Title/Logo:

For the Logo Design I decided on something with sharp defined features with a combination of curves to show a contrasting figure. I also chose to have a fang like design to resemble that of a vampites and the lines in the center to evoke the historic feeling of this organization.

Typography:

For the Typography I prefered a combination of fonts with sharp serifs and blackletter esc designs to match with the historicness of vampires and the organization.

Logo — 95 pt, Gothicus Roman, regular,

Header — 60 pt, New Rocker, regular,

Subhead — 36 pt, Fondamento regular,

Paragraph — 14 pt, Goudy Bookletter 1911, regular,

Qoutes — 14 pt, Grenze Gotisch, medium,

`Caption` — 12 pt, Space mono, regular,

Color Scheme:

To continue this gothic, vampiric theme, I wanted to include warm and cool tones with a deeper hue and darkness to provide that sense of secrecy and hidden feeling that the organization evokes to the rest of society and feel the combination of cooler tones with warm ones can provide a dynamic look for the website.

Navigation Design:

I designed the navigation buttons to be sharp but familiar so that the designs are not fully out of the normal for new users and can still fit any sort of change to the format wheter on mobile or on desktop.