

USDA Style Tile

UI STYLE TILE : USDA.GOV

AUGUST 17, 2019

UI STYLE DIRECTION

For a redesign of the USDA's website, we want to stay true to its main priority: agriculture. Given that, we chose colors which invoke the idea of US farming and food - blue, green, brown and orange. Furthermore, we will modernize the USDA's logo as their current logo is outdated and should reflect their updated website.

*note: we will try to meet AA & AAA compliance, throughout

UI STYLE ADJECTIVES

Clean **ADA-Compliant**
Reliable **Processable** **Modern**

TYPOGRAPHY

Below are the two typefaces (Roboto & Merriweather) we will utilize throughout the USDA site. Both typefaces are approved by the US Website Design System for usability for all.

Headline (Roboto Bold 48pt)

Sub-headline (Roboto Bold 24pt)

Headline (Merriweather Bold 46pt)

Sub-headline (Merriweather 24pt)

"This is a how you would stylize a meaningful quote"
- Author

(Roboto Light Italic 22pt)

TYPOGRAPHY BODY COPY

This body copy shows what our font (Roboto, hex #383838) will look like when presented in paragraph form. As one can see, this copy is readable and clear - which is great for all users but especially for those who have vision disabilities. Below this copy is an example of what a hyperlink will look like on the USDA's site.

[This is a regular link](#)

(Roboto 18pt & 16.88pt)

BRAND LOGO

— Logo on white

— Logo on dark



ICONOGRAPHY



BUTTON STATES

Normal

Hover

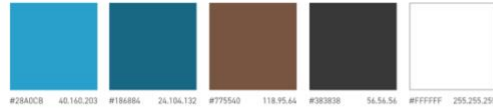
Focus

Pressed

Disabled

COLOR PALETTE

— Base Colors



— Primary Colors



— Secondary Colors

COLOR GRADIENT



GRAPHIC PATTERNS



IMAGE SAMPLES



BUTTON STYLES

Normal

Pressed

Down

Dropdown

