

ctempuu E-commerce



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ctempuu is...

A brand of self-expression. The name 'Tempuu' derived from my online gamertag and has since become a name my online friends call me all the time and has stuck to my person.

ctempuu's purpose is to push the boundaries of artistic self-expression and design. It will do so through a diverse array of mediums.

This project was done with the intention of having fun as well as to keep me occupied during my job hunt.

ctempuu's aim

To build a platform/universe for my creative visions. This will be a passion project I continue for the rest of my life.

My creative visions include things such as: selling artwork, making designs for clients, designing clothes, creating music and unique sounds, etc.

This specific case study will cover the branding side of ctempuu and go over the design of the ecommerce store.

Strategy

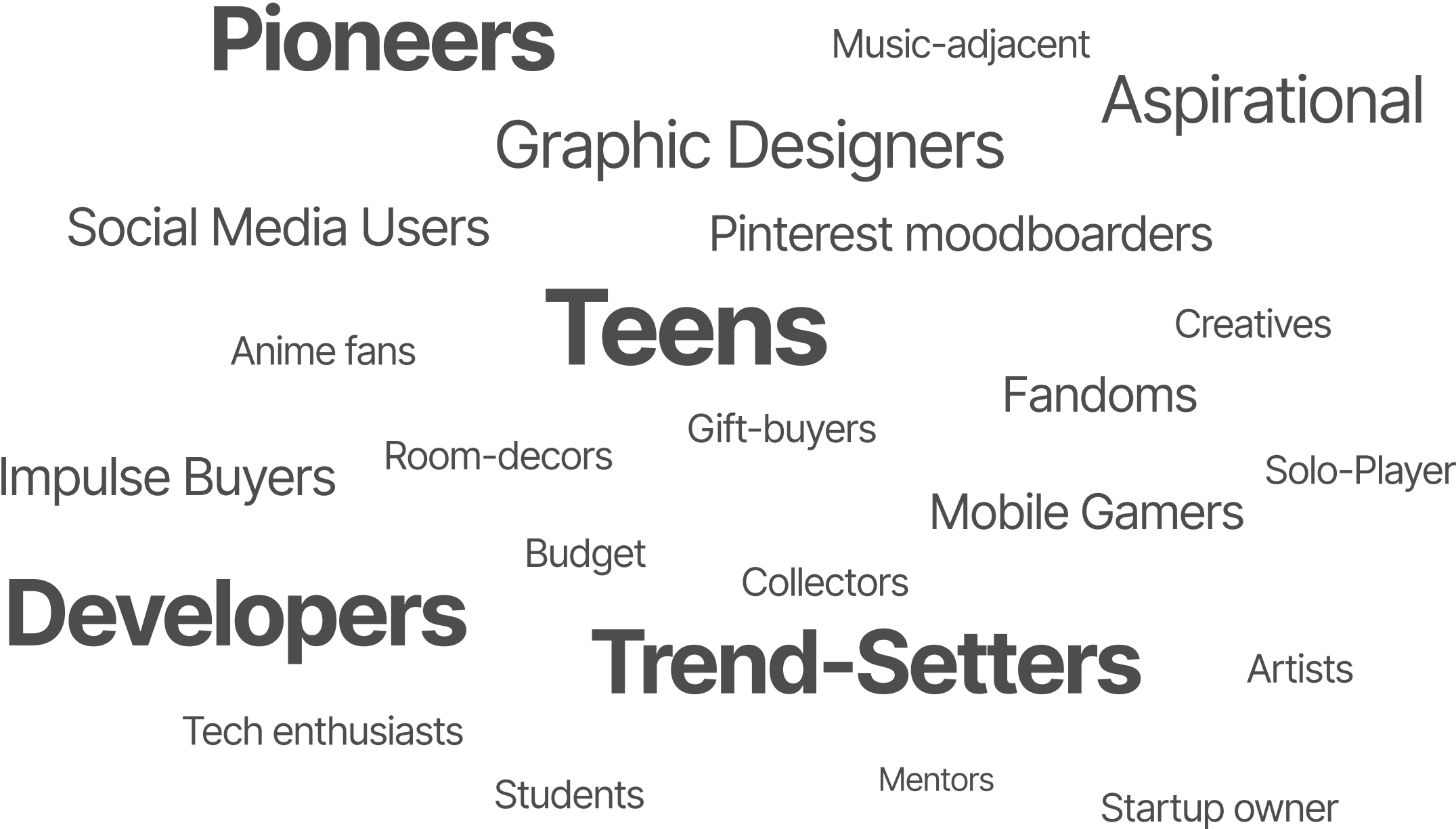
ctempuu's **PURPOSE** is to, **PUSH
BOUNDRIES, RESPECT
CONSUMERS & ASSURE QUALITY**

The storefront will showcase this through its modern and innovative user-experience & interface both on desktop and mobile devices.

ctempuu's **VALUES** are
EXPERIMENTATION,
QUALITY & OPENESS.

Brand values serve as guiding principles for a business and should be integrated into their culture and customer interactions. They shape a company's messaging, culture, and strategy, offering customers and employees insight into the brand's essence.

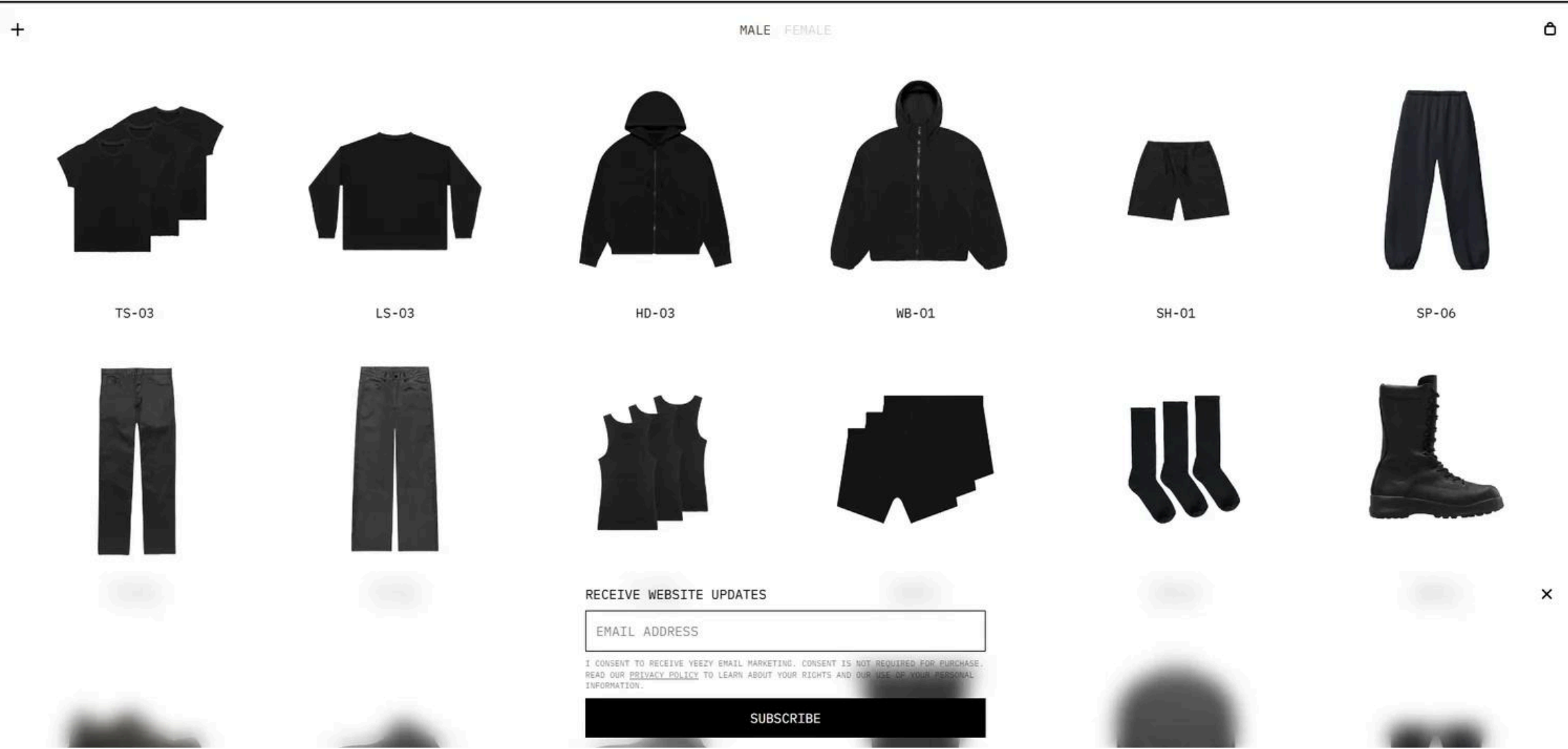
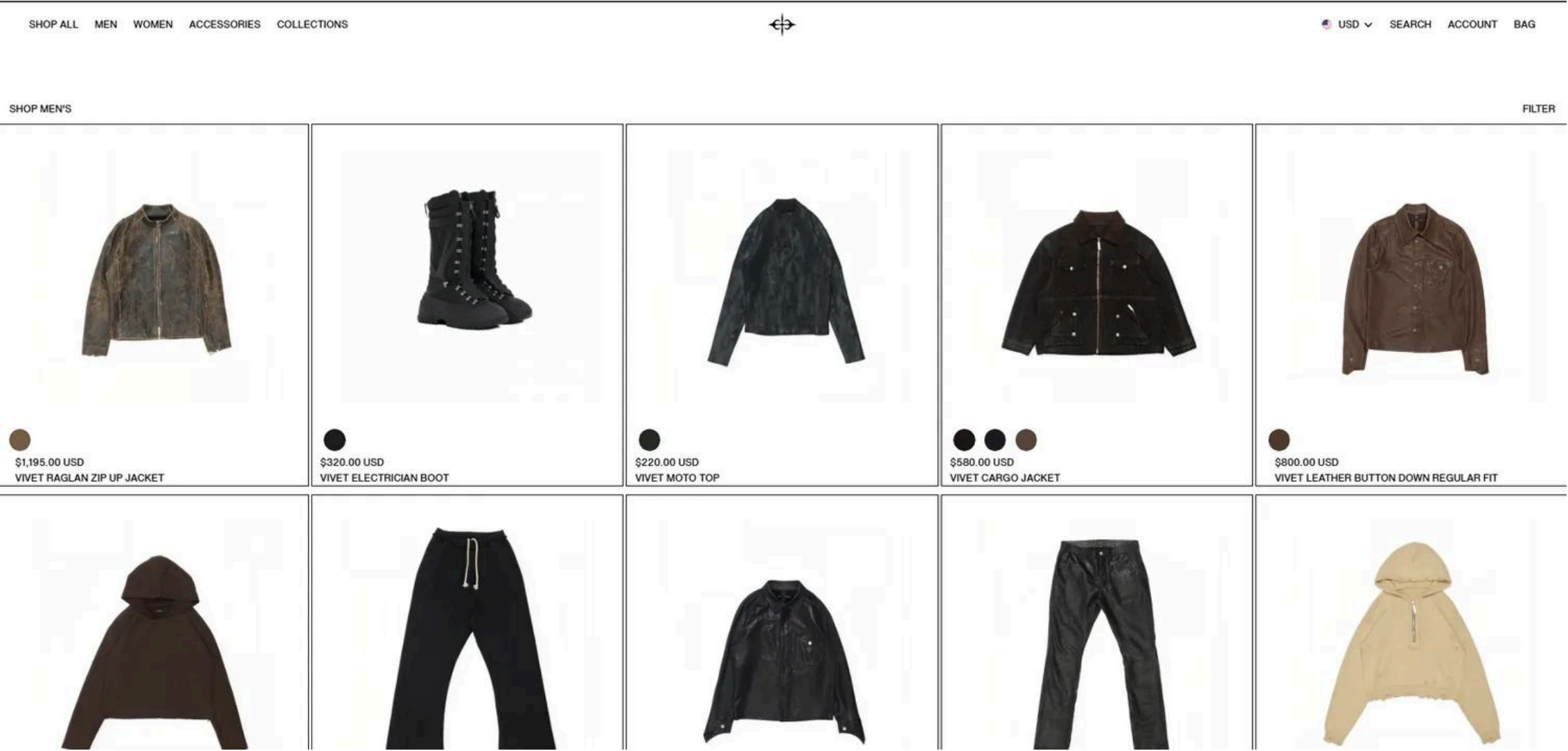
ctempuu's **TARGET AUDIENCE** are/is...



ctempuu's **LANGUAGE** is/
uses terminology such as...



References



The hairline grid takes its lead from **Vivet**, the stripped back header from **Yeezy**. **Hours** collection was also another inspiration for the store.

These brands share similarities with the target audience so thought it would be a fitting choice for inspiration.

Deliveries

Typography & Colour Palette

The aim is to be a store that is straight to the point. Keeping it black and white makes the site simple, easy to follow and minimal.

#FFFFFF

#000000

#F0F0F0

#A0A0A0

#505050

Logo

It derived from a piece I made of a cat, it then ended up sticking as my profile picture, and now its my logo.

If you want a deeper meaning, reach out to me.





VIEW ▾

POSTERS

ASSETS

UK ▾



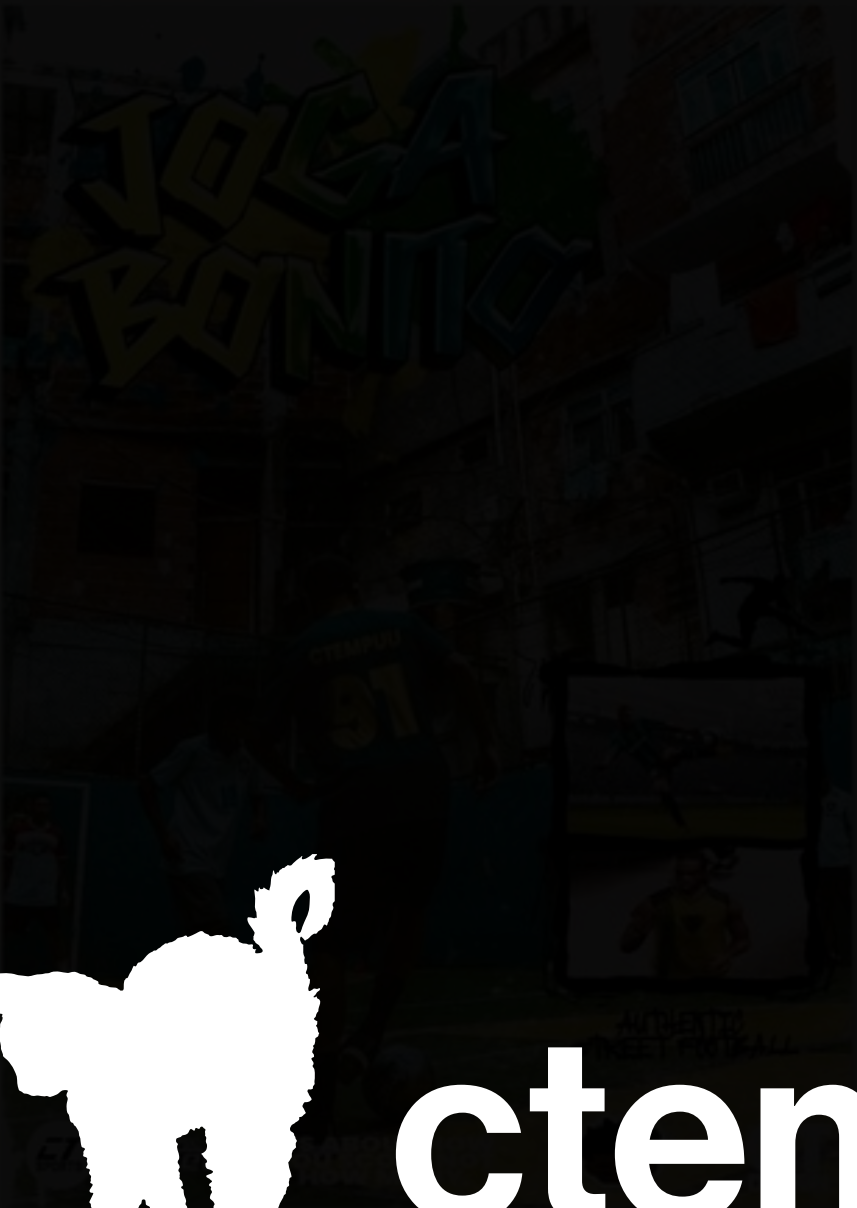
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CM

Contents owned by CM™



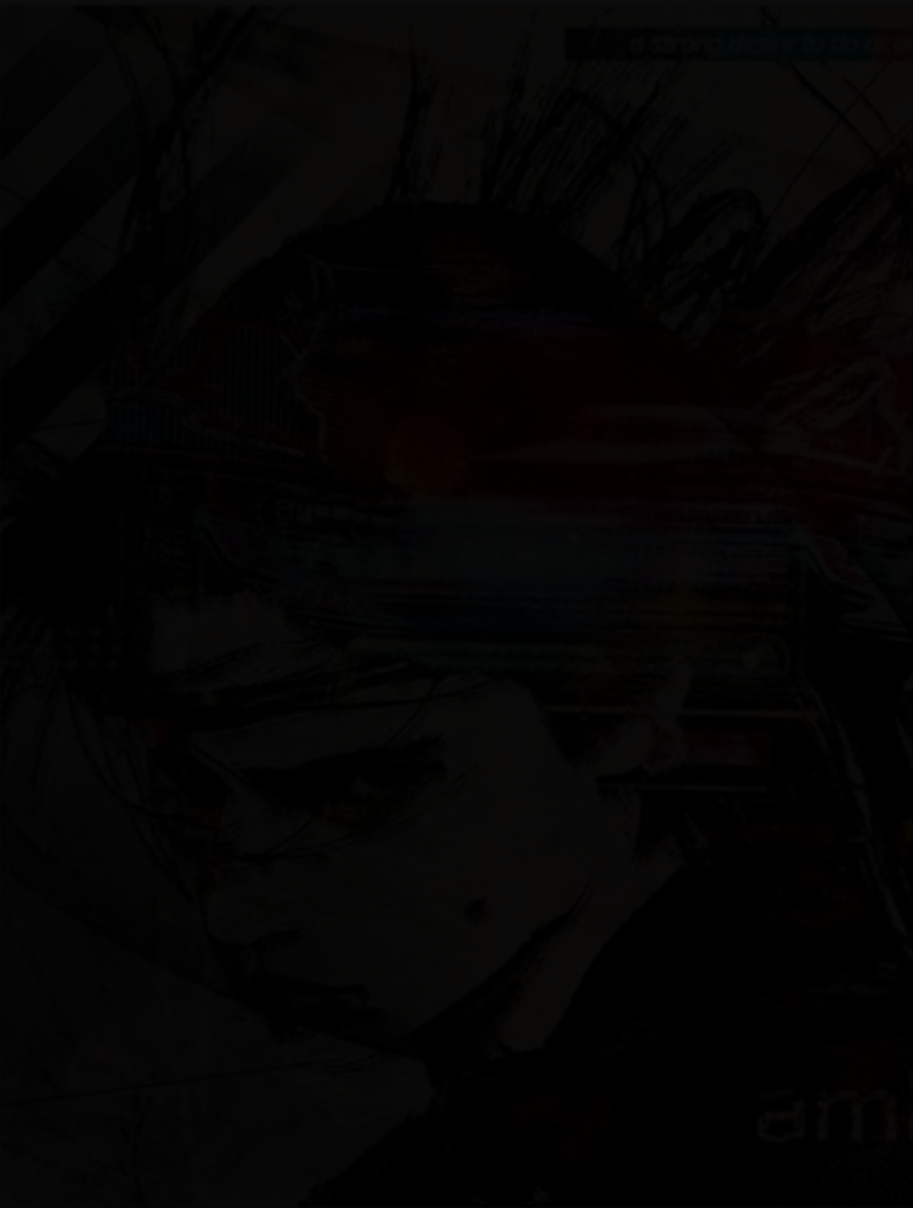
£13.00
REBORN | 79



£13.00
JOGA BONITO | 91



£10.00
VAMPIRE: PLURAL | 145

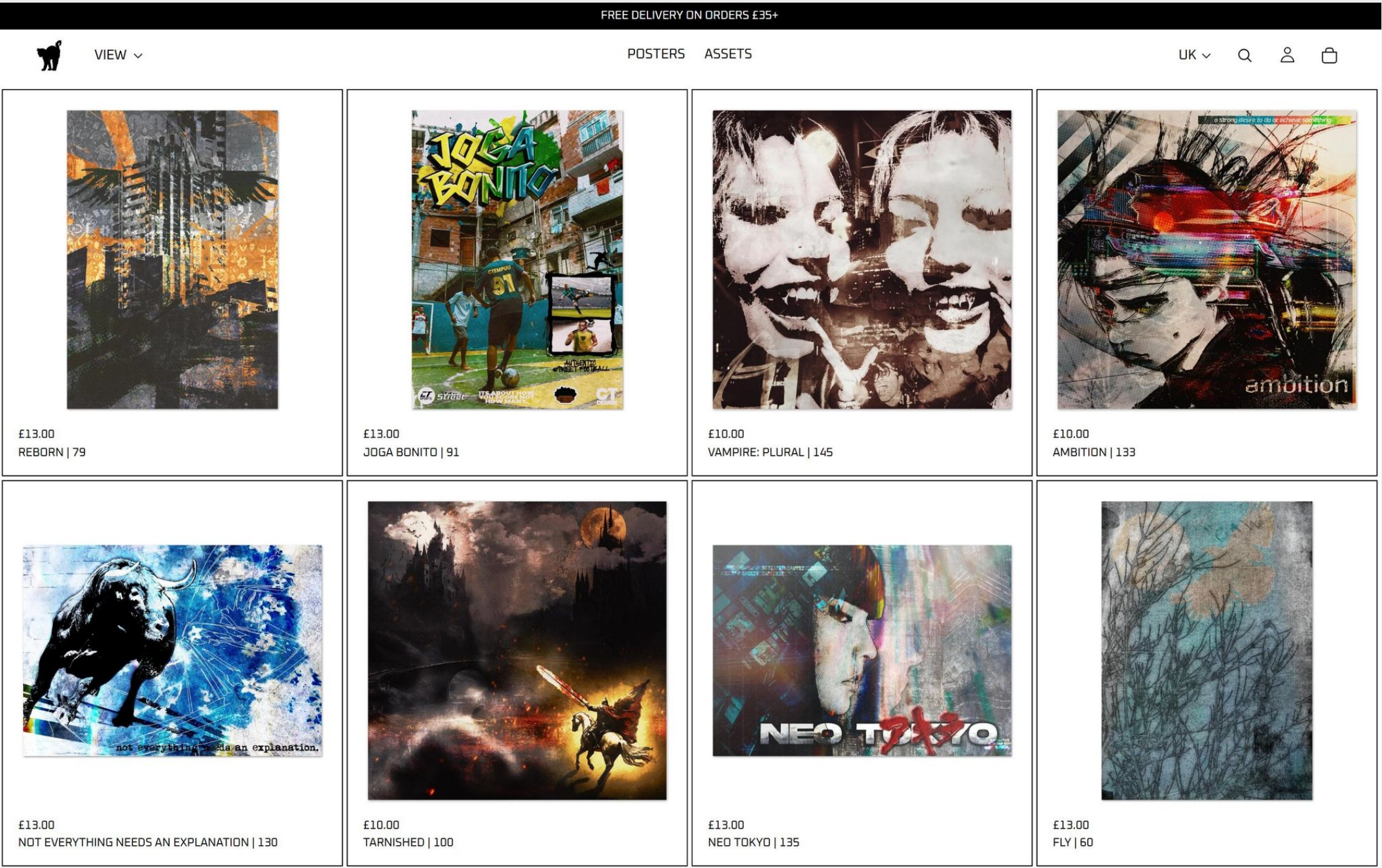
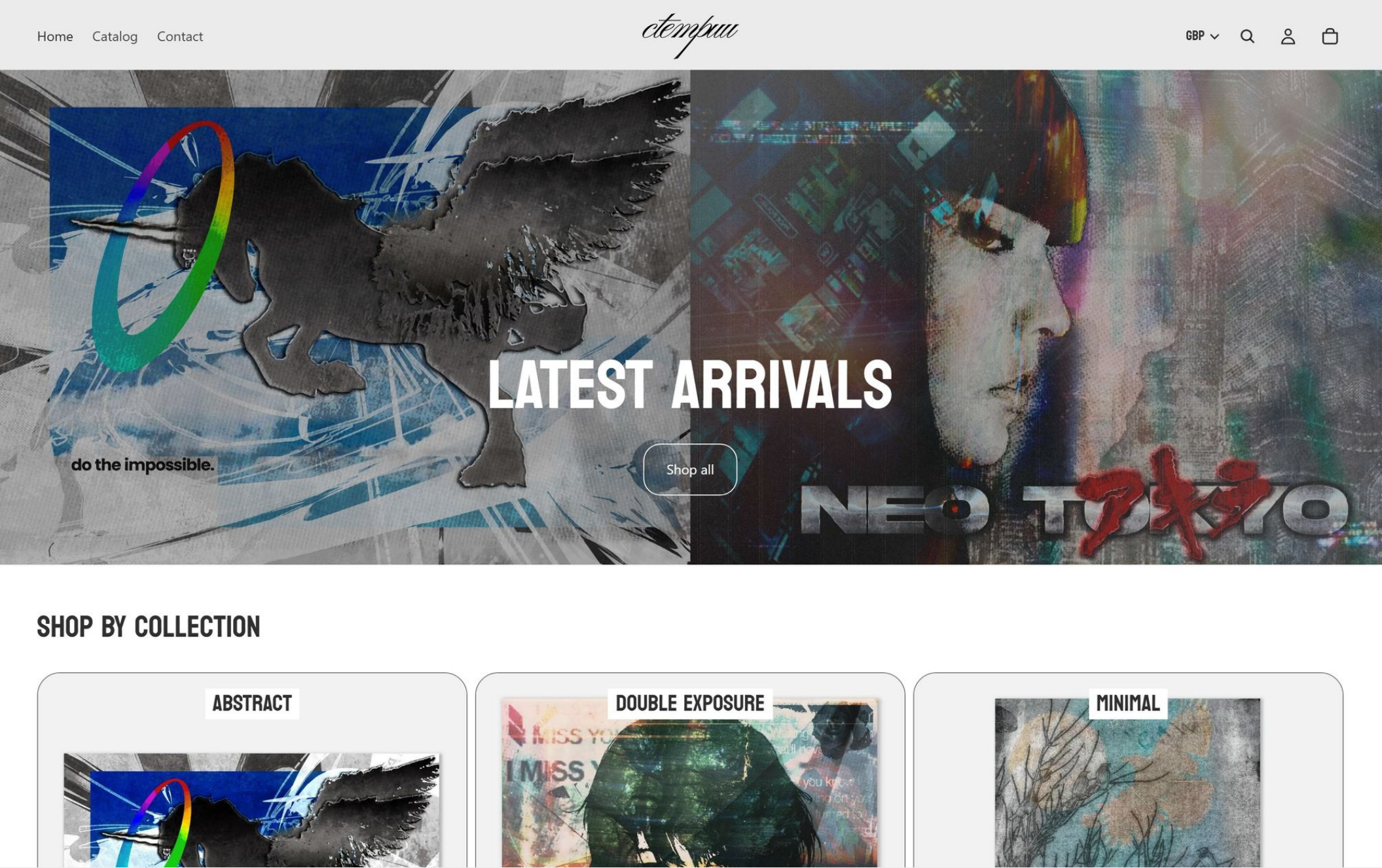


£10.00
AMBITION | 133



ctempuu.com





From a stock theme with a hero banner to a **product-first gallery**.
I wanted to remove the friction of a homepage, and go straight into artwork.

FREE DELIVERY ON ORDERS £35+



VIEW ▾

POSTERSASSETS

UK ▾

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£13.00
REBORN | 79



£13.00
JOGA BONITO | 91



£10.00
VAMPIRE: PLURAL | 145



£10.00
AMBITION | 133



£13.00
NOT EVERYTHING NEEDS AN EXPLANATION | 130



£10.00
TARNISHED | 100



£13.00
NEO TOKYO | 135



£13.00
FLY | 60

FREE DELIVERY ON ORDERS £35+



VIEW ▾

POSTERSASSETS

UK ▾

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£13.00
REBORN | 79



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JOGA BONITO | 91



£10.00
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£10.00
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£13.00
NOT EVERYTHING NEEDS AN EXPLANATION | 130



£10.00
TARNISHED | 100

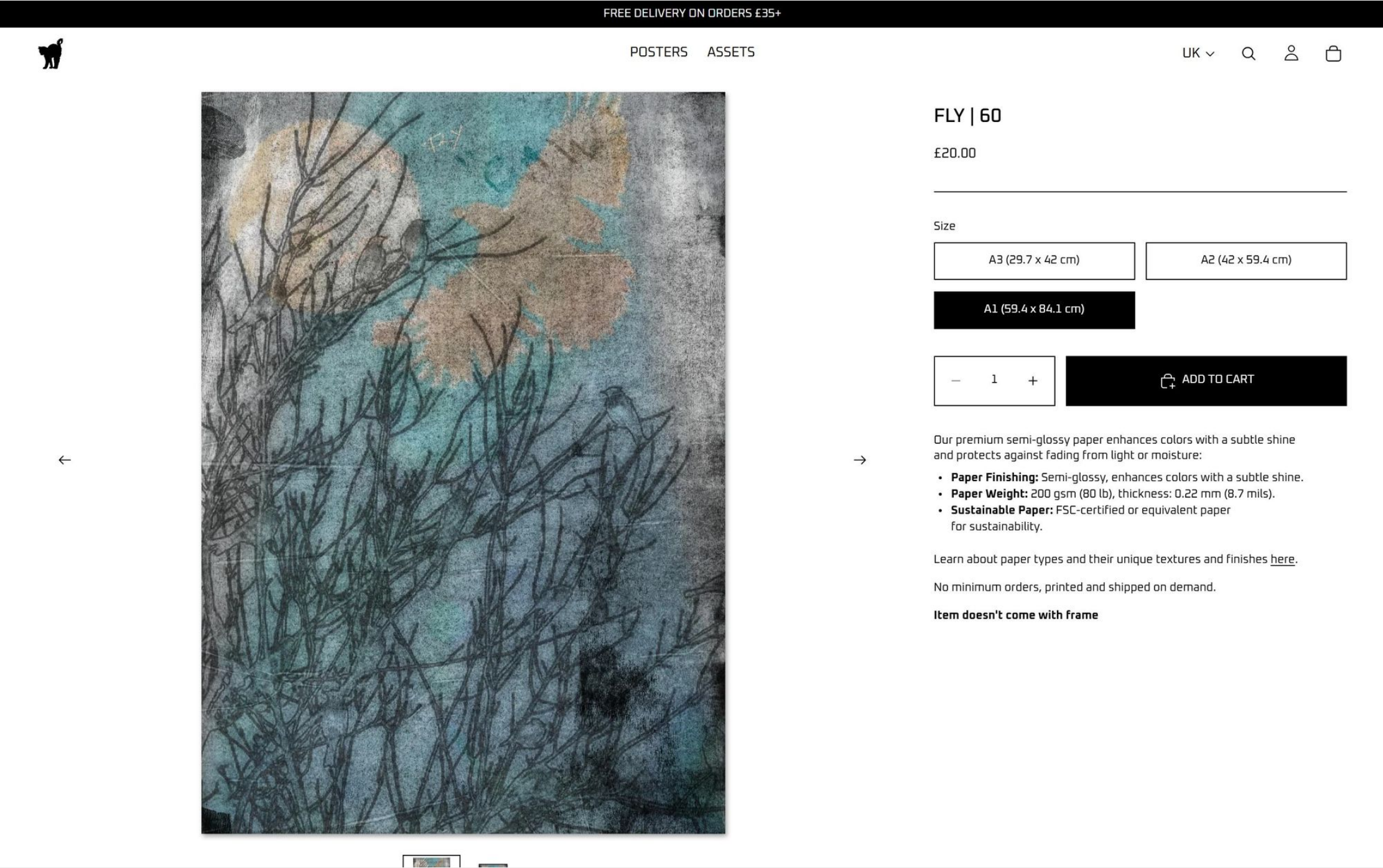
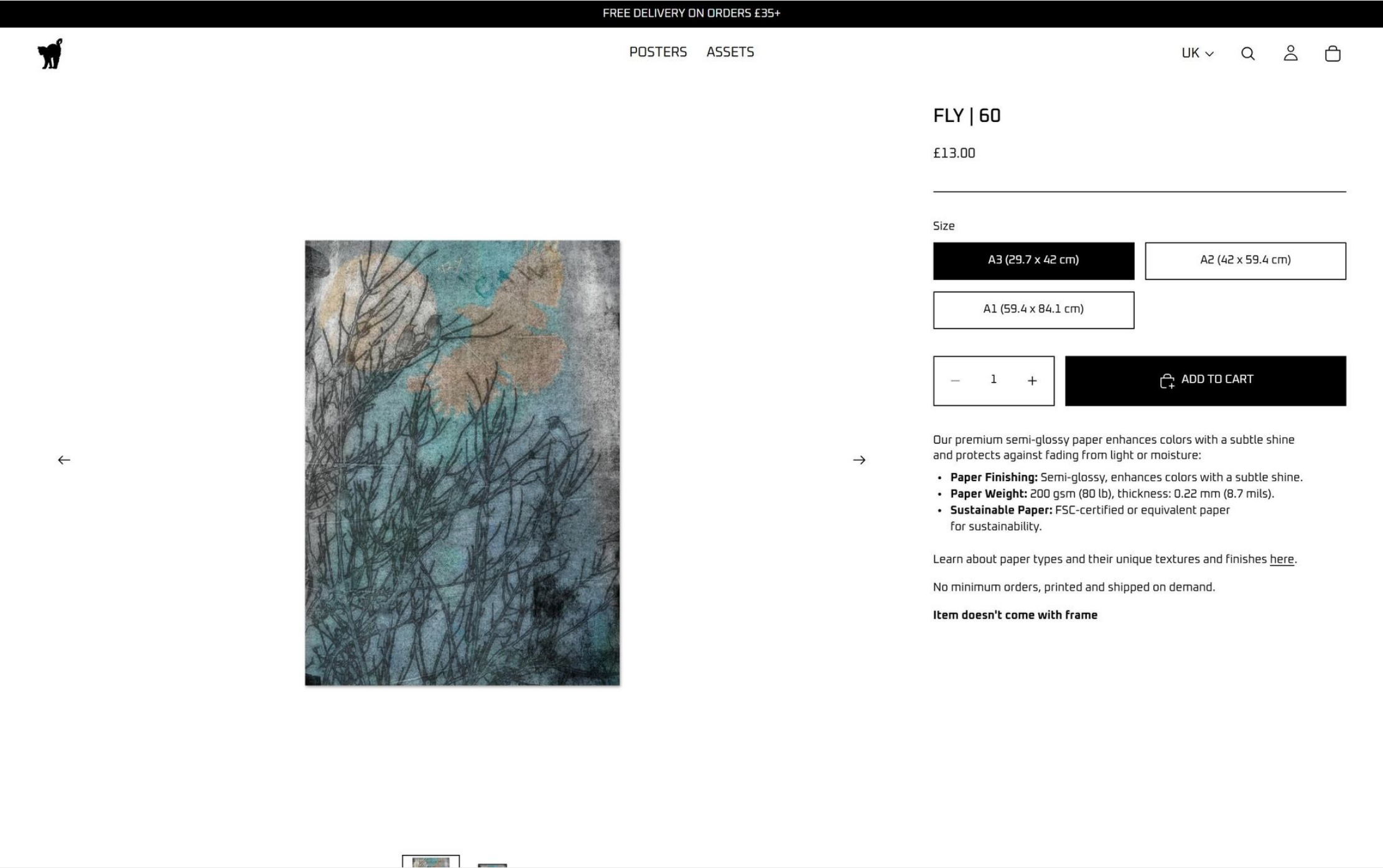
- Colour

Black, white & grey. The artwork is the only colour needed on the page.
- Type

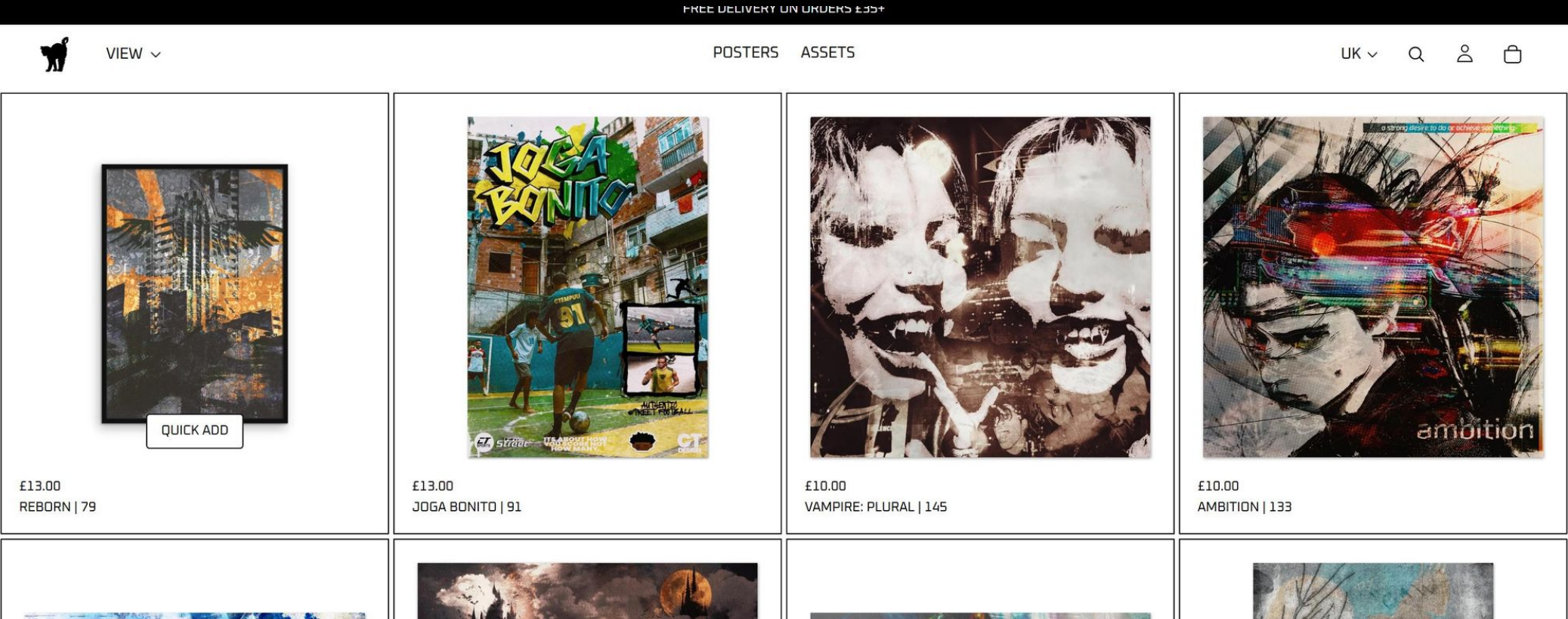
Oxanium & Inter.
- Grid

Square corners and thin black strokes.
- Mobile

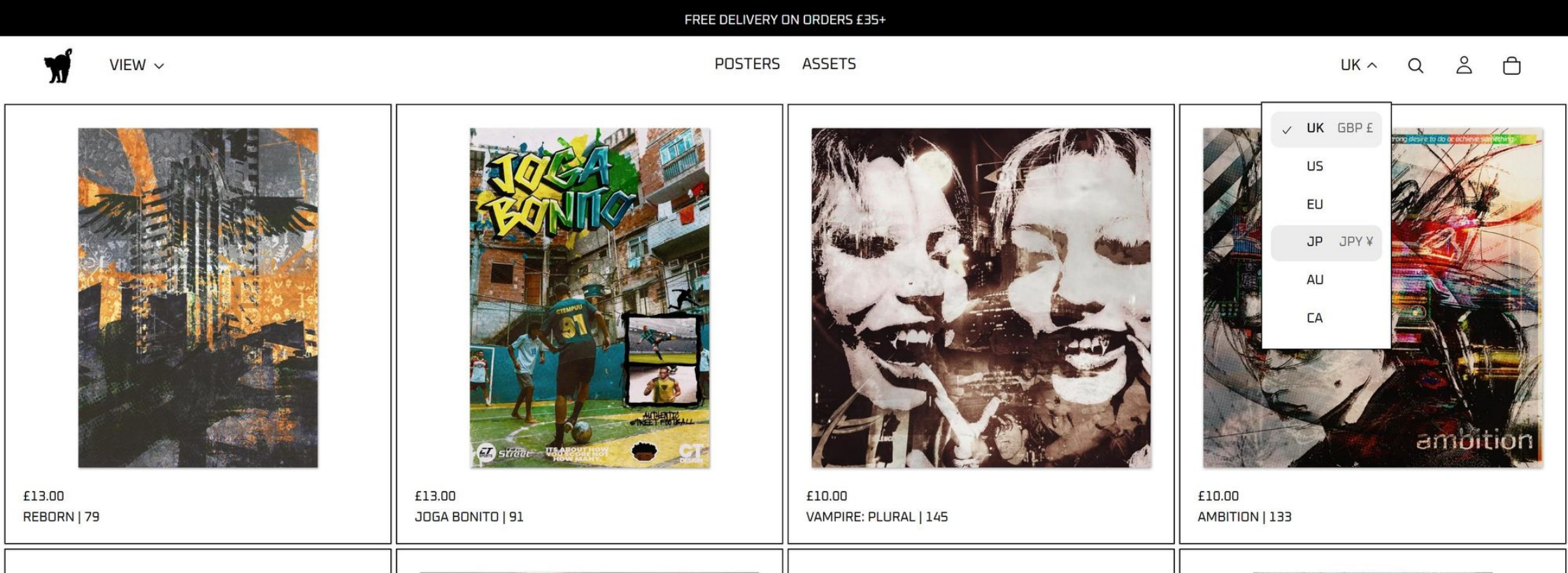
The view goes into 2 per row to keep details within the artwork clear.



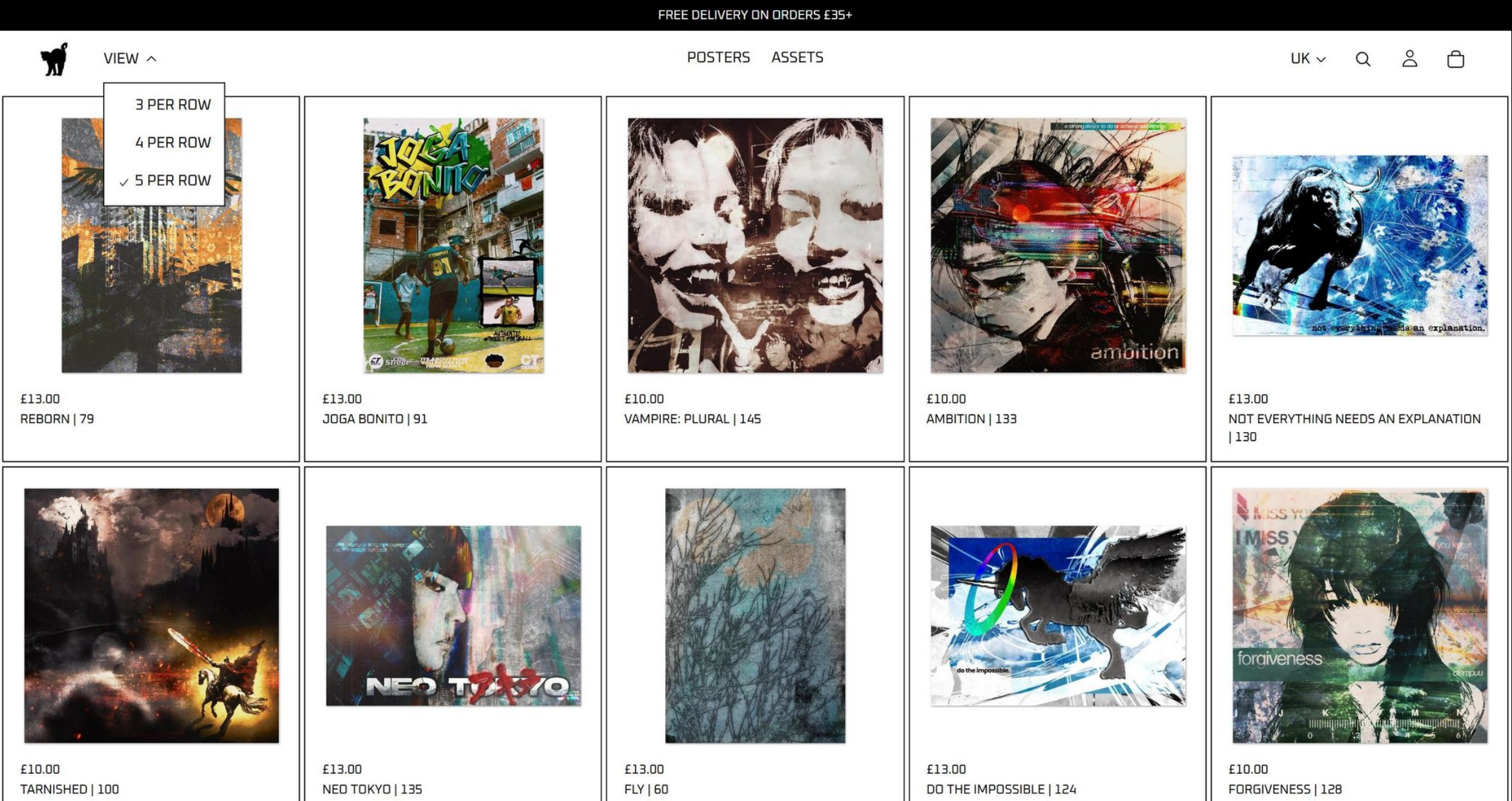
The print scales with the size you pick, so the difference is **felt**.



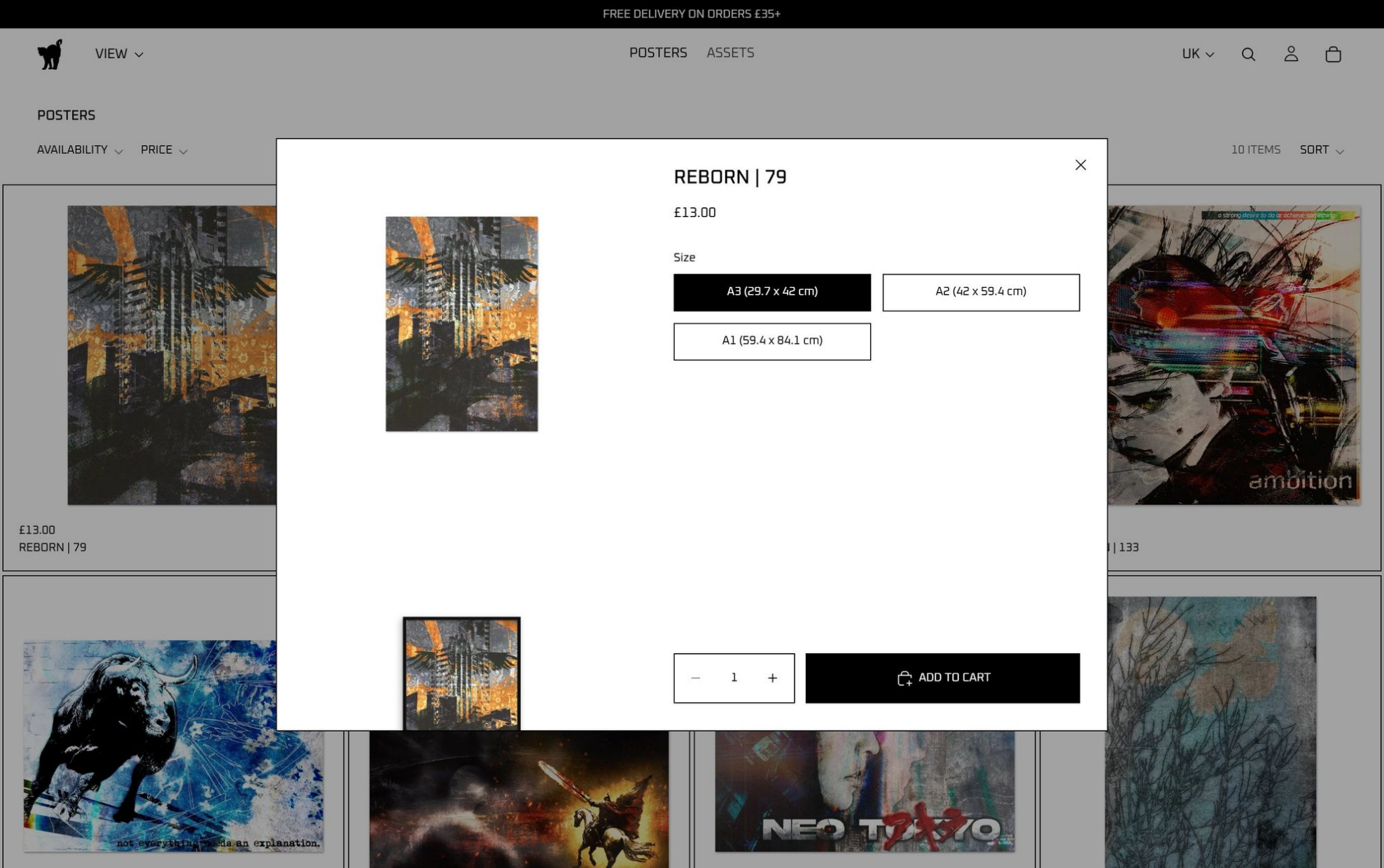
Framed on hover. The artwork swaps to a framed mockup and shows Quick add.



Six regions. Prices convert for UK, US, EU, JP, AU and CA.



Your view. Shoppers choose 3, 4 or 5 per row and the store remembers it.

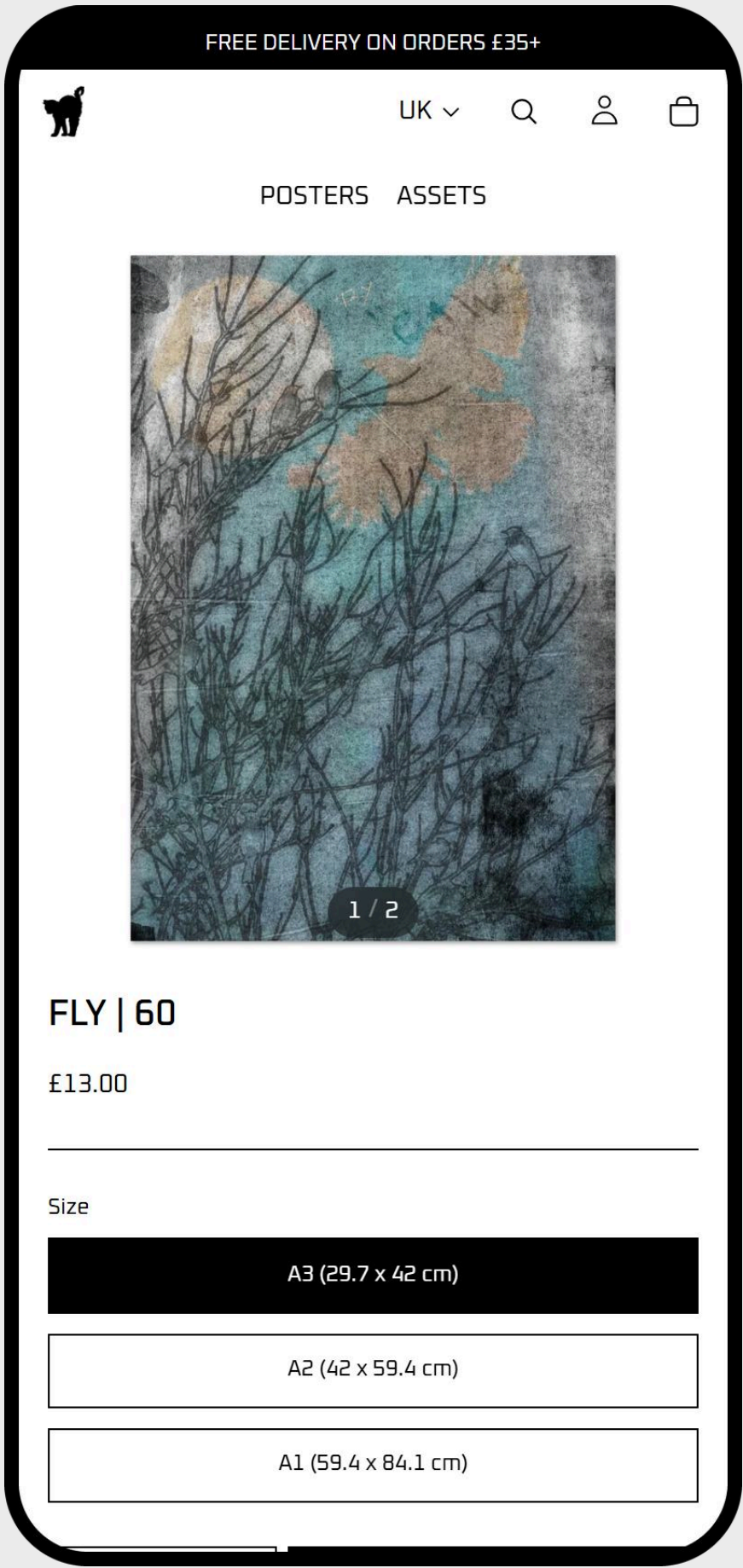


Quick add. Uppercase titles, no shadows, square controls.

The free delivery bar converts its threshold into each currency and **always rounds up.**

It never promises less than the real rule.

FREE DELIVERY ON ORDERS £35+				
	VIEW ▾	POSTERS	ASSETS	UK ▾   
FREE DELIVERY ON ORDERS \$48+				
	VIEW ▾	POSTERS	ASSETS	US ▾   
FREE DELIVERY ON ORDERS €42+				
	VIEW ▾	POSTERS	ASSETS	EU ▾   
FREE DELIVERY ON ORDERS ¥7,400+				
	VIEW ▾	POSTERS	ASSETS	JP ▾   



Mobile. Fixed image, full-width square size buttons.

Thanks.

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