

About the Project

The Riverside Art Center (RAC) is a non-profit arts corporation dedicated to the promotion of fine art. RAC serves the greater Wapakoneta area, providing art related, educational opportunities through classes, lectures and demonstrations. The goal of the project is a complete research and redesign of the business and website to maximize users engagement and increase community support.

Tone-of-voice

- Passionate
- Fun
- Friendly
- Enthusiastic



TARGET AUDIENCE

Demographic

- All genres
- Age: Kids to 80s
- Arts and design degree/Freelancer artist.
- People who work in different areas but enjoy art and decoration.
- Retired people that want to learn a new skill, buy art and make friends.

Psychographics

- Creative people in general and artists.
- People who enjoy art and decoration.
- Hobbies: painting, drawing, photography, reading.

Geographic

Wapakoneta | Ohio | USA.

COLORS

- HEX #05505d
R: 5
G: 80
B: 93
- HEX #f47856
R: 244
G: 120
B: 86
- HEX #ffebd3
R: 255
G: 235
B: 211
- HEX #3cbdc7
R: 60
G: 189
B: 199
- HEX #f4bd5a
R: 253
G: 189
B: 90

TYPOGRAPHY

Playlist

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Josefin Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Josefin Sans SemiBold

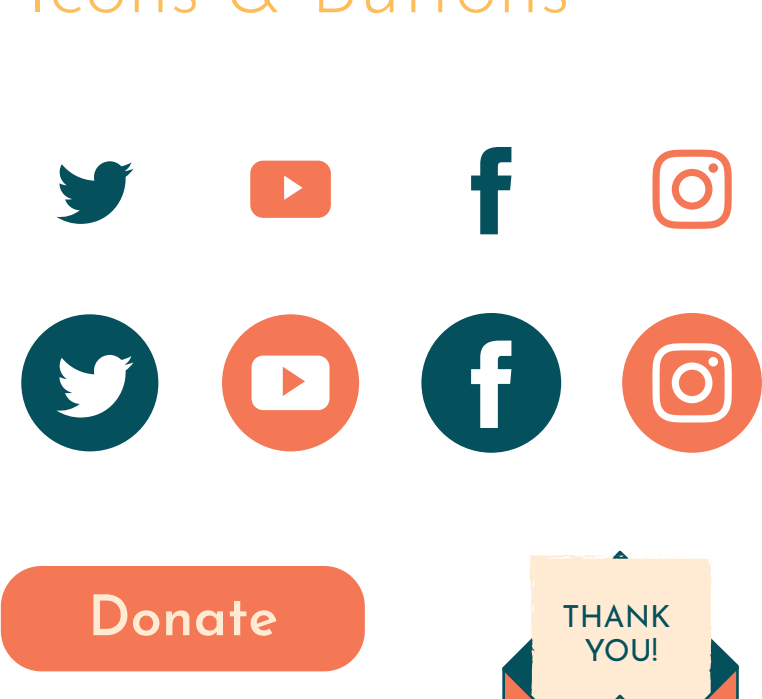
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1234567890

DIGITAL ON-LINE PRESENCE

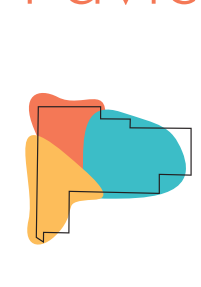
Navbar



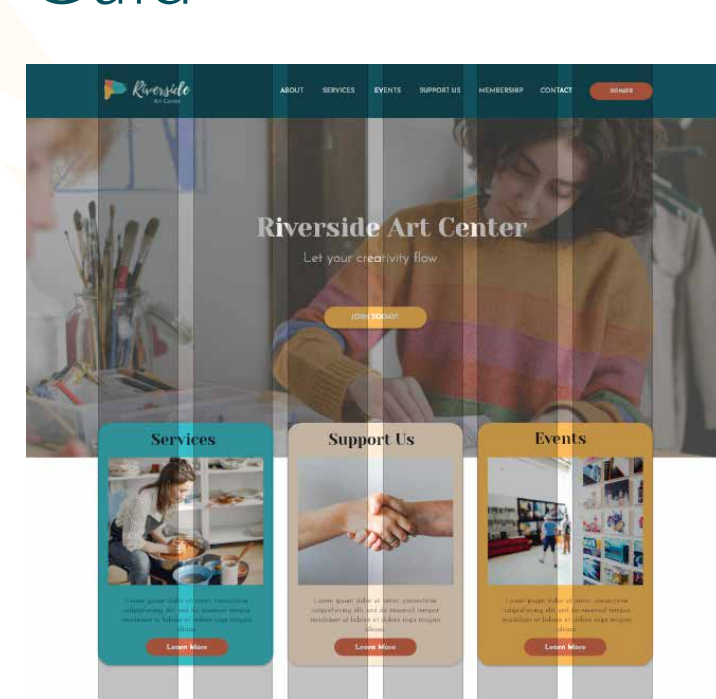
Icons & Buttons



Favicon



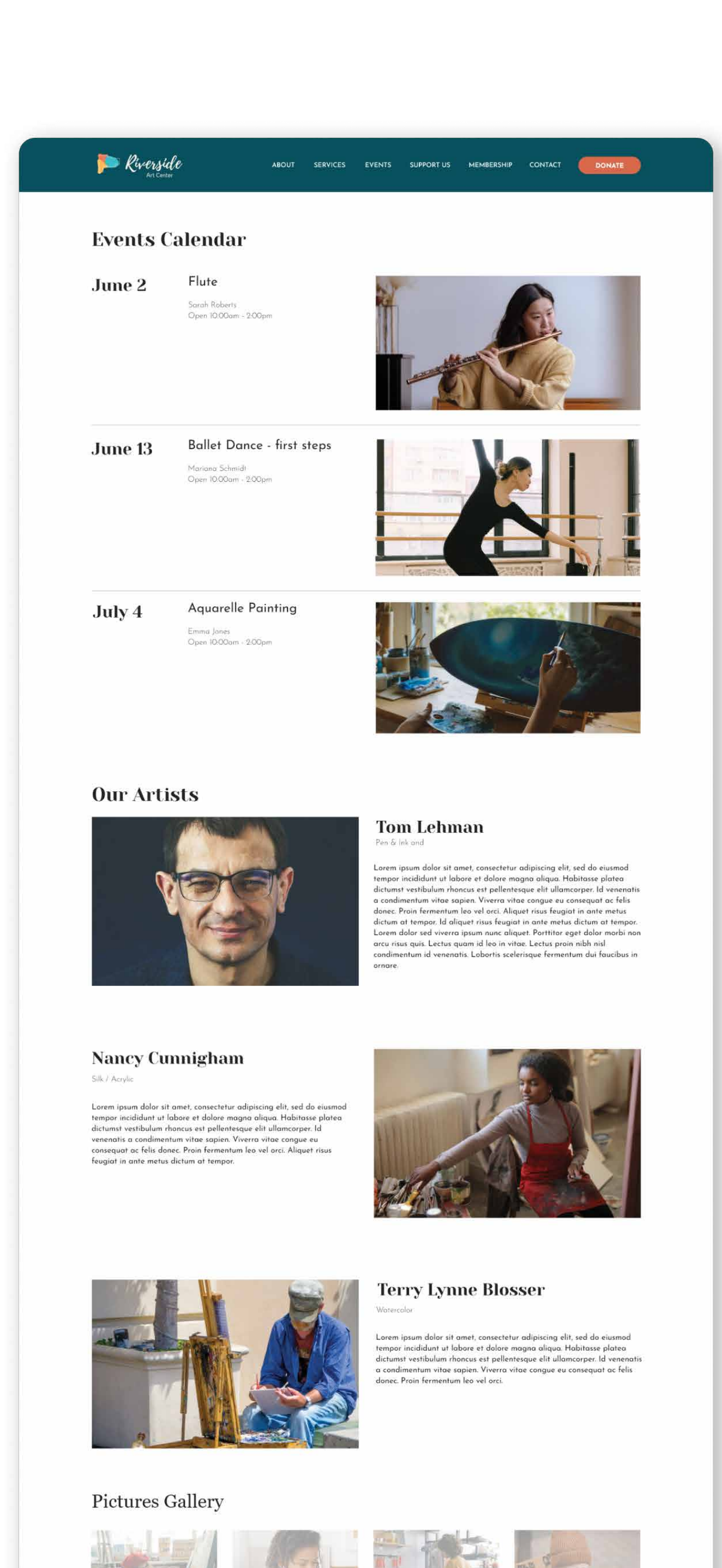
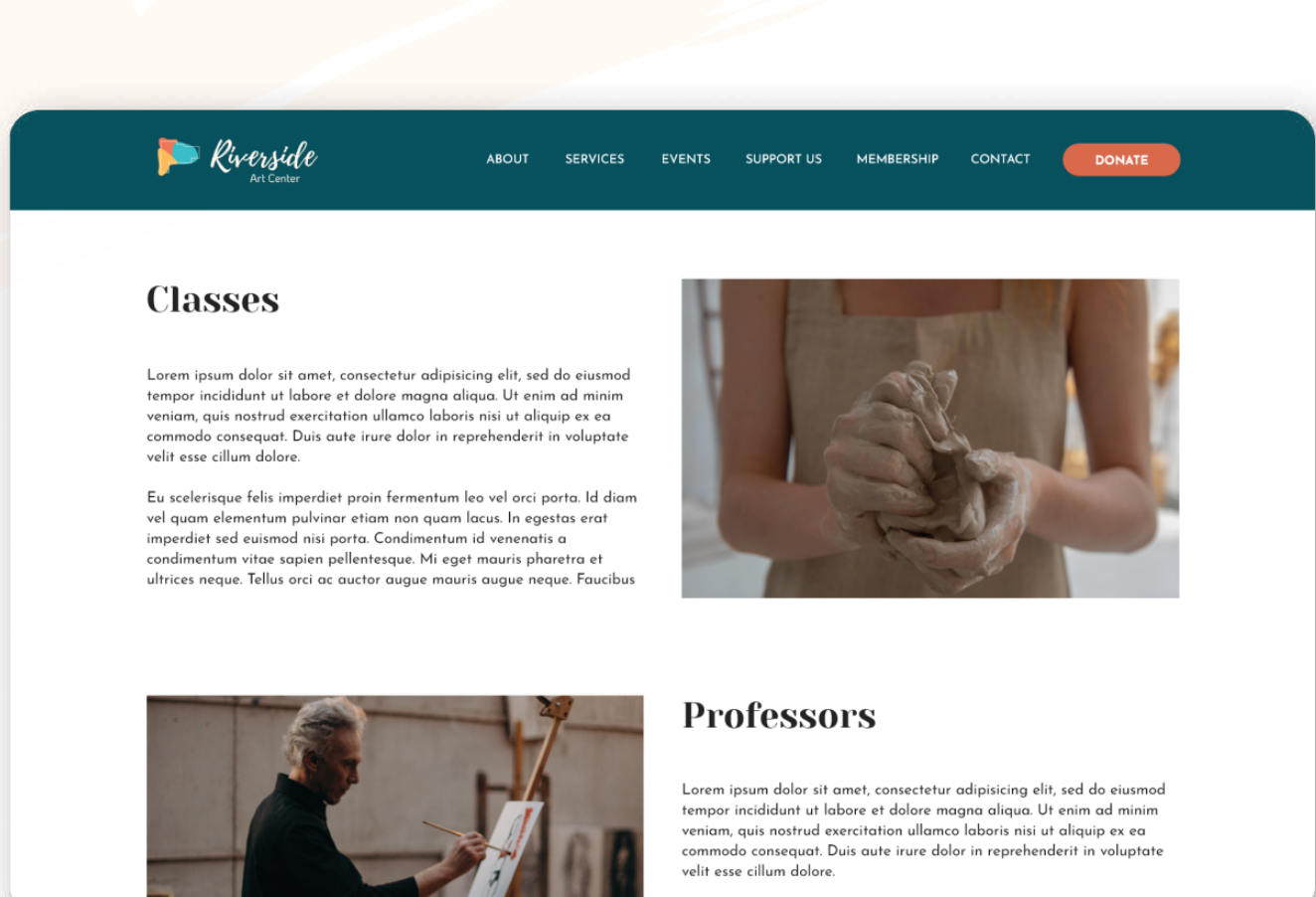
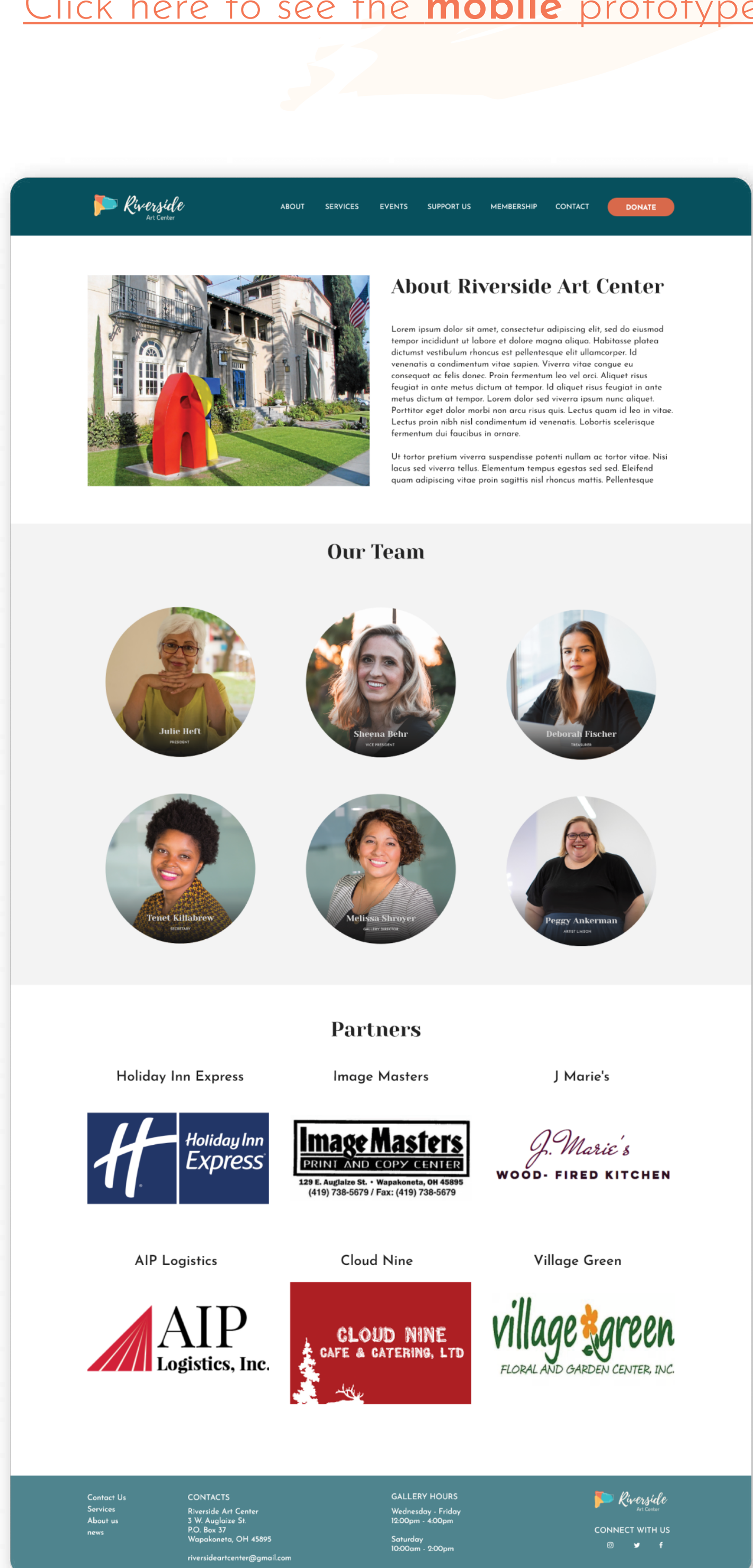
Guid



PROTOTYPE

[Click here to see the desktop prototype](#)

[Click here to see the mobile prototype](#)



Schedules

Learn more about our classes and contact us for more information.

Mon	Tue	Wed	Thu	Fri	Sat
Painting Class 10:00am - 12:00pm					Painting Class 10:00am - 12:00pm
	Glass Class 10:00am - 12:00pm				
Woodworking Class 10:00am - 12:00pm					Woodworking Class 10:00am - 12:00pm
	Handmade Soap 10:00am - 12:00pm				
		Handmade Soap 10:00am - 12:00pm			
			Handmade Soap 10:00am - 12:00pm		
				Handmade Soap 10:00am - 12:00pm	

[CONTACT US](#)