Company Website Style Guide

<Version 1.0>

1. Purpose

The purpose of the Chameleon Company style guide is to ensure that the company presents a cohesive, professional, and branded appearance to our users. By following the guidelines outlined in this document, Chameleon staff can ensure that our brand is communicated effectively and that the site remains user-friendly and consistent.

2. Typography

Typography refers to the arrangement of text so that it is legible, readable, and appealing when displayed. In web design, it plays an important role in setting the tone, ensuring clarity, and enhancing user experience. This section of our style guide delineates the rules and standards for font selection, sizing, spacing, and layout on our website. Adhering to these guidelines ensures that our content remains consistent and accessible, while also reflecting our brand's identity and values.

2.1   Font Selection

Primary Font: Poppins

- Usage: Headers, body text, navigation links and buttons.
- Colours:
    - Black or Emerald Green on lighter backgrounds
    - White on darker background
    - Chameleon Green (logo)

Secondary Font: TBD.

2.2   Sizing

Sizing of text needs to be proportional. A guide is supplied below:

Header: Bold, 28

Sub-header: Medium, 16

Body text: Regular, 14

2.3   Spacing.

TBD.

2.4   Layout.

TBD.

3. Colours

The following colour palette should be used when developing Chameleon website artefacts. By consistently applying these colour principles, we ensure a harmonious and intuitive user

experience, reinforcing our brand's identity and ensuring clear communication across our digital landscape. Note: The Chameleon green used in the company logo may also be used for text, buttons, etc. but should not be used as a background colour. Deviations from the below palette, require review.

Pewter	Sage Green	Emerald Green	Black	Blue
#EBEBE8	#D1E2C4	#559166	#232623	#055C9D

4. Imagery

Images play an integral role in enhancing the effectiveness and appeal of websites. They not only break up textual content, making it more digestible, but also convey complex ideas quickly, adding depth and context that words alone cannot capture. A well-chosen image can evoke emotions, drive user engagement, and amplify the Chameleon brand narrative. In today's digital age, user attention spans are fleeting, so striking visuals can help captivate visitors, encouraging prolonged interaction and reducing bounce rates.

The following factors should be considered when incorporating images in the Chameleon Website:

Quality: High resolution, minimum 1200x800 pixels.

Style: Clean, minimalistic with a focus on the product/service. For the Chameleon website images associated with the brand are predominantly around sustainability, IoT and smart city technologies.

Usage: Use authentic images over stock photos where possible. Any stock photos used must be taken from dedicated proprietary photography sites such as Unsplash.

Alt Text: Every image must have alt text for accessibility.

5. Logo

The chameleon logo represents the company brand and is meant to act as a visual identifier. The logo section of this guide, provides guidelines on the positioning, scaling, background considerations, and variations of our logo within the website's framework.

5.1   Primary Logo

The following logo is currently used on both dark and light backgrounds. Key considerations include:

- Spacing: Ensure there is at least a 20px padding around the logo to keep it distinct from other elements.
- Use: While the logo is important for brand identity, it is important not to overuse it. Key placements of the logo on the website are in the main navigation bar and in the footer.
- Add.

6. Navigation

A well-structured and intuitive navigation system is paramount to ensuring an effortless and engaging user experience. This section of our style guide delineates the principles, design patterns, and best practices associated with crafting a coherent and user-friendly navigation framework.

6.1   Main Nav

The main navigation menu is positioned at the top of the Chameleon website and should include the following:
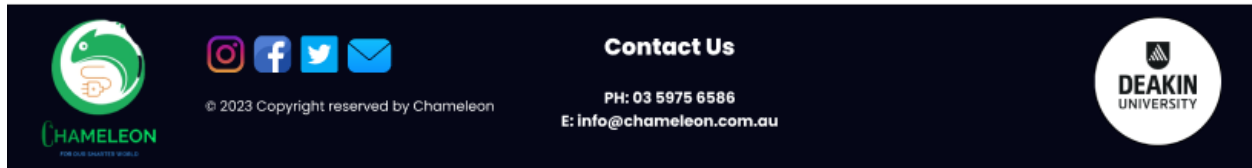
- Hyperlinks to the home, projects, news, about, contact and support pages
- Search bar
- Logo
- User Profile quick access drop down

The nav bar is shown below for reference.

6.2   Footer Nav

The footer should capture quick links to social media, highlight contact information and capture key sponsors.

7. Buttons

This section of our style guide provides explicit guidelines for crafting consistent, recognisable, and actionable buttons. By adhering to these standards, we ensure that users can effortlessly identify and engage with call-to-action points, fostering a fluid and user-centric digital experience.

Primary Button: Background – Chameleon Green, Text - White.


Secondary Button: Background - XX, Text - XX.

Hover feature: Slight darken of the original color (10%).

8. Forms

On the Chameleon website, forms act as a bridge between users and our platform, facilitating interactions like registrations, enquires and feedback. This section of our style guide delves into the design, structure, and behavior of forms, emphasising clarity, user-friendliness, and data integrity.

- Field Background: Pewter.
- Text: Black.
- Placeholder Text: Light gray.
- Error Message: Red with icon indication.

An example form has been captured below.
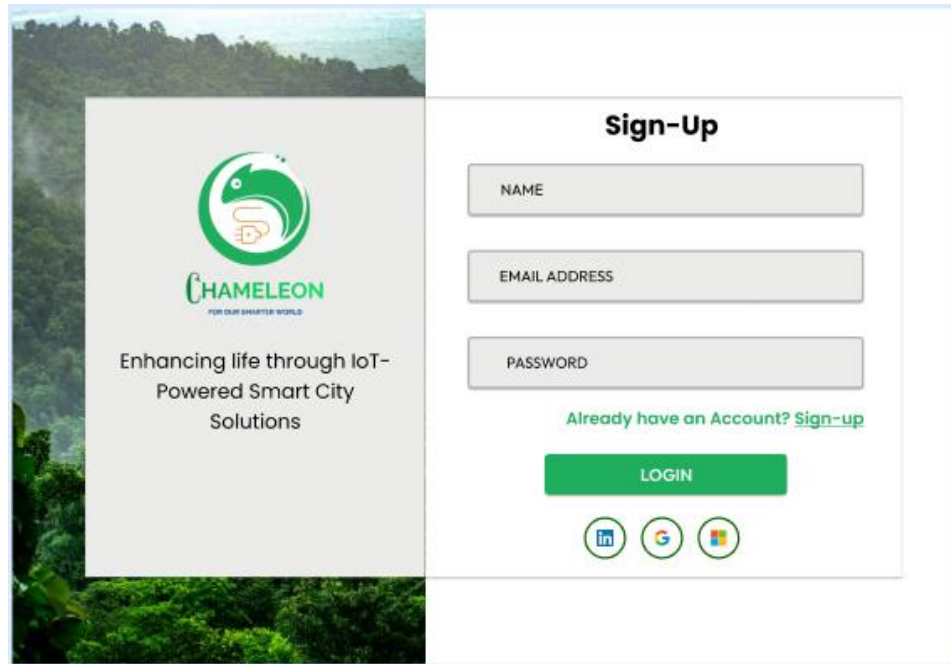
9. Accessibility

Accessibility ensures that the Chameleon website is inclusive, catering to all users regardless of their abilities or the tools they use to browse. This section of our style guide emphasizes the principles and design choices that make our website navigable, understandable, and usable for people with varied disabilities. By adhering to these guidelines, we not only comply with legal and ethical standards but also cultivate a digital environment where every user feels valued and empowered.

Guidelines for accessibility:

- Ensure compliance with the Web Content Accessibility Guidelines (WCAG) 2.1 Level AA.
- Contrast: Maintain a minimum contrast ratio of 4.5:1 for text.
- Keyboard Navigation: Ensure that all site functions can be navigated with a keyboard.
- Labels: All form elements must have associated labels.

10. Writing Style

The writing style adopted across our website should resonate with our brand's voice, ethos, and target audience. This section of our style guide articulates the tone, language, and structural standards we adhere to, ensuring consistency, clarity, and engagement in every piece of content.

Guidelines for writing style:

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- Tone: Professional yet approachable.
- Voice: Active.
- Length: Concise. Get to the point while remaining comprehensive.
- Avoid: Jargon and overly technical terms unless necessary.

11.   Mobile and Responsiveness

It is important that the Chameleon website can support a variety of devices. The mobile and responsiveness section outlines the importance of a fluid user experience, regardless of whether the user is accessing the Chameleon website via a smartphone, tablet, or desktop.

Ensure design elements resize and reposition effectively on all device sizes, including but not limited to:

- Mobile (portrait & landscape)
- Tablet
- Desktop (small & large screens)

12.   Review and Update

This style guide should be reviewed and updated each trimester or as needed to reflect changes in brand strategy, design trends, and user feedback.