

# eleven eleven salon / brand and website design

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## introduction

With this project, I wanted to create something that I can be proud of as well as something that helps local business. Working with Eleven Eleven Salon gave me insight into an industry I've never worked in before, as well as helped out their business. This project was a lot of fun, and I'm excited to share it!

## project goals

- Grow as a designer
- Focus on longevity and practicality
- Design for the user and the editor
- Gain an estimate of the time required to build a website
- Learn how to create a style guide
- Add to my portfolio

## logo design

The Eleven Eleven Salon logo will be used to identify the brand across all mediums, including social media, in-store signage, websites, and apparel.

When I first met up with Sierra, the owner of Eleven Eleven Salon, we discussed her vision for the logo. She had in mind a bohemian-esque typewriter typeface spelling out the words "eleven eleven", in all lowercase. This gave me a pretty good place to start when it came to the design.

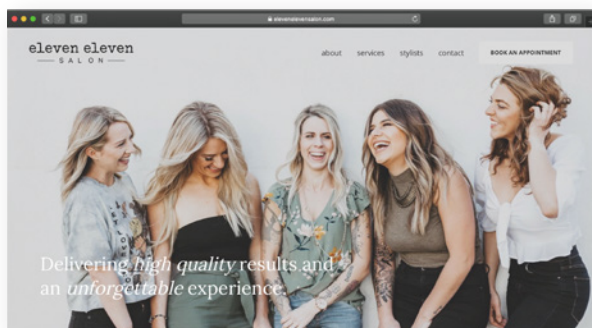


The monogram logo will be used in place of the wordmark when space is limited, or a more square aspect ratio is required.

The wordmark logo uses Special Elite as the typewriter typeface, and Aktiv Grotesk as the typeface for the all uppercase "salon."



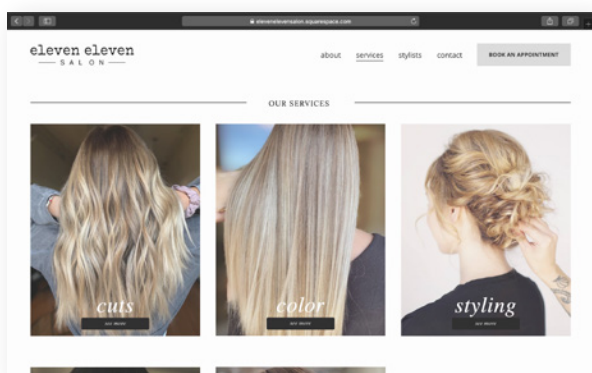
## website design



The bulk of my project was creating the website. I spent a couple of weeks researching, organizing, prototyping, and coming up with the design before starting to code and input content.

To determine organization of the content for the website, I first created a sitemap. I delivered it to the salon for approval.

I created some wireframes in Adobe XD to play around with layout and navigation. Once I got them to a place that I liked, I began to choose the typefaces, colors, and styles.

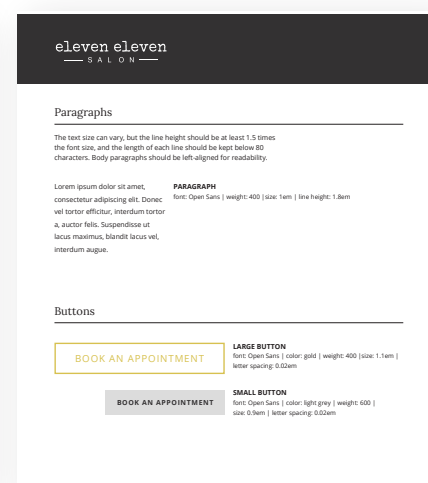


I decided to build the website in Squarespace, as my client has no knowledge of HTML/CSS, and I want her to be able to edit the site whenever she needs. I spent a lot of time customizing and writing the CSS so that every element of the site behaved how I wanted it to. The site is now live and can be viewed at [eleveneleven.com](http://eleveneleven.com)!

## style guide

To define typography, colors, and logo usage, I created a style guide for the website. This will act as a reference for future editors.

The style guide includes two pages on typography, a page on colors, and a page on logo usage.



I carefully chose typefaces that were accessible on Squarespace and reflected the clean and polished aesthetic of the salon.

I defined five colors that I used on the website. A dark grey and off-white are used in place of black and white, as it's easier on the eyes.