



IKD represents Innovation, Kindness, and Desire, qualities that are integral to our female-owned business. We know that every woman's fitness needs

Branding   UI & UX   Development

Year   Duration   Industry  
2024   3 Months   Fashion

Branding & Design Guidelines



Primary Color

#3B82F6

Font Color

#121212

Aa   Font Assistant

- Aa   Montserrat Bold
- Aa   Montserrat Semibold
- Aa   Montserrat Medium
- Aa   Montserrat Regular

Website design

Our Process

**Understand**

User Research  
User Interview  
Competitive Analysis

**Define**

User Personas  
Empathy Map  
User Journey

**Ideate**

User Flow  
Information Architecture

**Design**

Wireframe  
Hi-Fi Designs  
Prototype

