

Text Style

- Montserrat
- Used for headings, titles (the big text).
- Thin sans-serif font, stands out against larger, blockier fonts.
- **Roboto Slab**
- **Used for body text**
- **More conventional serif font, more familiar to audiences.**

Colors

White - #FFFFFF

Used for body text, and as a general color across the board.

Black - #000000

Stands out and provides contrast. Also used for text or as a common color due to prevalence.

Deep Red - #4C0000

Adds color and is a personal favorite color.

Red - #DB2018

Shades the deep red and works for highlights.

Gold - #FFD700

Used for important text such as headings, contrasts with all other colors such as black, red, white.



Tone

- Tone and style is casual, yet knowledgeable.
- Something not yet present on the website is a section of the portfolio dedicated to writing, which is where this would shine through much more.
- Ideally the branding will appear polished, but still approachable and down-to-Earth.

Photos and Videos

The page features various photos and videos of myself and other work, showing more of the personal style present. As time goes on, this style is likely to change, which will require regular changes to these elements.

- Currently, this is primarily videos from student projects in the portfolio, which as my career progresses, will be swapped out for newer, more relevant work.

Values and Themes

I think the most important value present is giving back to the community. As an Eagle Scout, that's been an important aspect of much of my life and it's something that will continue to be a part of my work.

Some common themes include Nature and the Outdoors, as well as Fire. Both are aspects of the world that I resonate with, and the color scheme of the website follows fire, while my personal passions are heavily connected with nature.