

What is Preenly.com?

Preenly.com is community beauty site for product reviews, product recommendations and beauty tutorials. Preenly is aimed at a French, English, and American audience of women between the ages of 16 and 30.

What does this project involve?

1) A global set of graphic standards for the website Preenly.com:

- A color palette
- Fonts
- An icon set (or sets)
- A menu
- Other graphic elements like button styles

2) A webpage layout (non-coded) for the How-To page template

(See storyboard, attached separately)

This webpage layout is for the main editorial format on Preenly—step by step beauty tutorials. The individual on-page elements are in the storyboard, but overall we'd like it to look clean, friendly, and to encourage community participation and sharing on social networks.

What are the general graphic design criteria?

- A look and feel that is fresh, clean and modern
- Proximity: Establishes a close proximity with the user. (We want them to get the same feeling they get when talking beauty tips with their close friends).
- Neutrality: A sincere and neutral look and feel that doesn't suggest a preference for any particular or elite type of beauty (but it can still be fun!)
- The graphic design is relevant to the beauty sector as a whole. (We could be talking about lipstick, a hairbrush or a man's cologne)
- The graphic design alludes to the beauty industry (discreetly, not overtly!)

The Preenly Logo:

Here is our logo. While we are going to keep the logo mostly as-is, you can feel free to tweak the colors in the logo as you see fit, according to the color palette you design. The logo is attached to our brief in AI and PDF formats. Note: the fonts on our site don't have to be identical to our logo, but they must be complementary.



Guidelines: Color Palette

We'd like the color palette to include the following :

- **Black and white** as classic background/ text colors
- **Main colors:** Two shades (light and dark) somewhere in the aquamarine/ turquoise family
- **Accents (suggestions):**
 - A skin/ beige
 - A bright apricot

Here is a palette we came up with that shows one idea we like: please feel free to suggest others!



Colors to **AVOID**, please: pink, anything really, really green, or lots of very dark colors together in the palette

Guidelines: Fonts

We need a set of fonts (not too many!) to distinguish headings, body text, button text, etc. The main heading text should be close to the black font in our logo (which is included as an attached file). The main body text should be sans serif and really readable—nothing too fancy. Common everyday fonts are OK with us so don't feel like you need to reinvent the wheel.

Guidelines: Icons

We need icons for:

- the ratings system on the How-To page (represented by stars in the storyboard)
- the header, with the choices for choosing a language, Facebook, and Twitter
- an icon to "like" the how-to (currently represented by a star inside a square on the storyboard)
- an icon to buy the items shown on the storyboard in the right hand column (right now shown as the word "acheter" inside a button)

What are our thematic inspirations for icons?

- We like the idea of using feathers for various icon sets, especially for product ratings and for member status
- More broadly, we like the idea of using graphic elements that come from a bird's world: feathers, sky, trees, nests... think outside the box! (However, we want to avoid coming across as TOO natural or "organic")

Guidelines: Menu

The menu currently has two elements (How-To and Tips) plus a search field—but we'll be adding more features later, so the menu should be designed to accommodate as many as 5 titles. As of right now there is no drop down in the menu, so it's just the basic design we need (as seen in the storyboard).

Moodboard

Here are some of the design inspirations we liked a lot that reflect style of visual elements we'd like for Preenly.

Style 1



**this
water**[®]
real fruit quenchers



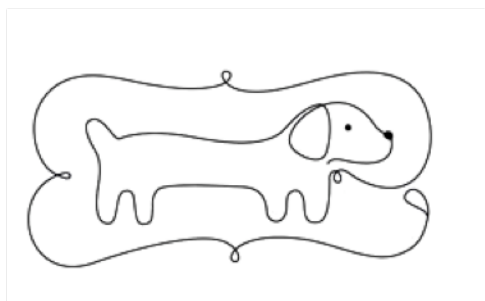
*fruit from
the trees,*
**this
water**[™]
from a spring



TINY
mouse^{«3)~}
DESIGN



Style 3



dribbble