

RESPONSIVE WEBSITE

For SKY Ala Moana

[See website](#)

Note: Client website may have been revised since this project went live and may no longer accurately reflect the work showcased in this document.

OVERVIEW

Project overview

Developer wants to sell condos in Ala Moana to mostly foreigners. This developer is local, but not native Hawaiian. Units cater to Asian market and local families.

Scope: Full branding and marketing executions.

Parameters:

- Wordpress platform
- Website execution must be adaptable for TVs used at sales showroom

My role in team of 7: UX/Visual design

Challenges:

- Small budget for the SOW
- Conflicting visions between agency and client
- Unit filtering function
- Unit availability page mobile view

STYLE GUIDE

TYPOGRAPHY

Headlines

MONTSERRAT

H1

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H2

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H3

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Body Copy

Nunito

Intro Copy

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line-height: 26px

Body Copy

font-family: Nunito
font-style: light
font-size: 16px
line-height: 26px

Line Heights

LIVING

38px

Lorem ipsum dolor sit amet, eam ei affert inimicus, enim malorum vel ad, eum putant iriure euripidis ne. An graeco timeam appareat ius, persius delicata praesent quo an, nec erant postea no. Sea in tollit corrumpit, ne vitae

38px

...

EXPLORE SKY

24px

CATEGORY 1 | CATEGORY 2 | CATEGORY 3

COLOR PALETTE

Builds



#579EC5



#73A0B4



#4A4A4A



#FDCD7E



#D68080



#8E7FA8



#A5B196



#5DA7B0



#DCAC80



#9AC4CC



#D6B480



#DB9254

Buttons



BUTTON PRIMARY



BUTTON ACTIVE

Tab Styles



TAB 1

TAB 2

TAB ACTIVE

TAB 1 | TAB 2 | TAB 3 | TAB 4

Desktop

SKY ALA MOANA
TOUCH THE SKY

EXPERIENCE OAHU FROM A NEW POINT OF VIEW.

THE RESIDENCES
The residences is a collection of one- and two- bedroom units designed for elevated living. Rising 43 floors into Honolulu's vibrant and dynamic skyline, the tower offers stunning views, open air lanais and contemporary interior finishes curated by Philipotts.

EXPLORE RESIDENCES
FLOORPLANS SEE AVAILABILITY

SKY TERRACE
The vast, eighth floor deck is the largest of its kind in Honolulu. From soccer games and neighborhood barbecues to family movie nights or serene yoga sessions, Sky Terrace was designed to make the most of every single day at home.

EXPLORE SKY TERRACE

DESIGN
Based on proven urban design principles, Sky Ala Moana is a fusion of intelligent architecture by Design Partners Incorporated and contemporary interiors by Philipotts Interiors. With lush landscaping and private lanais, Sky Ala Moana is an urban oasis situated at the city's hub.

SEE THE BUILDING

LOCATION
Ala Moana is the retail and commercial hub of Honolulu. With over 350 shops and restaurants, it offers unparalleled retail, dining and entertainment experiences. Situated along reef-protected shoreline and a half-mile of white sandy beach, it is also one of Oahu's most cherished gathering places for surfers, swimmers and beachgoers.

EXPLORE LOCATION

SKY ALA MOANA
1388 Kapiolani Blvd
Honolulu, HI 96814

Sales Center
1538 Kapiolani Blvd, #102
Honolulu, HI 96814
808-369-1149

Contact Us
info@skyalamoana.com

Brochures Documents

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Mobile

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TOUCH THE SKY

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EXPLORE RESIDENCES
FLOORPLANS SEE AVAILABILITY

SKY TERRACE
The 53,000-square-foot deck is a true oasis in the sky. With luxurious spa-like amenities, vast green lawns for recreation, enchanting gardens and beautifully appointed indoor/outdoor dining and event spaces, it's more than an amenity—it's modern island living at its best.

EXPLORE SKY TERRACE

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Desktop

SKY ALA MOANA

THE NEIGHBORHOOD | POINTS OF INTEREST

EXPLORE...
ALO MOANA CENTER | SOUTH SHORE | WAIKIKI

World-class shopping is your new backyard. For locals and tourists alike, the shopping in Honolulu is unparalleled and Ala Moana is at the center of it all. At Sky Ala Moana, the best shopping in Hawaii, from food to fashion to housewares, is right downstairs and across the street.

STEPS TO...
SHOPPING | DINING | DAILY PERKS

Located just across the street is Foodland Farms Ala Moana. 47,000-square-feet of foodie shopping paradise is your new neighborhood grocery store. Conveniently located on the ground level of Sky Ala Moana is a boutique collection of on-site dining and retail. Pick-up a last minute gift or treat yourself to something special without ever leaving home.

ISLAND LIFE...
SURFING | BEACHES | FAMILY

Drop in and paddle out to Ala Moana Bowls, the South Shore's premier wave, just minutes from your front door.

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SURFING | ZAKAYA | FAMILY

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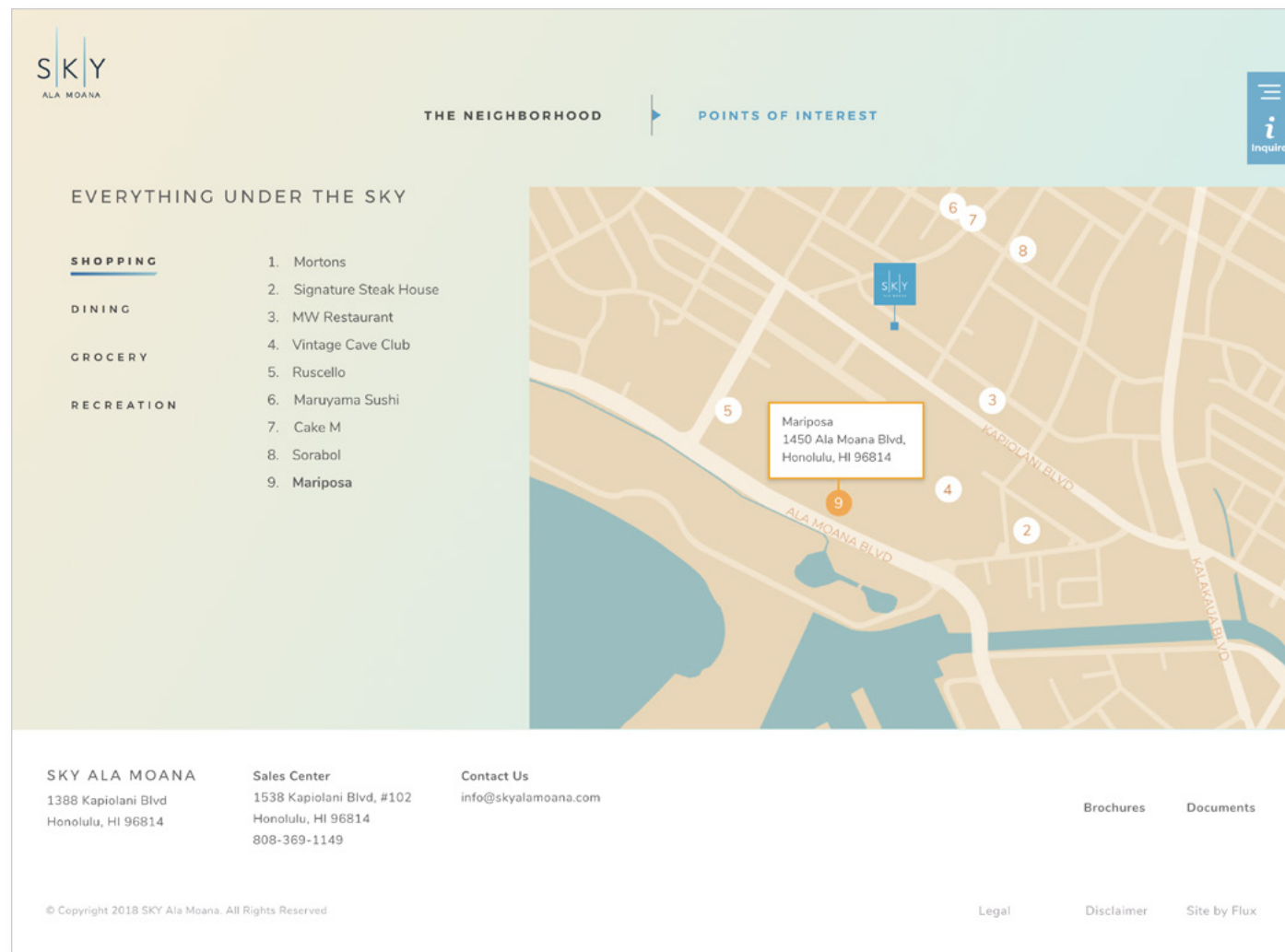
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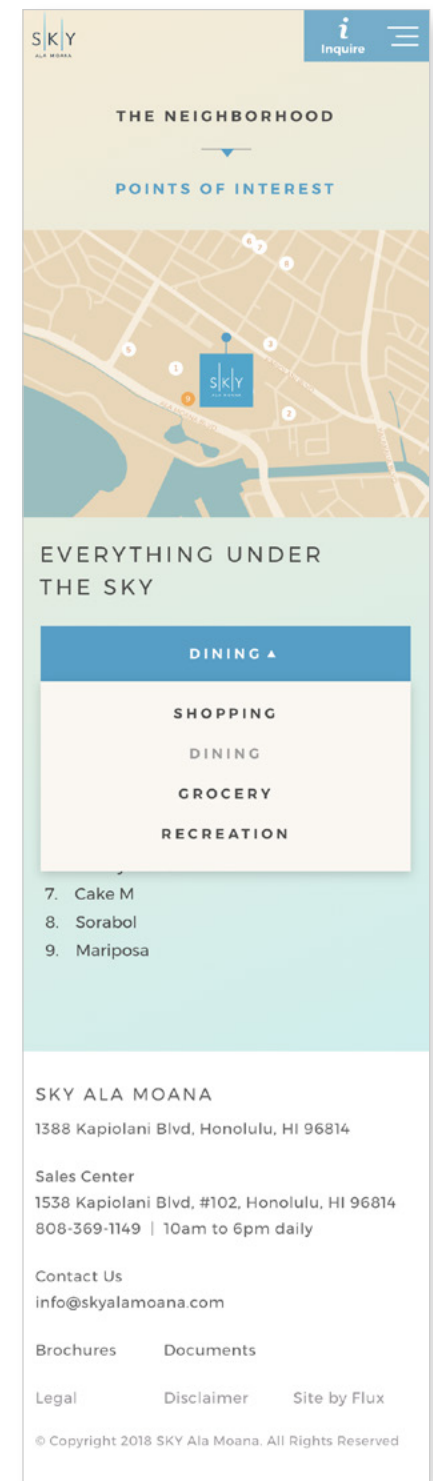
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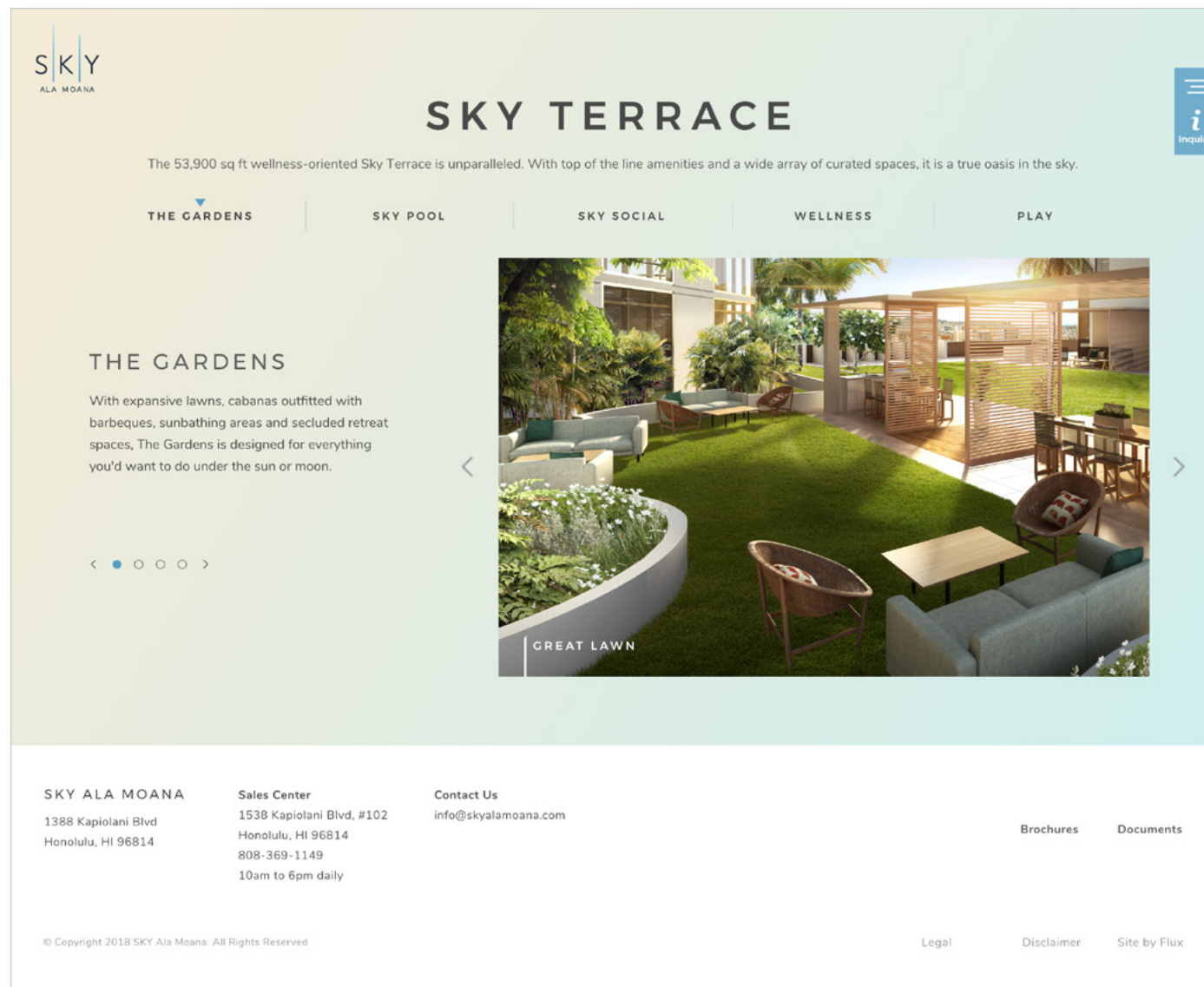
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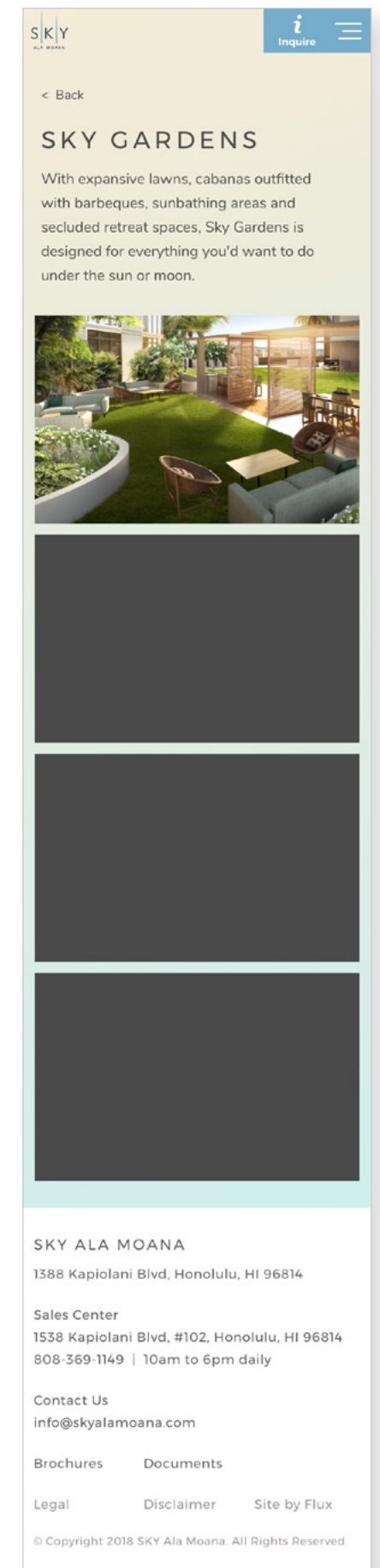
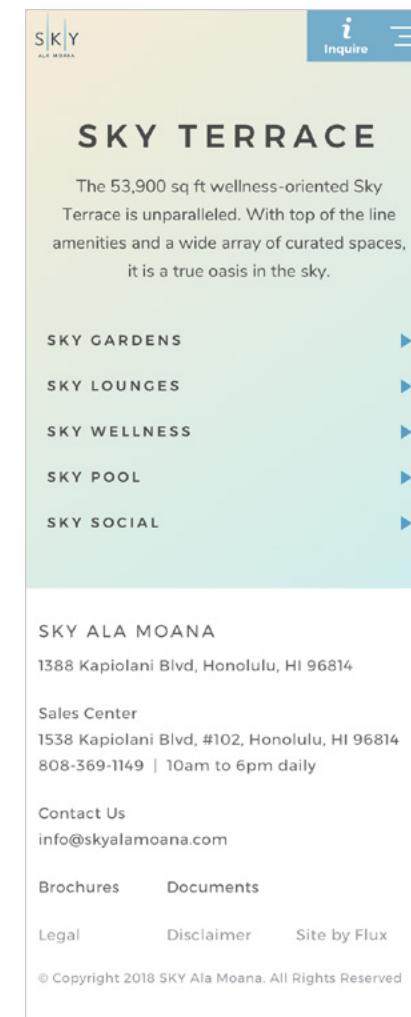
Mobile



Desktop



Mobile



Desktop Filter Function

SKY
ALA MOANA

< Back

UNIT 3606

Floor 36
2 Bed + 2 Bath + Lanai
Total Sq. Ft.
Unit 742 Sq. Ft. | Lanai XX Sq. Ft.
NW Exposure

View from balcony
Download PDF
Share

SW S SW

CLICK AND DRAG

The photographic images shown are designed to be representative of general orientation and height from a range of floors, and are not in any way designed to represent or guarantee a view from any particular unit or location. Photographic images do not represent any condition at present, or in the future, which may obstruct or impede such views, including but not limited to current and future construction plans by seller or other entities. Neither Seller nor its agents make any guarantee of the existence of any view from any unit or location within the building.

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Unit 742 Sq. Ft. | Lanai XX Sq. Ft.
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View from balcony
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SW S SW

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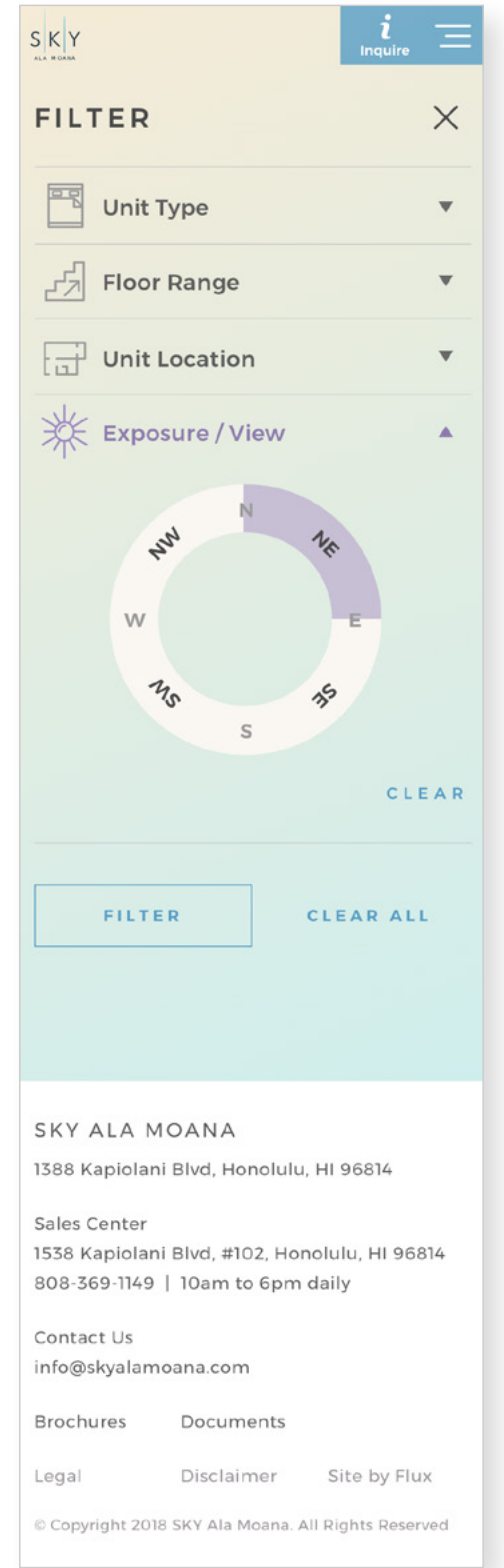
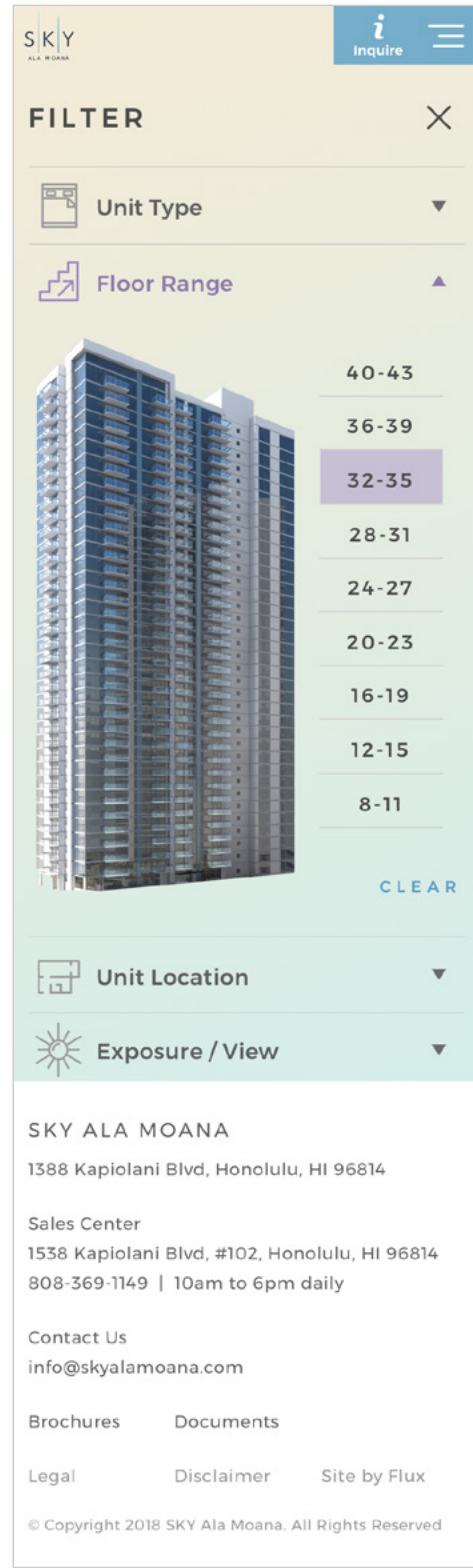
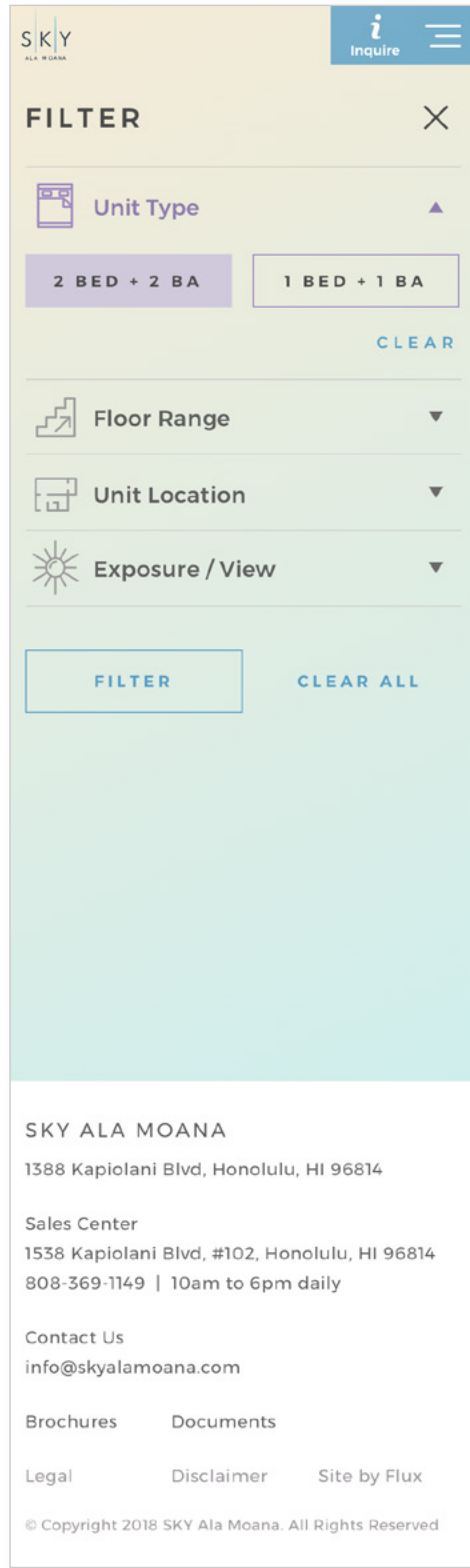
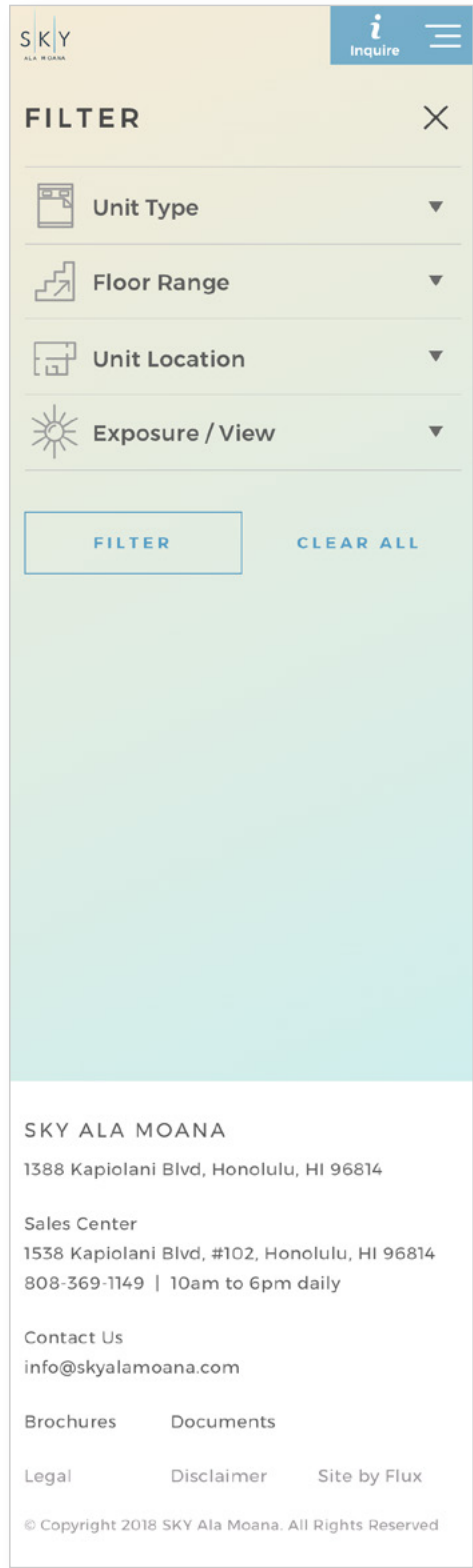
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Mobile Filter Function



THANK YOU

Agnes Limandra Carrera
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