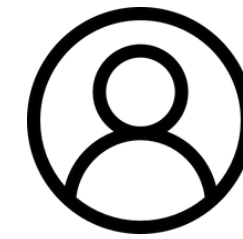
21

Iconography

Hover

When a user hovers over each of the icons, they must change colour to demonstrate the user is in the right place, showing them their mouse pointer is indeed above that icon.

The search icon, instead of changing colour, should expand to a text field, so the user can click on it and start typing.



On hover



SEARCH



21

Iconography

Before

Icons remain the same, when users hover their mouse above the icons nothing happens.



After

Icons change colour once users hover over them, which helps users to easily locate their mouse on the screen and make sure they are in the right place.



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Size & Spacing

The amount of elements on each page is dependant on the size of the screen. Bigger screens should display 3 products in each row. Smaller screens should display less images depending on their size.

The spacing between the images should be 20px. Images should be 300px in width and 450px in height. The spacing between rows, from one image to the one below is 215px.

Filter options should appear on the left. Once the user clicks on a filter, it should expand to show all the available filtering options within that filter.

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Color ▶

Size ▶

Sort ▶

NEW WOMEN PLUS MEN SHOES ACCESSORIES SALE



Oversized Plaid Shirt

~~\$35.00~~ \$24.50



Premium Flare Jeans

~~\$40.00~~ \$32.00



Premium Denim Joggers

~~\$40.00~~ \$32.00



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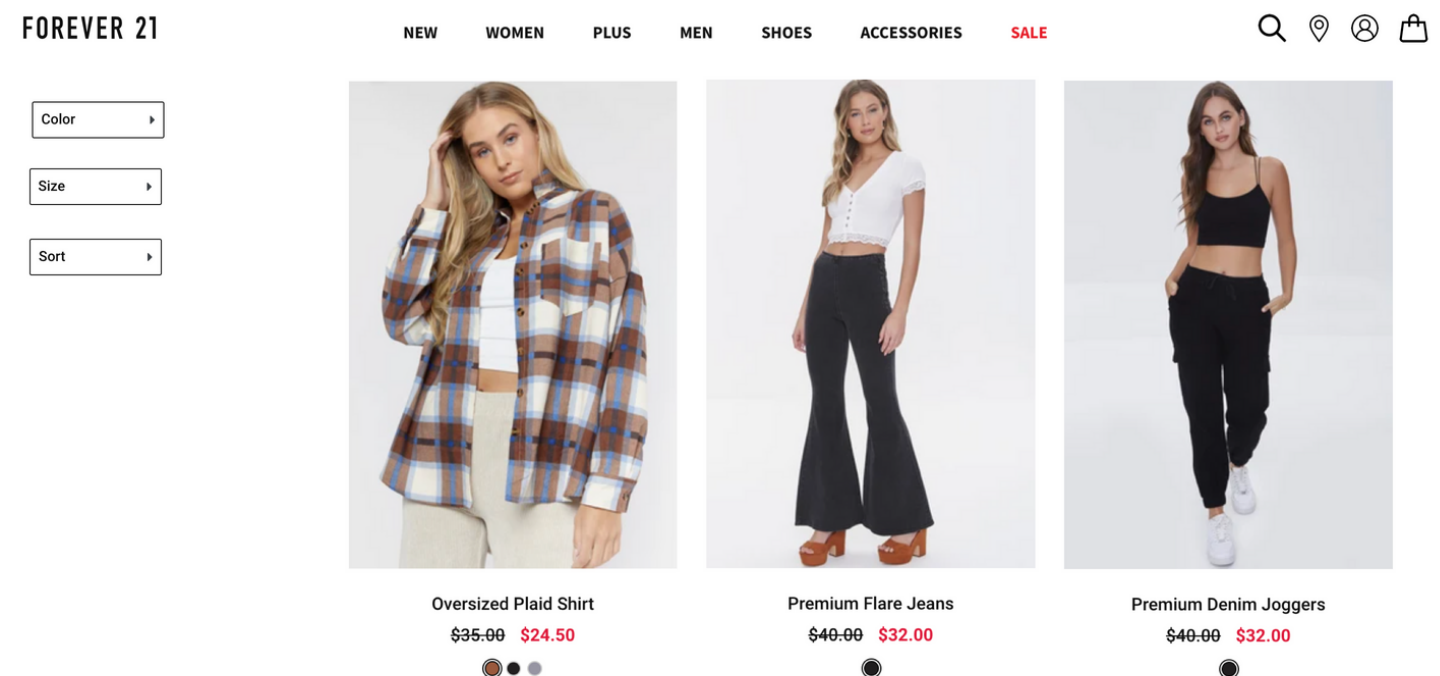
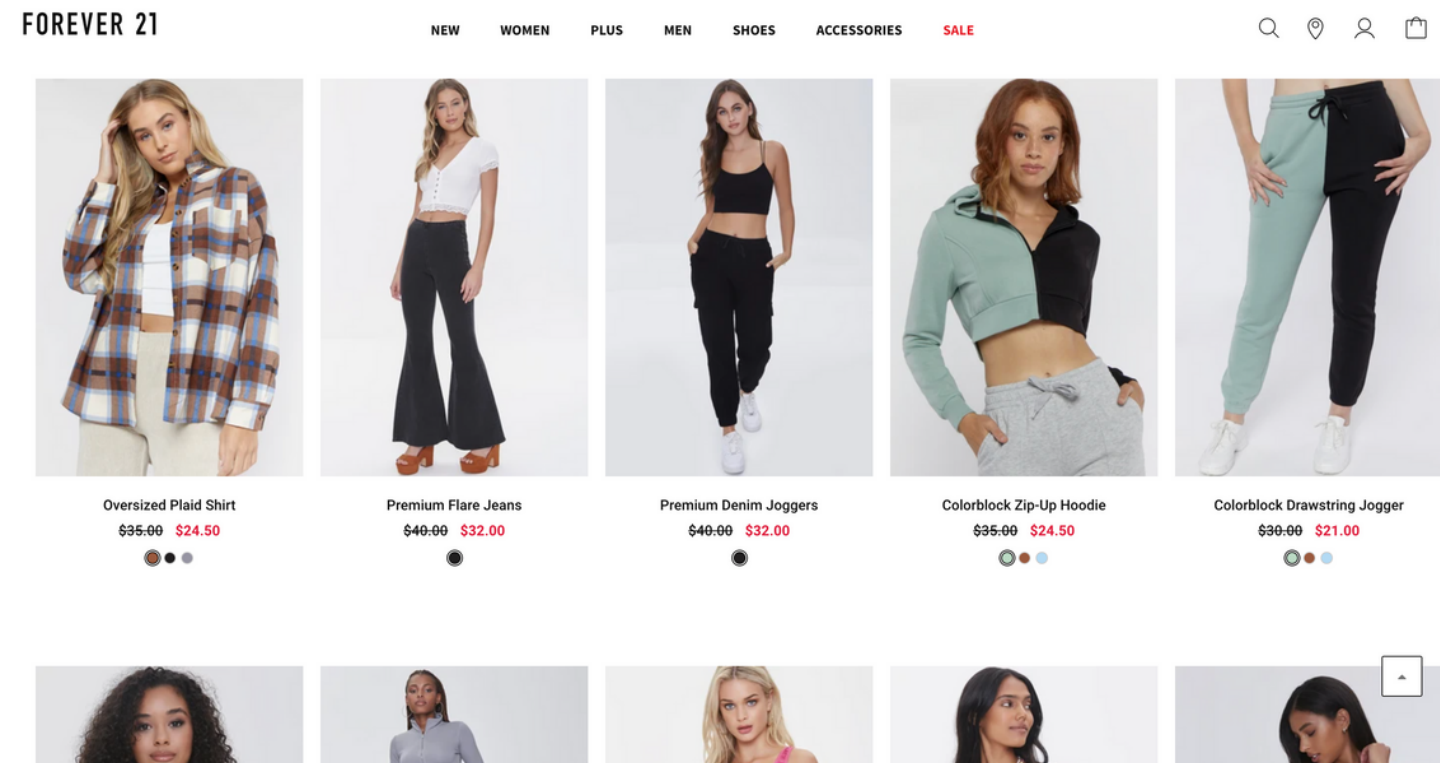
Size & Spacing

Before

On bigger screens, 5 products are displayed in each row. The spacing between the images is 17px. Each image is 270px in width and 400px in height.

After

Only 3 products are displayed per row. We also increased the spacing between images. We included filters on the left, so that users don't have to scroll back up to add a filter. All these changes make the website cleaner, create more white space and allow users to navigate more comfortably.



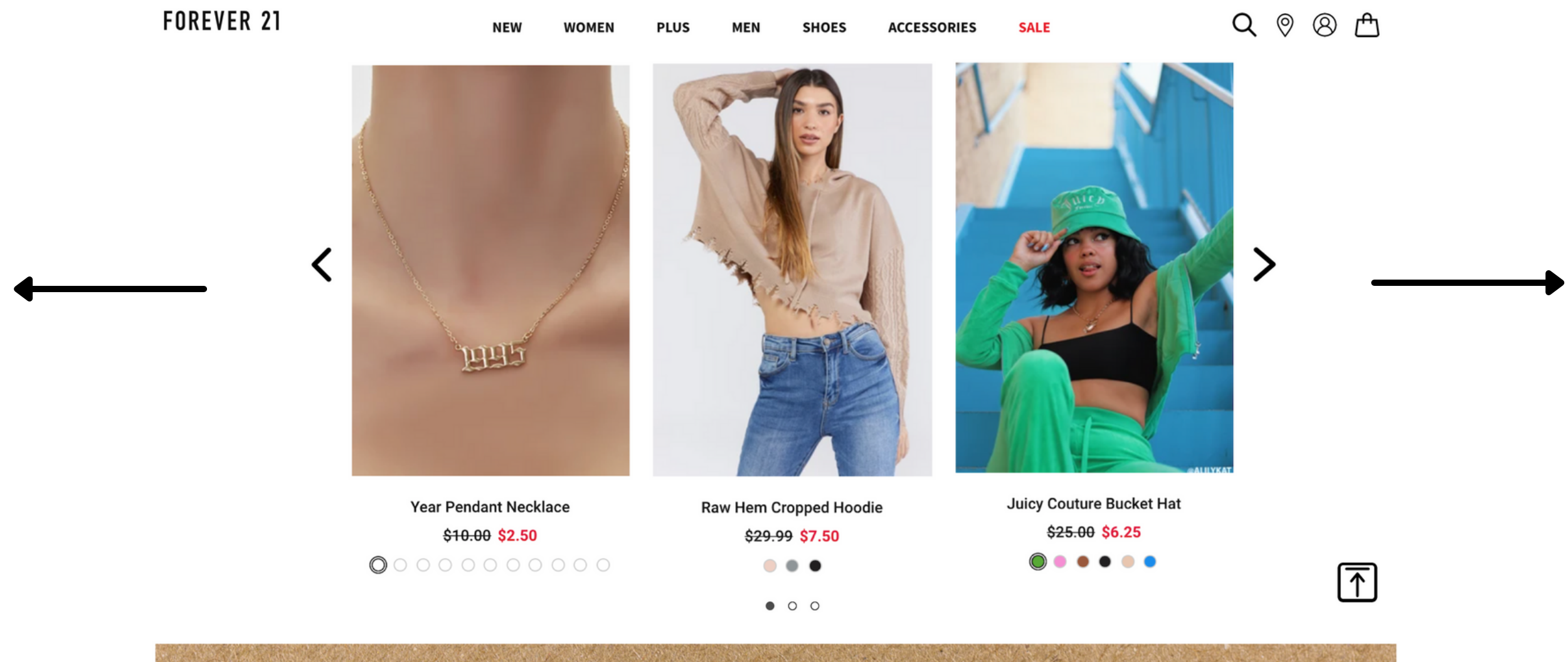
21

Gestalt Principles

Common Fate

When the user clicks on an arrow, motion and animation must be used to move all products in that category in the same direction.

Clicking on the right arrow moves products to the left and clicking on the left arrow moves products to the right, each time showcasing three new products.



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Gestalt Principles

Proximity

Images of products from the same category must be close to each other. Product name, price, and colour must appear below each product image.

Different types of content must be clearly separated from each other. In this case, having the filters clearly spaced out from the products, but not far enough for them to be unrelated is important for better visibility as well as to maintain task relationship.

FOREVER 21

NEW

WOMEN

PLUS

MEN

SHOES

ACCESSORIES

SALE



Color

Size

Sort



Oversized Plaid Shirt
~~\$35.00~~ \$24.50



Premium Flare Jeans
~~\$40.00~~ \$32.00



Premium Denim Joggers
~~\$40.00~~ \$32.00



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Gestalt Principles

Similarity

Similar content must follow a specific pattern, while dissimilar content must be clearly different to help users differentiate between them. Form, colour, typography and icons can be used to convey similarity.

Subcategories that appear on multiple categories, such as "New Arrivals" and View All", should always be represented by the same icons. The colour red must be used to bring the user's attention. Moreover, the overall layout (in this case symmetric and grid-like) across all navigation menus would enhance recognition for the user, improving the overall experience.

NEW WOMEN PLUS MEN SHOES ACCESSORIES SALE



New Arrivals



View All

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Imagery

Images

Images should engage through the simple, clean, chic and minimalist portrayal of the clothes and the models wearing them. Over formality and stereotyping should be avoided.

Models should not wear too much makeup and accessories unless the product is an accessory. Models should appear young and happy, to appeal to the target audience.

Background must be white or beige unless colour is necessary to a specific collection.



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Imagery

Before

Models do not look as young and are more serious. The target audience might not relate to the models.



After

Models look younger and are smiling, they look happy and seem to be having fun. They seem comfortable with what they are wearing. The target audience might relate more to these models, hence these images might be more appealing to them.

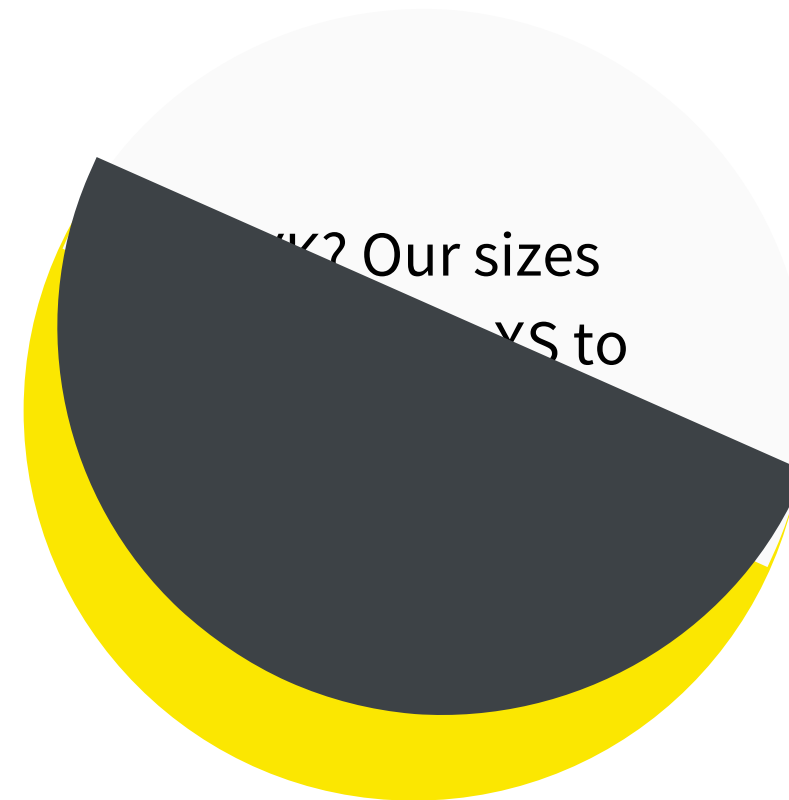


21

Animation

Animations can be used to bring a user's attention to a specific element on the website. Animations must be used sparingly to keep the website clean and not confuse the user.

On some pages, there should be a sticker with interesting information about the brand. For example, the size range, the environmental efforts, the variety of styles, etc. These stickers are interactive and only show the information when the user clicks to "peel" the sticker.



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Microinteractions

Micro-interactions must be added as a way to present feedback based on the interaction with the user. They make the website more emotionally engaging and help users to see the result of their actions.

On each product page, when a user clicks on the heart button, a micro-interaction must show that the action (mouse click) was successful by changing the heart colour and showing an animation with hearts floating around the button.



On click



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Designing for Desire

We have added a "Recommendations" feature, showcasing the products which can be paired up with the product that the user is currently seeing. Not only will this feature help the customer but the brand as well, as it will help increase sales.

By showing recommendations, we are exceeding customer's expectations and designing for desire, making their experience even better and convenient when shopping online.

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NEW WOMEN PLUS MEN SHOES ACCESSORIES SALE



Rhinestone-Strap V-Neck Bodysuit

SKU: 6090-63848576

~~\$25.00~~ \$20.00

Color: Black



Size

S/P

M

L/G

[Size Guide](#)

SELECT A SIZE

Pair it with:



Faux Croc Leather Skort
~~\$35.00~~ \$28.00



Faux Croc Leather Skort
~~\$35.00~~ \$28.00



Faux Croc Leather Skort
~~\$35.00~~ \$28.00



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Design Principles

Space and Lines

- Lines: structure of each slide, used to separate the title and the content
- White space: Separate columns of text, separate text from images, improve readability
- Rhythm: columns of content and columns with visuals

Consistency

- Source Sans Pro for titles and Roboto for content
- White, black and a hint of yellow
- Slides structure: text on the left and visual representation of the right

Gestalt

- Proximity: icons and images close together help differentiate the before and after
- Similarity: colour gradients to represent the colour palette, sample text used for fonts in typography, etc.

User pattern

- mouse image on the first slide to show the table of contents is clickable and the page numbers

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References

Colour and gradient

- https://www.w3schools.com/colors/colors_picker.asp
- <https://colors.co/gradient-palette>

Font Identifier

- <https://chrome.google.com/webstore/detail/fonts-ninja/eljapbgkmlngdpckoiibecpemelclhh>

Fonts

- <https://fonts.google.com/>

Icons

- <https://www.flaticon.com/>

Sticker Inspiration

- <https://itsblume.com/>

PERSONAL ETHICS STATEMENT CONCERNING ASSIGNMENTS

Group Assignment:

By signing this Statement, I am attesting to the fact that I have reviewed not only my own work, but the work of my colleagues, in its entirety.

I attest to the fact that my own work in this project meets all of the rules of quotation and referencing in use at the Telfer School of Management at the University of Ottawa, as well as adheres to the fraud policies as outlined in the Academic Regulations in the University's Undergraduate Studies Calendar [Academic Fraud Webpage](#).

To the best of my knowledge, I also believe that each of my group colleagues has also met the rules of quotation and referencing in this Statement.

I understand that if my group assignment is submitted without a signed copy of this Personal Ethics Statement from each group member, it will be interpreted by the Telfer School that the missing student(s) signature is confirmation of non-participation of the aforementioned student(s) in the required work.

Sofia M. Silveira
Signature

December 7, 2021
Date

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Negin
Signature

December 7, 2021
Date

Fayiz, Zeerak
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300260854
Student Number

Signature

Date

Last Name (print), First Name (print)

Student Number