

HTML-CSS

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▼ USEFUL LINKS

- <https://developer.mozilla.org/en-US/docs/Web/CSS>
- <https://css-tricks.com/snippets/html/glyphs/>
-

- Each ID name can be used only once
- Class names can be used multiple times
- ID is not used in daily life because to be ready for the future it might not be used more than once today but it is not guaranteed in the future

Priority Applying CSS (BASIC VERSION, normally more complicated than this)

- 5- Declaration marked !important
 - 4- Inline Style(Style attributes in HTML)
 - 3- ID(#) selectors, if there are multiple LAST SELECTOR in code applies
 - 2- Classes/pseudo-classes, if there are multiple same as IDs
 - 1- Element selector(p, div, li, etc.), if there are multiple same as above
 - 0- Lowest priority is Universal selector(*)
-

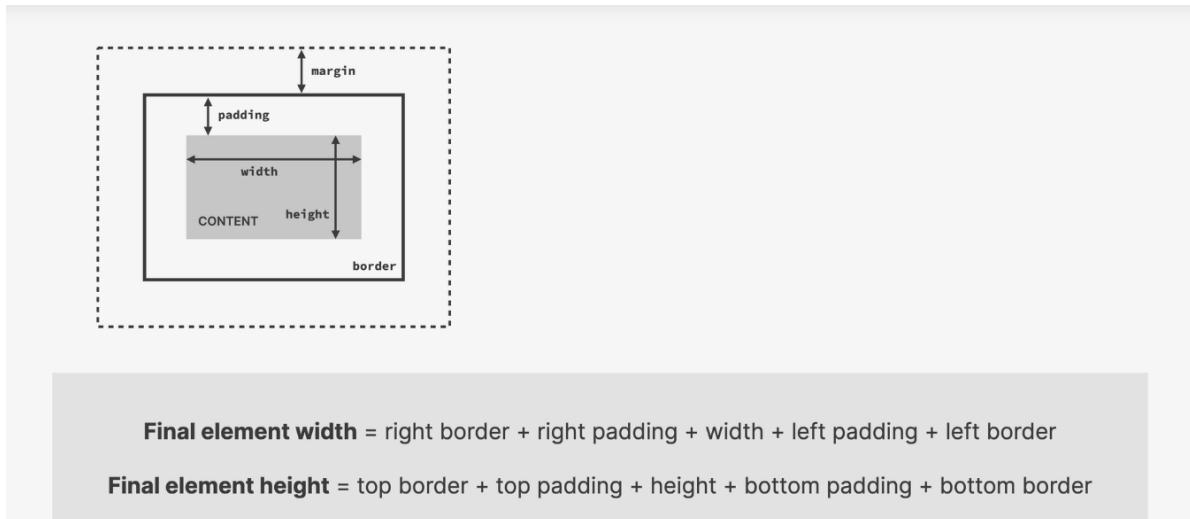
Padding: Is the whitespace we create INSIDE the element

Margin : is the whitespace we create OUTSIDE the element



It is more common to create bottom whitespaces than the top ones
and do not mix them top or bottom

▼ Photo



Universal selector applies properties to all elements but those properties will not be inherited(changed)

INLINE ELEMENTS

1. Box model applies in a different way: height and widths do not apply
 2. Padding and margins are applied only horizontally (left and right).
-

Inline-Block Boxes:

1. Looks like inline from the outside, behaves like block-level on the inside
 2. Occupies only content's space
 3. Causes no line-breaks
 4. Box-model applies as showed (Height, padding, margin)
-

Normal Flow (position: relative):

- Default positioning
- Element is "in flow"
- Elements are simply laid out according to their order in the html code

Absolute Positioning (position: absolute):

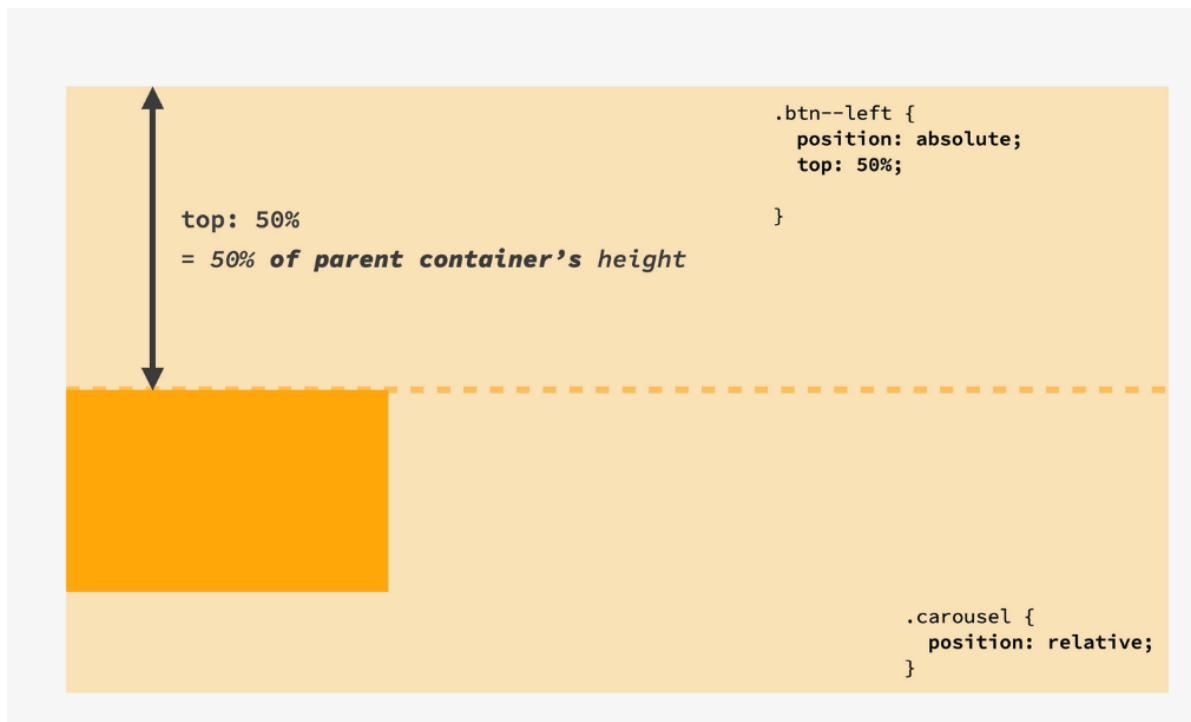
- Element is removed from the normal flow: "out of flow"
- No impact on surrounding elements, might overlap them
- We use top, bottom, left or right to offset the element from its relatively positioned container

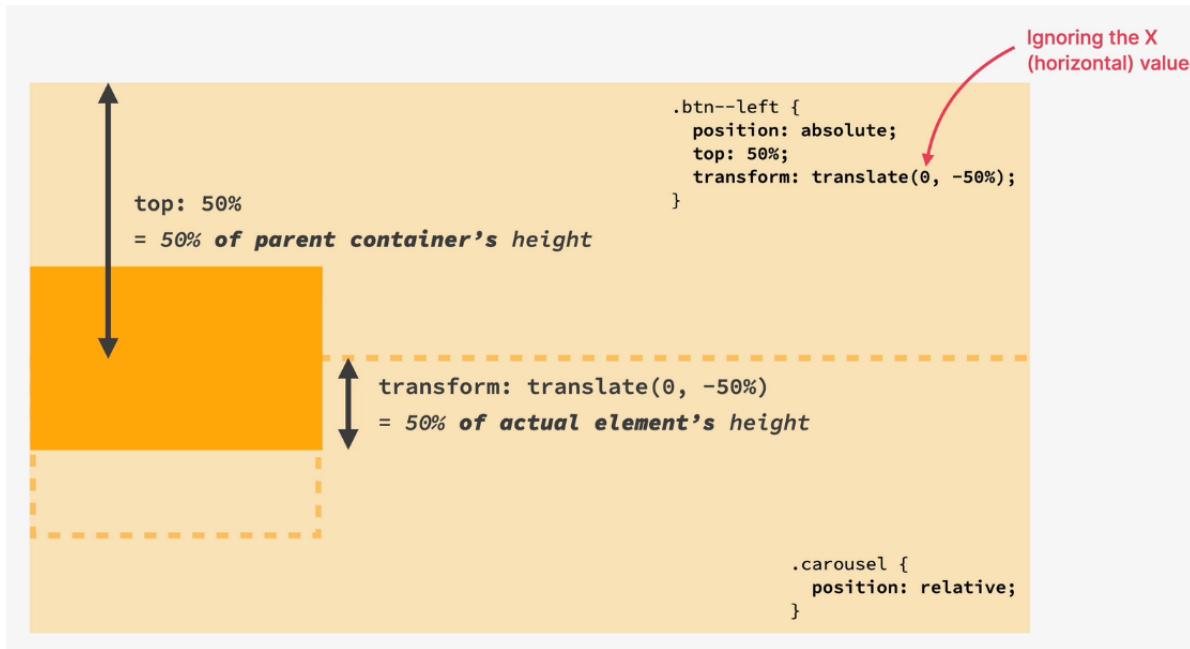
! You can put any element that you want wherever you want it to be in the page

! Do not use it for complex positioning.

! Vertical Centering with Absolute Position and Transform

▼ Explanation





Styling Links

1. Normally link and visited pseudo classes are very similar so most of the time it is better to select them together

▼ Example:

```

.more-info:link,
.more-info:visited {
  color: black;
  display: inline-block;
  margin-bottom: 30px;
}
.more-info:hover,
.more-info:active {
  text-decoration: none;
}

```

2. ALWAYS IN THIS EXACT ORDER:

Link -> Visited -> Hover -> Active

▼ Example:

```
a:link {  
    color: #1098ad;  
    text-decoration: none;  
}  
  
a:visited {  
    color: #1098ad;  
}  
  
a:hover {  
    color: orangered;  
    font-weight: bold;  
    text-decoration: underline orangered;  
}  
  
a:active {  
    background-color: black;  
    font-style: italic;  
}
```

FLOATS

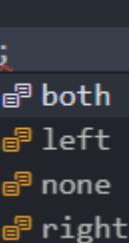
- When we add float attribute to an element, that element will be taken out off the pages flow.
- If you float all elements in a container, there might be problem with containers attributes. For example background color. Because when all elements have float attribute, container act like there is no element in there so it won't have a height and width.
 - ▼ To fix that problem we can put an empty container into the main container and style it with clear attribute, but this isn't very effective because for each container we have to put an clear container element.

```
<header class="main-header">
  <h1> The Code Magazine</h1>

  <nav>
    <!-- <strong>This is the navigation</strong> -->
    <a href="blog.html">Blog</a>
    <a href="#">Challanges</a>
    <a href="#">Flexbox</a>
    <a href="#">CSS Grid</a>
  </nav>

  <div class="clear"></div>
</header>
```

```
.clear {
  clear: ;
}
```



- both
- left
- none
- right

▼ There is a clear hack for that.

1. We also give main container “clearfix” class

▼ Photo

```
<header class="main-header clearfix">
```

2. In CSS, with `::after` pseudo element we can create a new element which will be the last child element of the container.



To after pseudo element to appear, there must be something defined for content property even if its just an empty text. Pseudo elements like before and after are inline elements, however clearing floats like this only really work on **block** elements.

▼ Example

```
.clearfix::after {  
    clear: both;  
    content: "";  
    display: block;  
}
```

▼ Absolute Positioning vs Floats:

ABSOLUTE POSITIONING VS. FLOATS		
NORMAL FLOW	ABSOLUTE POSITIONING	FLOATS
👉 Default positioning	👉 Element is removed from the normal flow: "out of flow"	👉 Element is removed from the normal flow: "out of flow"
👉 Element is "in flow"	👉 No impact on surrounding elements, might overlap them	👉 Text and inline elements will wrap around the floated element
👉 Elements are simply laid out according to their order in the HTML code	👉 We use top, bottom, left, or right to offset the element from its relatively positioned container	👉 The container will not adjust its height to the element
<code>Default positioning position: relative</code>	<code>position: absolute</code>	<code>float: left float: right</code>

@edemy

The Box Model With BOX-SIZING: BORDER-BOX

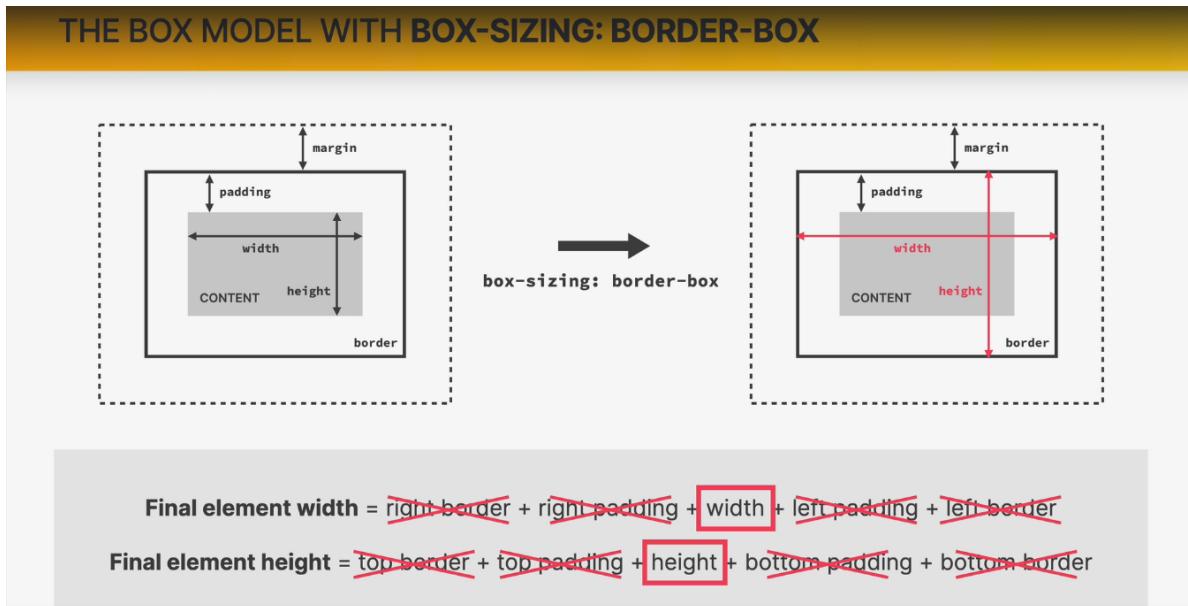
Normally when we add padding to an element, the value of padding will be added to the width and height of the element. But with **box-sizing: border-box** attribute padding will

be included in width and height of the element itself.



We always want the box model to work like this by default on every single element. So we put it in the universal selector.

▼ Explanation

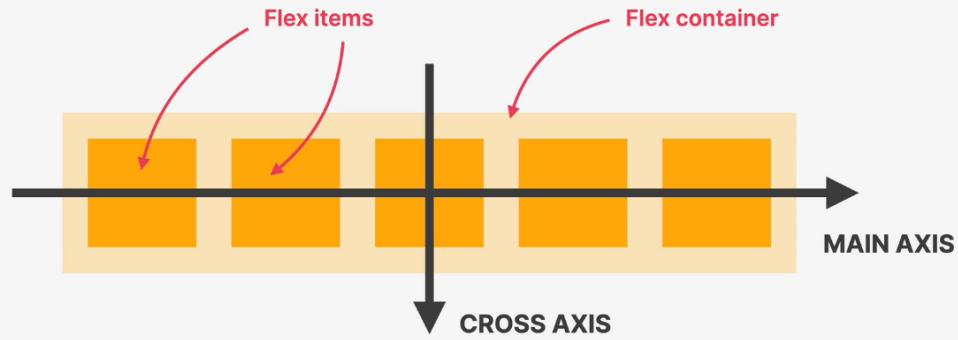


FLEXBOX

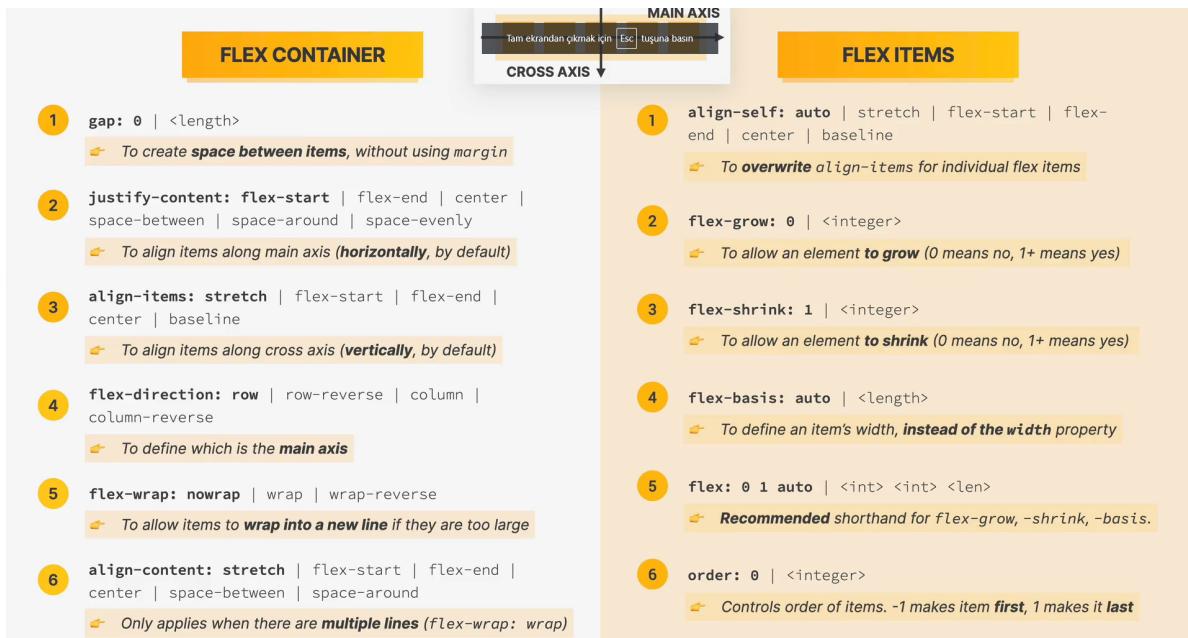
- Flexbox is a set of related **CSS properties** for building **1-dimensional layouts**.
- The main idea behind flexbox is that empty space inside a container elements can be **automatically divided** by its child elements.
- Flexbox makes it easy to automatically **align items to one another** inside a parent container, both horizontally and vertically.
- Flexbox solves common problems such as **vertical centering** and creating **equal-height columns**.
- Flexbox is perfect for **replacing floats**, allowing us to write fewer and cleaner HMTL and CSS code.

▼ Terminology

FLEXBOX TERMINOLOGY



`display: flex`



- **flex-basis:** So when want to size flex items and in particular with a width, than we usually do not use the width property but instead we use **flex-basis**.
- **flex-shrink:** When we set flex-basis too much sometimes flex items' width won't fit in the container, so this attribute automatically shrinks them evenly.
- **flex-grow:** This attribute allows to fit all flex items evenly in to the container without any spaces. Basically stretches all of the flex items evenly.



The number we input determines the size of the growth. If all flex items have the same input, they will stretch equally. If one of the flex item has 1 and another item has 2 as input, second one will stretch twice as much the first one. Basically it mean that it gets double of the available empty space than the other one.

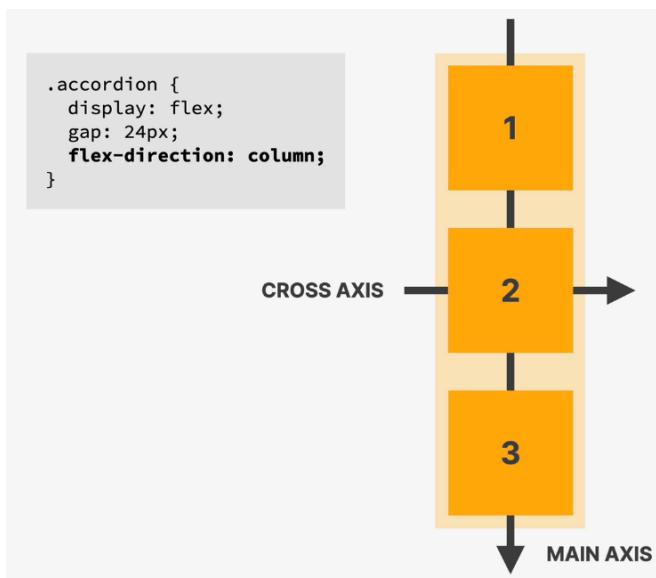
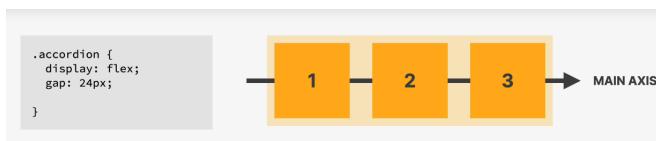


Never use flex-basis, flex-shrink, flex-grow separately. Flex attribute can do all at once. Example: `flex: (flex-grow) (flex-shrink) (flex-basis);`

```
flex: 0 0 200px;
```

! Switching Flex Direction to Column

▼ Explanation



WITH FLEX-DIRECTION SET TO COLUMN:

- 👉 align-items aligns items **horizontally**, no longer vertically
- 👉 justify-content aligns items **vertically**, no longer horizontally
- 👉 gap acts like **margin-bottom**, no longer like margin-right

In order to get started with flexbox is to **use the display property and set it to flex** on some **CONTAINER** element (an element that has a couple child elements).

Elements of a flex container are called flex items.

- Horizontally each of the flex item takes up exactly the space that is necessary for its text content.
- However, vertically flex items are as tall as the tallest element.

▼ Example



Once we align the items in a flex container, they simply take the space that they need for the content and they also get aligned.

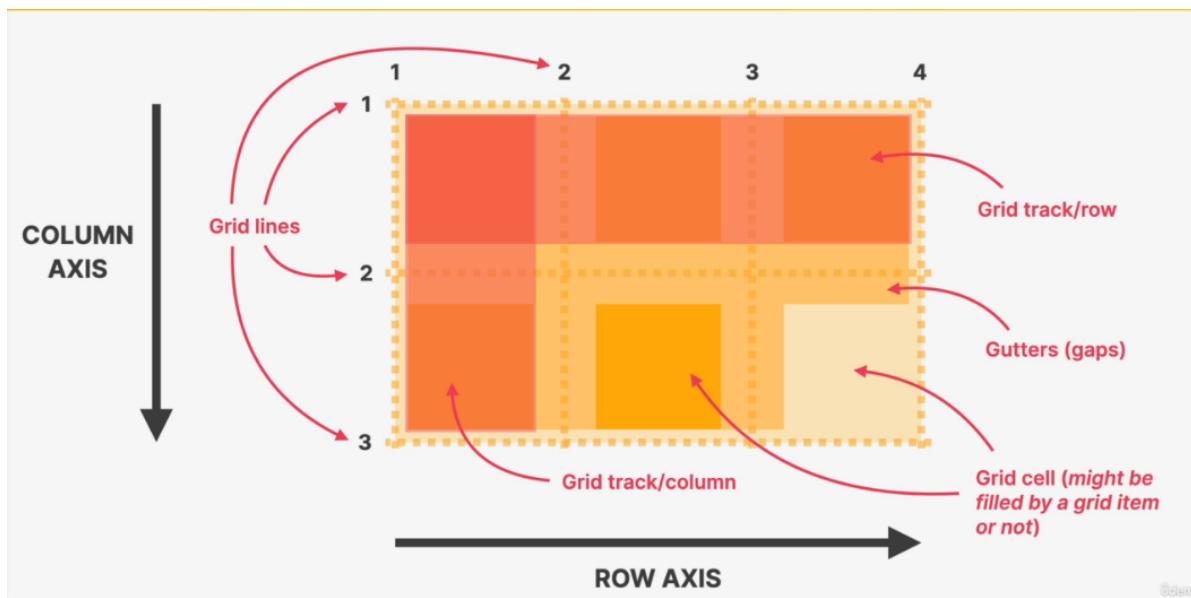
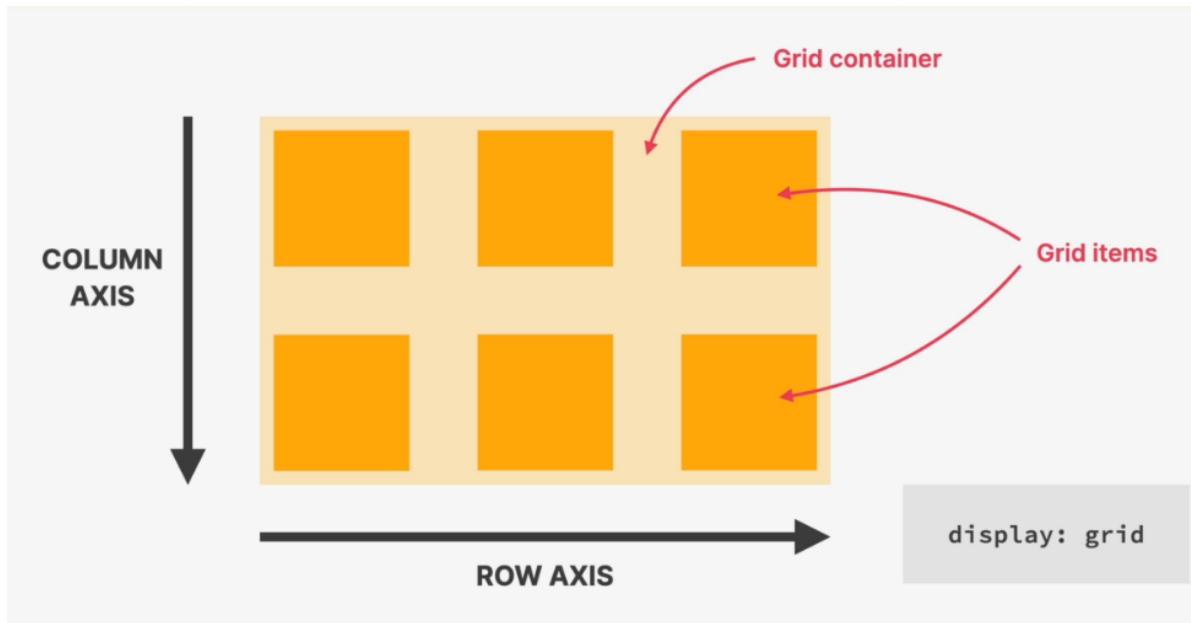
Default align setting on elements is **stretch**, it means that all the element will automatically stretch as tall as the tallest element.

CSS GRID

- It is a set of **CSS properties** for **building 2-dimensional layouts**.
- The main idea behind CSS Grid is that we **divide a container element into rows and columns** that can be filled with its child elements.
- In 2-dimensional contexts, CSS Grid allows us to write less nested HTML and easier-to-read CSS.

- CSS Grid is **not meant to replace flexbox!** Instead, they work perfectly together.
Need a **1D** layout? Use flexbox. Need a **2D** layout? Use CSS Grid.
- Like in flexbox we have a **Grid Container** and then **Grid Items**.
- Always use **GAP** and never use **MARGINS**

▼ Terminology



GRID CONTAINER

1 `grid-template-rows: <track size>*`
`grid-template-columns: <track size>*`

👉 To establish the grid **row and column tracks**. One length unit for each track. Any unit can be used, new **fr** fills unused space

2 `row-gap: 0 | <length>` `gap: 0 | <length>`

👉 To create empty space between tracks

3 `justify-items: stretch | start | center | end`
`align-items: stretch | start | center | end`

👉 To align items inside rows / columns (**horizontally / vertically**)

4 `justify-content: start | start | center | end | ...`
`align-content: start | start | center | end | ...`

👉 To align entire **grid inside grid container**. Only applies if container is larger than the grid

GRID ITEMS

1 `grid-column: <start line> / <end line> | span <number>`
`grid-row: <start line> / <end line> | span <number>`

👉 To place a **grid item** into a specific cell, based on line numbers. **span keyword** can be used to span an item across more cells

2 `justify-self: stretch | start | center | end`
`align-self: stretch | start | center | end`

👉 To **override justify-items / align-items** for single items

Grid lines
Grid track/row
Grid track/column
Gutters (gaps)
Grid cell

👉 This list of CSS Grid properties is not exhaustive, but enough to get started.

- **xfr** (x an integer number): This value make grid item to fill the the grid container automatically while resizing the window. x value determines ratio of space, that grid item should take. For example if one item has 1fr and other has 2fr value 2fr one should have twice as much space compared to 1fr one.

```
/* grid-template-columns: 200px 200px 1fr 1fr; */  
grid-template-columns: 1fr 1fr 1fr 1fr;
```

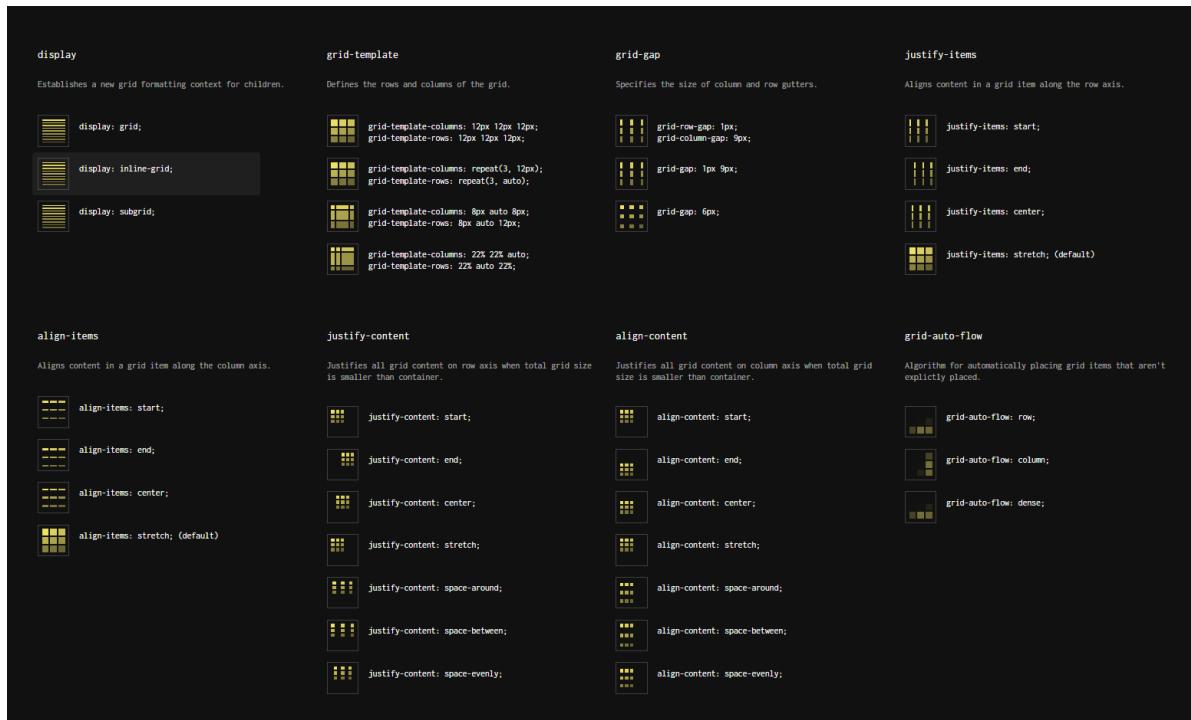
- **auto:** with this value it will only take exactly the size that is necessary to fill its content. And many times in practice, this is actually exactly what we need for one of the columns.
- For repetition there is an attribute that makes our life easier:
grid-template-columns: repeat(amount of columns, size of the columns);
- **Examples for spanning grid cells:**

▼ Examples:

- **grid-column: 1 / 4;** : Grid cell's column starts from grid line 1 and ends at grid line 4

- **grid-column: 1 / span 3;** : Grid cell's column starts from grid line 1 and spans for 3 grid cells
- **grid-column: 1 / -1;** : Grid cell's column starts from grid line 1 and goes to the end of the column.

▼ CHEAT SHEET EVERTHING



Instead of grid gap now we use only gap.

Web Design Rules and Frameworks

<https://s3-us-west-2.amazonaws.com/secure.notion-static.com/a45879a8-c8a7-43d9-8114-b5e200ab246e/all-design-guidelines.pdf>

▼ Why should be design taken seriously?

WHY TAKE DESIGN SERIOUSLY?

GOOD DESIGN

- ✓ Creates an immediate and lasting **good impression** of the brand or product;
- ✓ Makes the user **trust** the brand right away;
- ✓ Increases the user's **perceived value** of the brand or product;
- ✓ Gives users exactly **what they were looking for** when coming to the site, e.g. purchasing a product or finding information.

BAD DESIGN

- ✗ Makes users believe the brand doesn't really care about their product or service;
- ✗ Makes the user insecure about trusting the brand;
- ✗ Makes the brand or product seem "cheap";
- ✗ Leaves users confused, and makes it hard to for them to reach their goal.

▼ Website Personalities

OVERVIEW OF WEBSITE PERSONALITIES

- 1 **Serious/Elegant:** For luxury and elegance, based on thin serif typefaces, golden or pastel colors, and big high-quality images
- 2 **Minimalist/Simple:** Focusses on the essential text content, using small or medium-sized sans-serif black text, lines, and few images and icons
- 3 **Plain/Neutral:** Design that gets out of the way by using neutral and small typefaces, and a very structured layout. Common in big corporations
- 4 **Bold/Confident:** Makes an impact, by featuring big and bold typography, paired with confident use of big and bright colored blocks
- 5 **Calm/Peaceful:** For products and services that care, transmitted by calming pastel colors, soft serif headings, and matching images/illustrations
- 6 **Startup/Upbeat:** Widely used in startups, featuring medium-sized sans-serif typefaces, light-grey text and backgrounds, and rounded elements
- 7 **Playful/Fun:** Colorful and round designs, fueled by creative elements like hand-drawn icons or illustrations, animations, and fun language

1. TYPOGRAPHY

▼ Explanation and rules

Typography is the art and technique of arranging type to make written language **legible, readable** and **appealing** when displayed.

▼ **Serif vs Sans-Serif**

SERIF VS SANS-SERIF

 Serif typeface	 Sans-serif typeface
<ul style="list-style-type: none"> 👉 Creates a traditional/classic look and feel 👉 Conveys trustworthiness 👉 Good for long text 	<ul style="list-style-type: none"> 👉 Modern look and feel 👉 Clean and simple 👉 Easier to choose for beginner designer!

LUXURIOUS and CONTEMPORARY APPEAL —for EVERY WOMAN

Greenlight makes it easy to leave feedback on any website.

Add to Chrome

1. Use only good and popular typefaces and play it safe. (Example Site: <https://fonts.google.com/>)

▼ EXAMPLES

SANS-SERIF

Inter	Almost before we knew it, we had left the ground.
Open Sans	Almost before we knew it, we had left the ground.
Roboto	Almost before we knew it, we had left the ground.
Montserrat	Almost before we knew it, we had left the ground.
Work Sans	Almost before we knew it, we had left the ground.
Lato	Almost before we knew it, we had left the ground.

SERIF

Merriweather	Almost before we knew it, we had left the ground.
Aleo	Almost before we knew it, we had left the ground.
Playfair Display	Almost before we knew it, we had left the ground.
Cormorant	Almost before we knew it, we had left the ground.
Cardo	Almost before we knew it, we had left the ground.
Lora	Almost before we knew it, we had left the ground.

2. It's okay to use just one typeface per page! If you want more, limit to 2 type faces.
3. Choose the right typeface according to your website personality:
 - Choose the right personality for your website.
 - Decide between a serif and sans-serif typeface
 - Experiment with all the "good" typefaces (and other typefaces from Google Fonts!) to see which ones best fits your website's message. (This will come with experience)
 - You can keep trying different typefaces as you design and build the page.
4. When choosing font-sizes, **limit choices!** Use a **"type scale" tool** or other **pre-defined range**

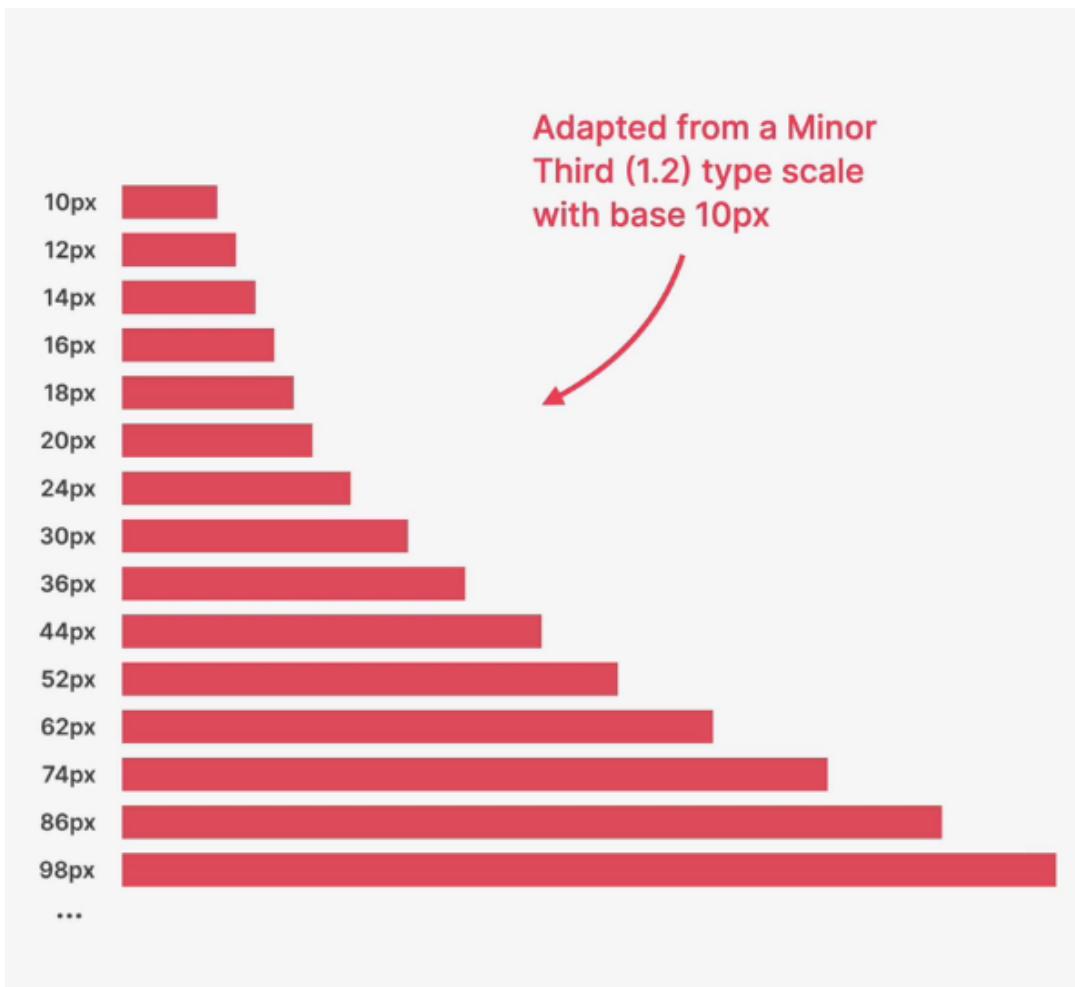
▼ EXAMPLE

SPACING SYSTEM (px)

2 / 4 / 8 / 12 / 16 / 24 / 32 / 48 / 64 / 80 / 96 / 128

FONT SIZE SYSTEM (px)

10 / 12 / 14 / 16 / 18 / 20 / 24 / 30 / 36 / 44 / 52 / 62 / 74 / 86 / 98



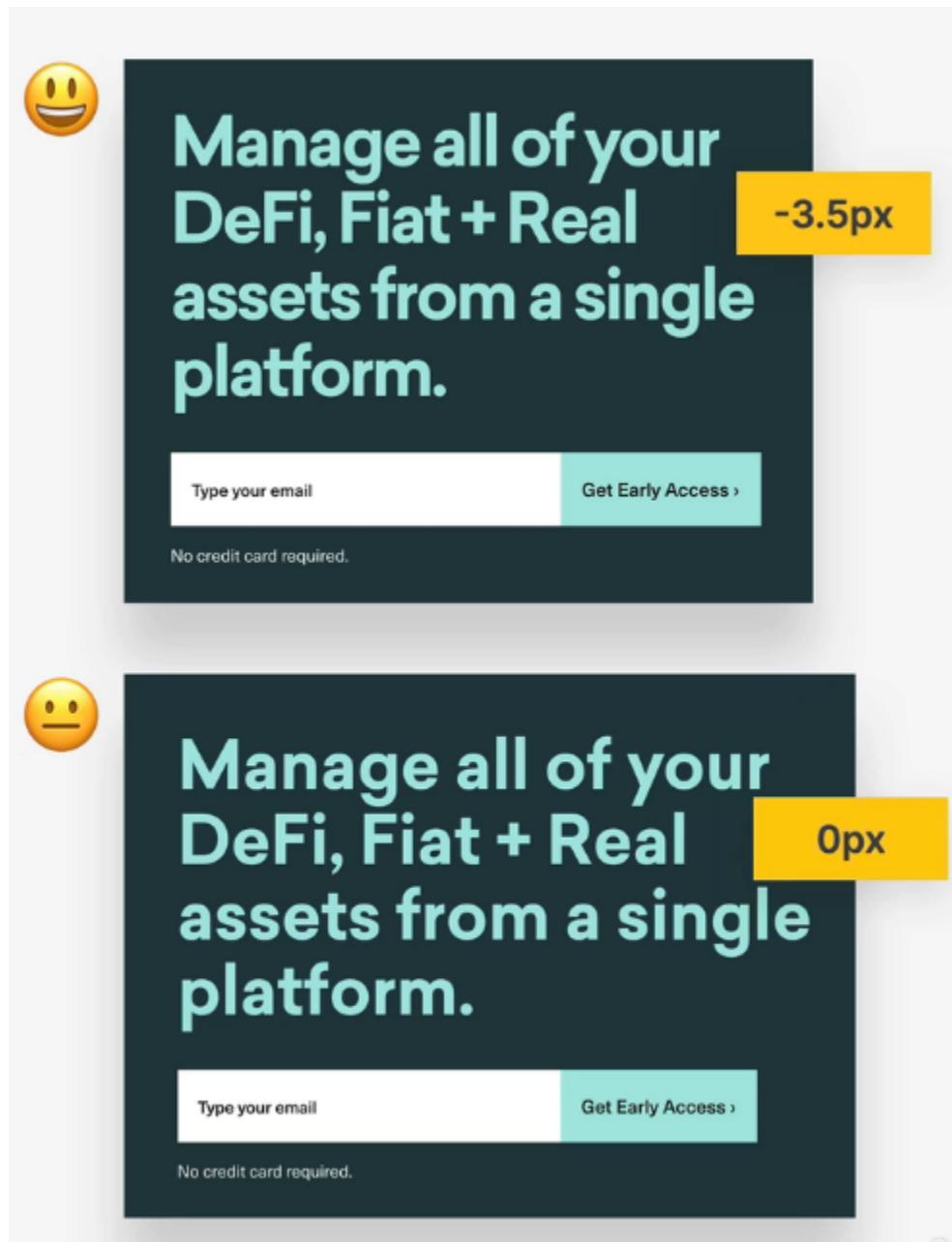
5. Use a font size between 16px and 32px for “normal” text.
6. For **long text** (like a blog post), try a size of 20px or even bigger.
7. **For headlines**, you can go really big (50px+) and bold (600+), **depending on personality**.
8. For any text, don’t use a font weight under 400 (regular).
9. **Use less than 75 characters per line.**
10. For normal-sized text, use a line height between 1.5 and 2. For big text, go below 1.5



The **smaller** or **longer** the text, the larger the line height needs to be!

- Decrease the letter spacing in the headlines, if it looks unnatural. (This will come from experience)

▼ Example



- Experiment with all caps for short titles. Make them small and bold and increase letter-spacing

▼ Example



HAPPINESS GUARANTEE



Love it, or it's on us.

Here's why we know you will.



Try Feals risk-free

Free shipping and free returns.



No fuzzy haze

Feel better and keep a clear head.



All natural ingredients

Grown with care by US farmers.



Happiness Guarantee



Love it, or it's on us.

Here's why we know you will.



Try Feals risk-free

Free shipping and free returns.



No fuzzy haze

Feel better and keep a clear head.



All natural ingredients

Grown with care by US farmers.

13. Usually, don't justify text.
14. Do not center long text blocks. Small blocks are fine

▼ Example



Know what's trending

Last year shook up businesses large and small. Customers now expect more—and companies are trying to catch up. 85% of teams reported making changes to their support in 2020, and 75% said the coronavirus pandemic accelerated adoption of new digital technologies.

The ripples of a more distributed world will only spread farther in 2021. To help you keep up, we identified the top five customer service trends in our 2021 Zendesk Customer Experience Trends Report. Learn how to adapt to a changed world without sacrificing top-tier customer support.

[See the trends](#)



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[See the trends](#)

2. COLORS

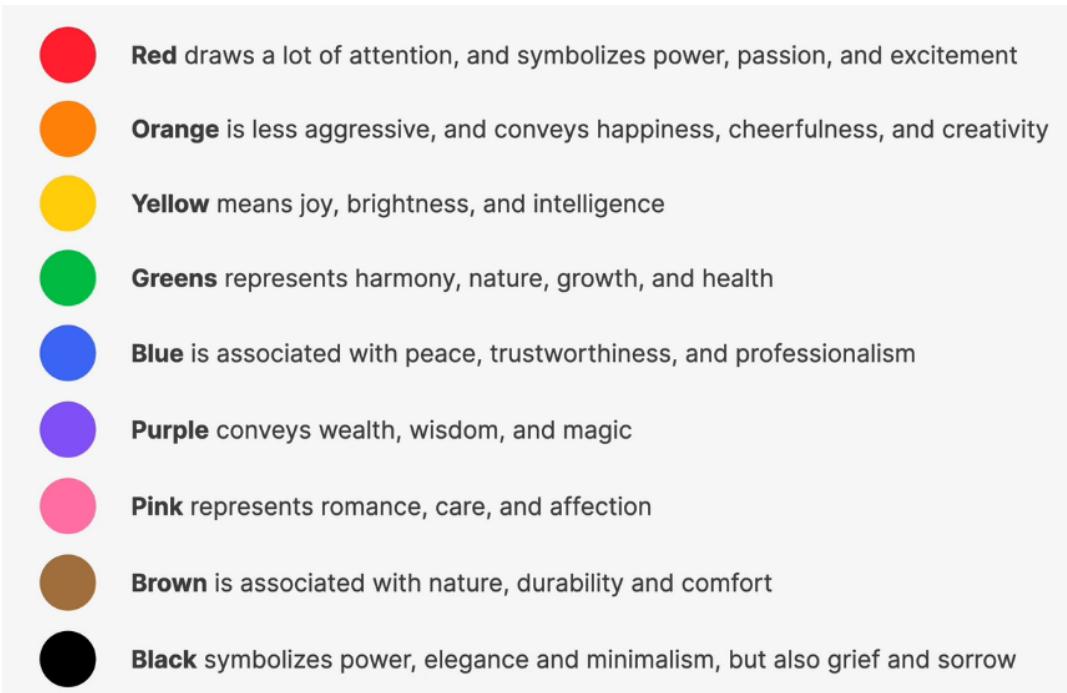
▼ Explanation and rules

1. Make the main color **match your website's personality**: color convoy meaning!

▼ Color Meanings

HTML-CSS

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2. Use a **good color tone!** Don't choose a random tone or CSS names colors.

▼ Examples

▼ Open Color



▼ tailwindcss

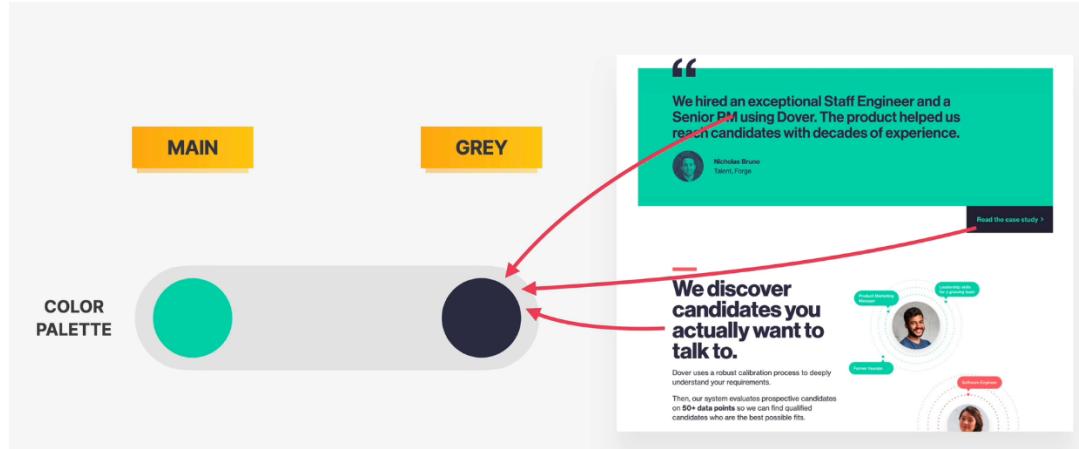


▼ Flat UI Colors 2



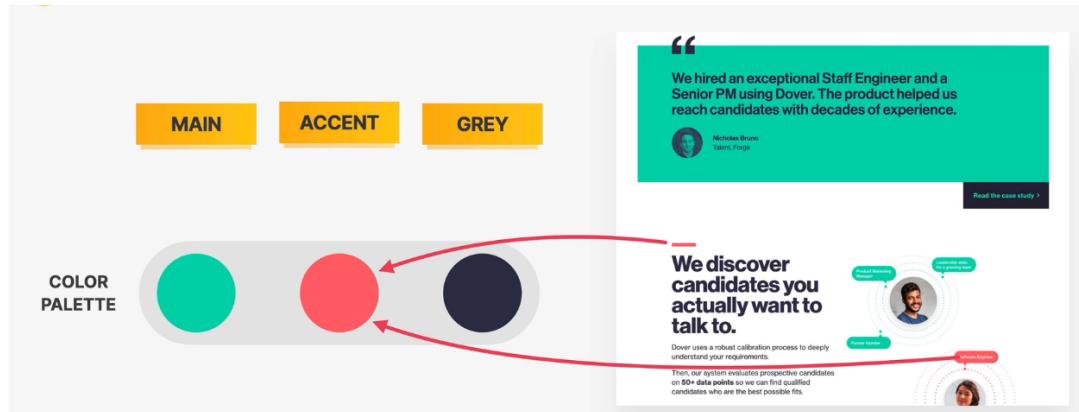
3. You need at least two types of colors in your **color palette**: a **main color** and a **grey color**. (A grey color shouldn't be exactly grey, it can also be a very dark tone of any color)

▼ Example



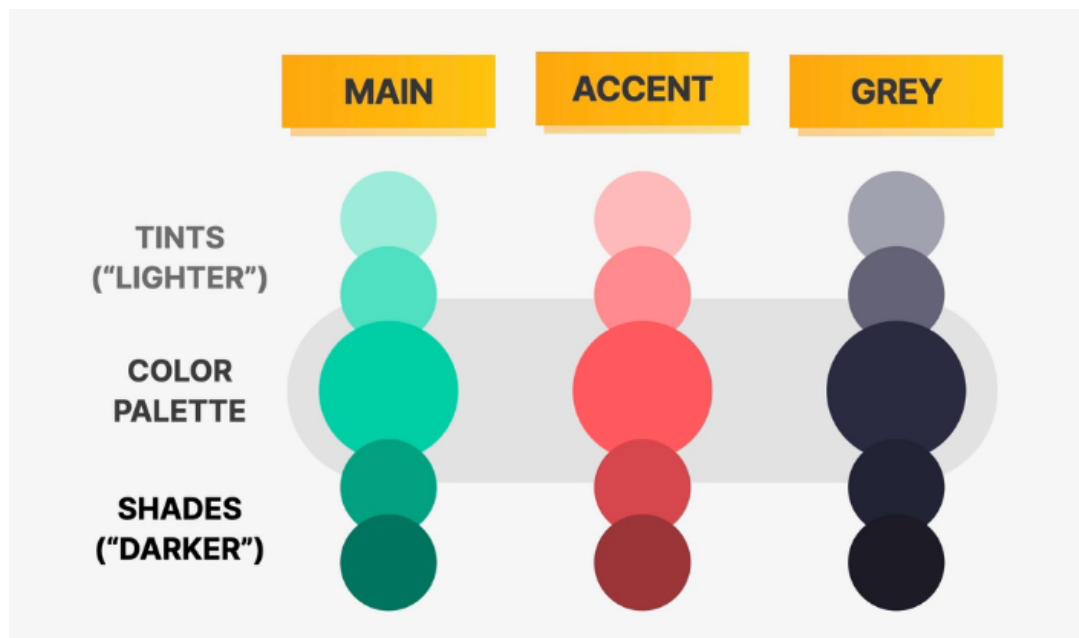
4. With more experience, you can add more colors: **accent (secondary) colors.**
(Use a tool)

▼ Example

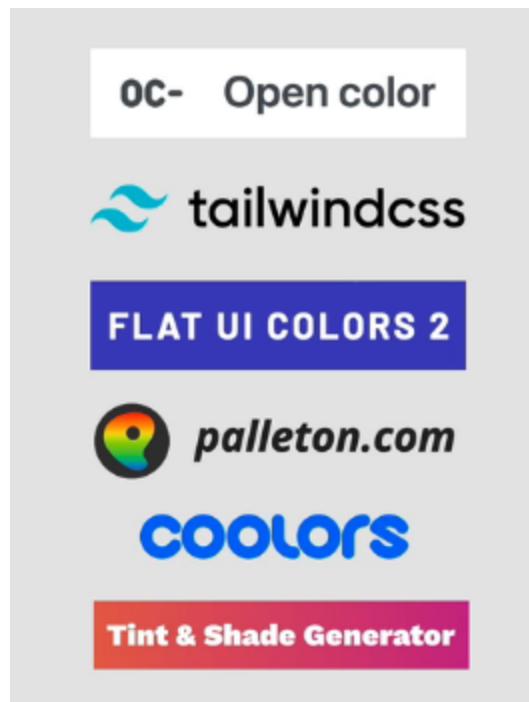


5. For diversity, create lighter and darker “versions”. **(tints and shades)**

▼ Example (Tint & Shade Generator)

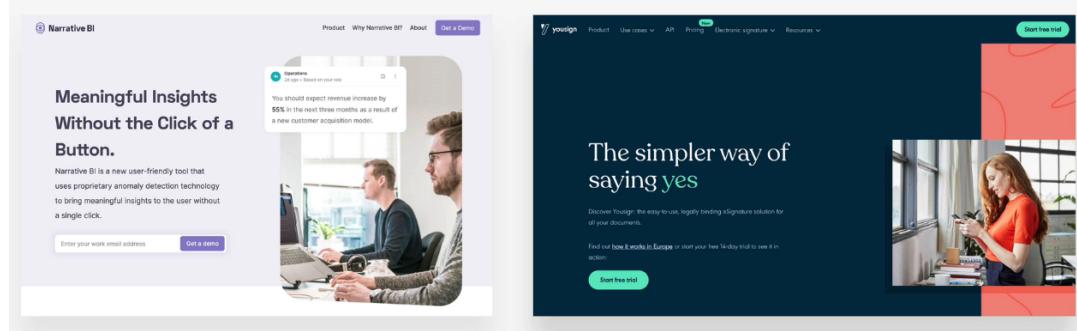


▼ Toolbox



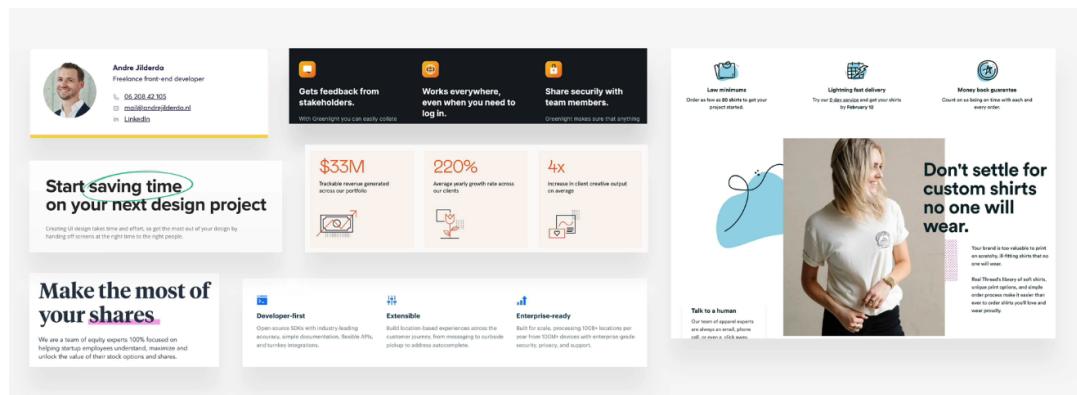
6. Use your main color to **draw attention** to the most important elements on the page.

▼ Example



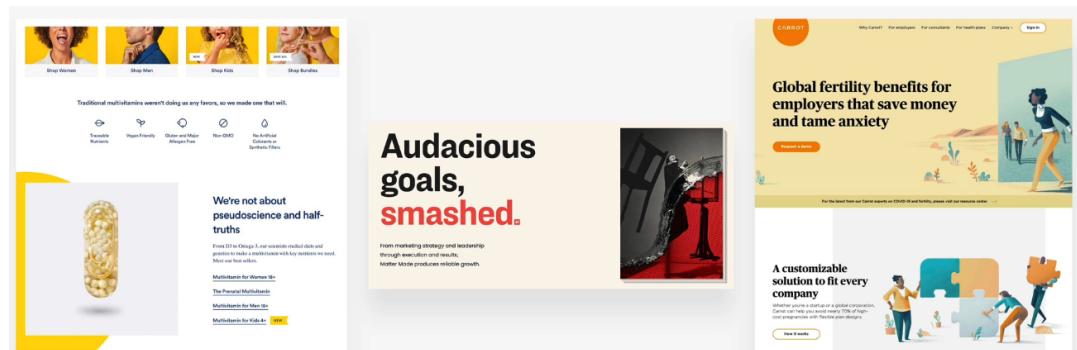
7. Use colors to add **interesting accents** or make **entire components or sections** stand out.

▼ Example



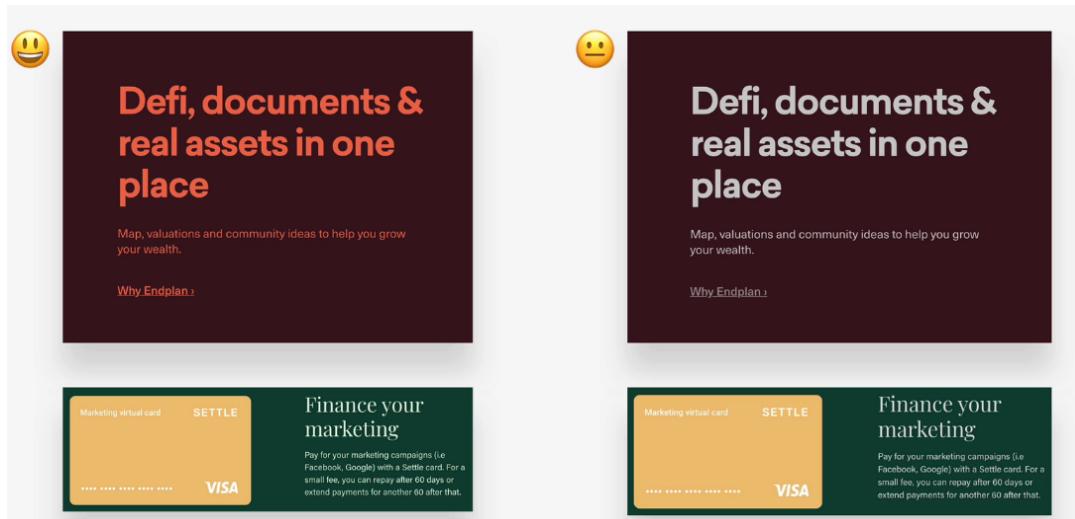
8. You can try to use your color strategically in **images and illustrations**.

▼ Example



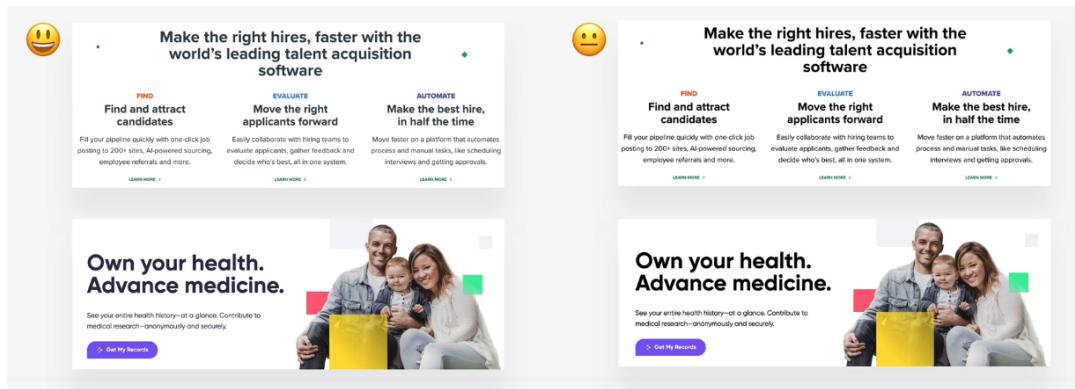
9. On dark colored background, try to use a tint of the background ("lighter verison") for text.

▼ Example



10. Text should usually not be completely black. Lighten it up if it look heavy and uninviting.

▼ Example



11. **Don't make text too light!** Use a tool to check contrast between text and background colors.



Contrast ratio needs to be at least **4.5:1** for normal text and **3:1** for large text (18px). (Use COOLERS)



A better way to grow your creative business

13:1

Zibbet exists to help artists, makers and creative entrepreneurs sell more. Now you can list a product once, sell it everywhere and grow your sales faster.

Defi, documents & real assets in one place

5.1:1



A better way to grow your creative business

2.9:1

Zibbet exists to help artists, makers and creative entrepreneurs sell more. Now you can list a product once, sell it everywhere and grow your sales faster.

Defi, documents & real assets in one place

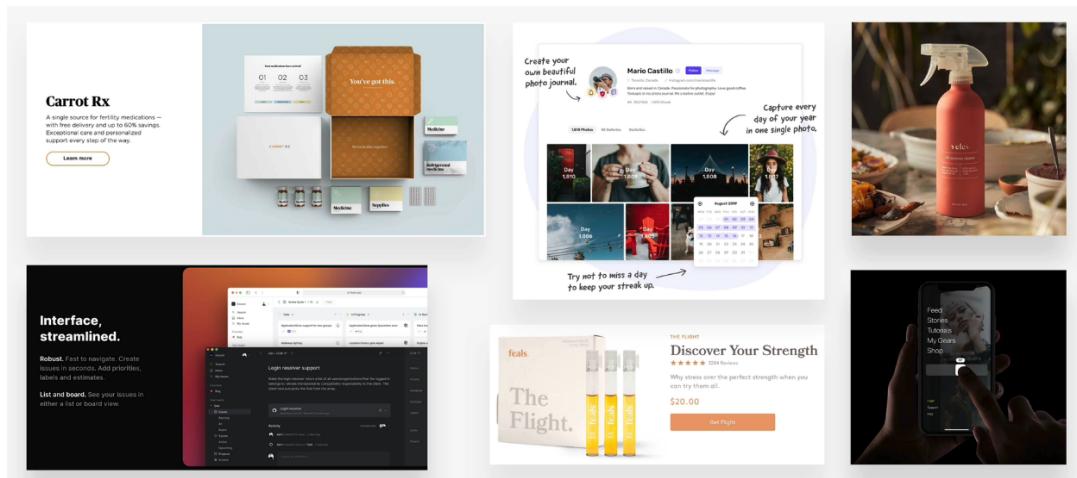
2.9:1

3. IMAGES AND ILLUSTRATIONS

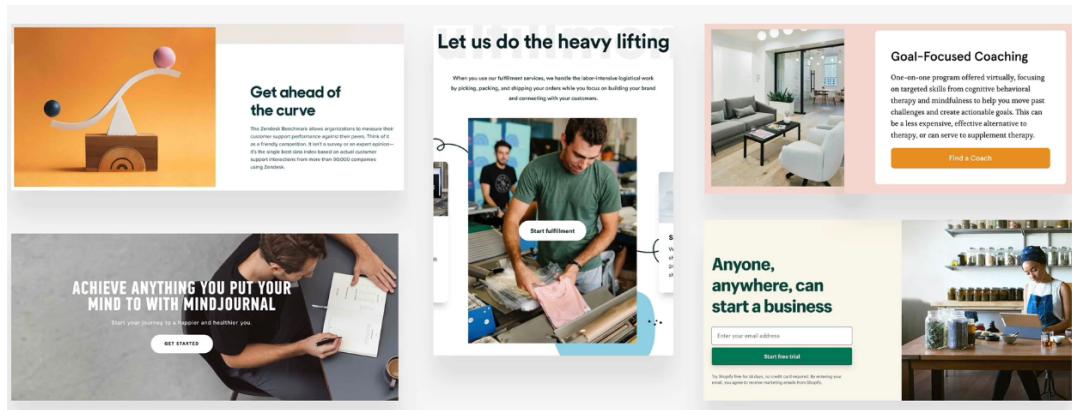
▼ Explanation and rules

- Different types of images: **product photos, storytelling photos, illustrations, patterns**

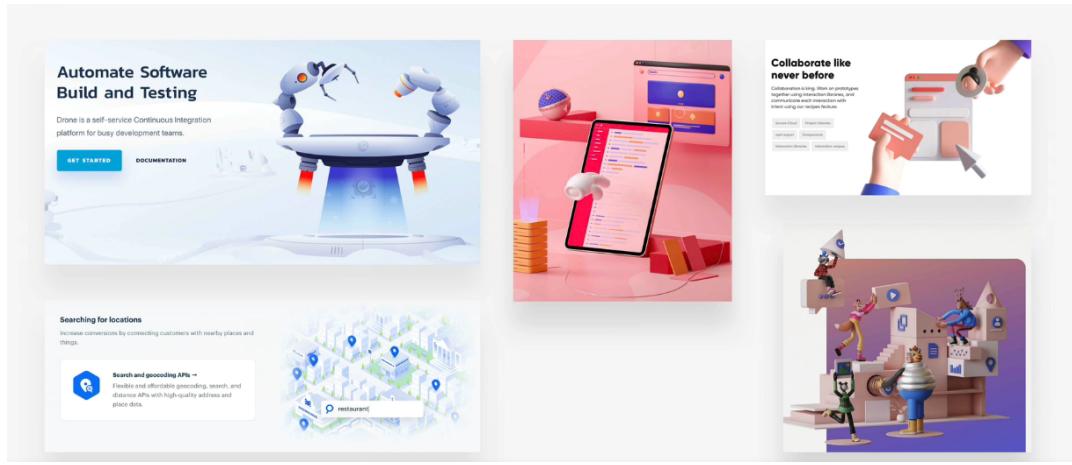
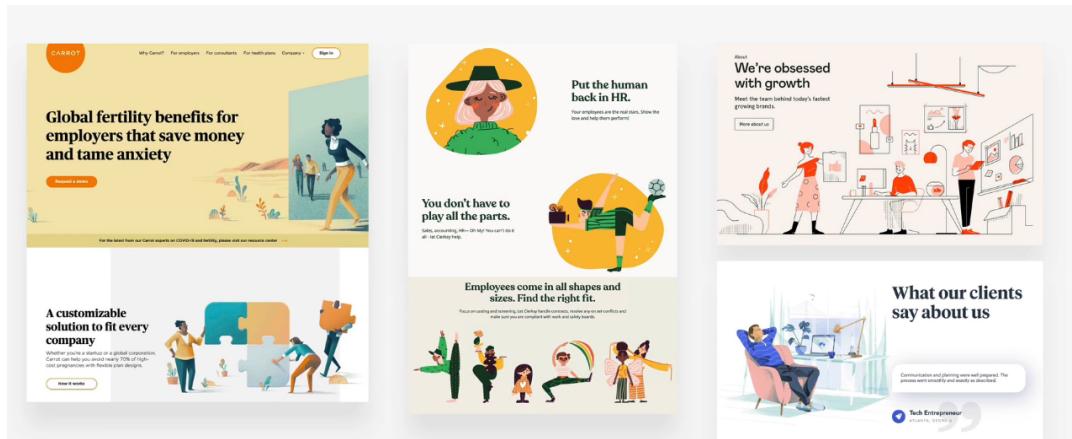
▼ Product Photo Examples



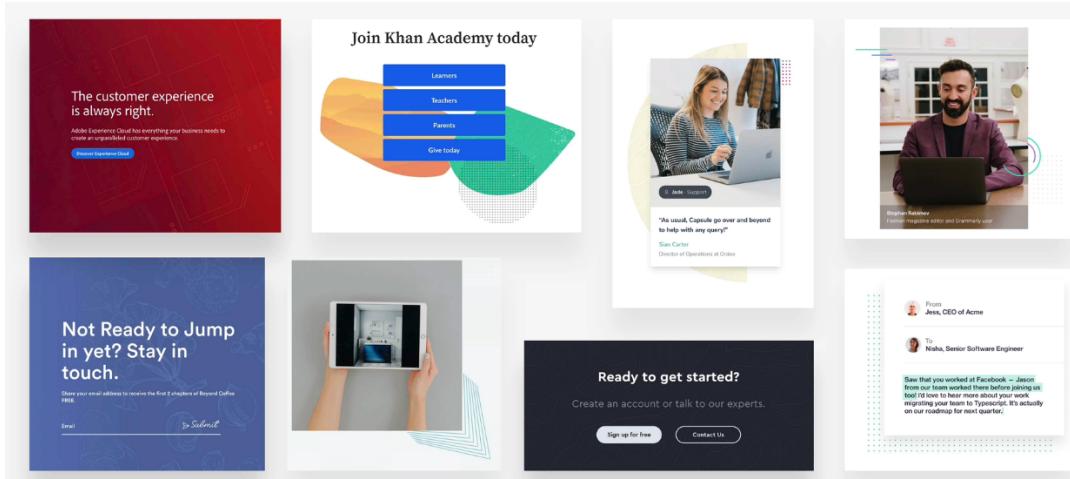
▼ Storytelling Photo Examples



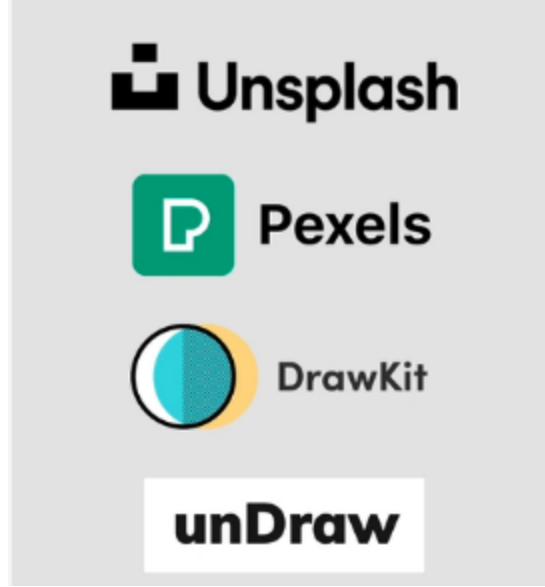
▼ Illustration Examples



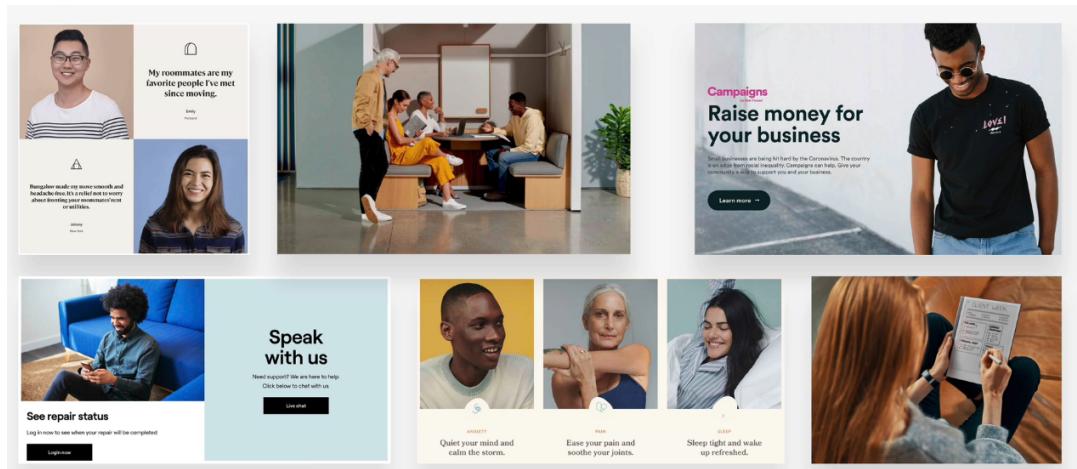
▼ Pattern Examples



2. Use images to support your website's **message and story**. So only use **relevant images!**
3. Prefer **original images**. If not possible, use **original-looking** stock images (**not generic ones!**)
 - ▼ Examples sites to take images

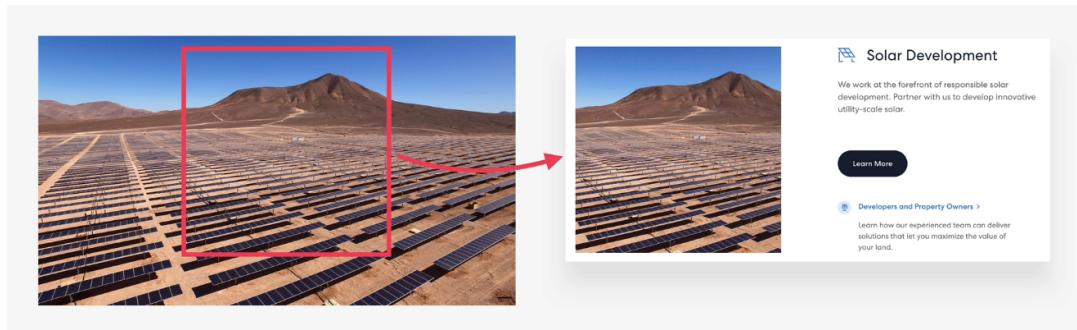


4. Try to show **real people** to trigger user's emotions
 - ▼ Example



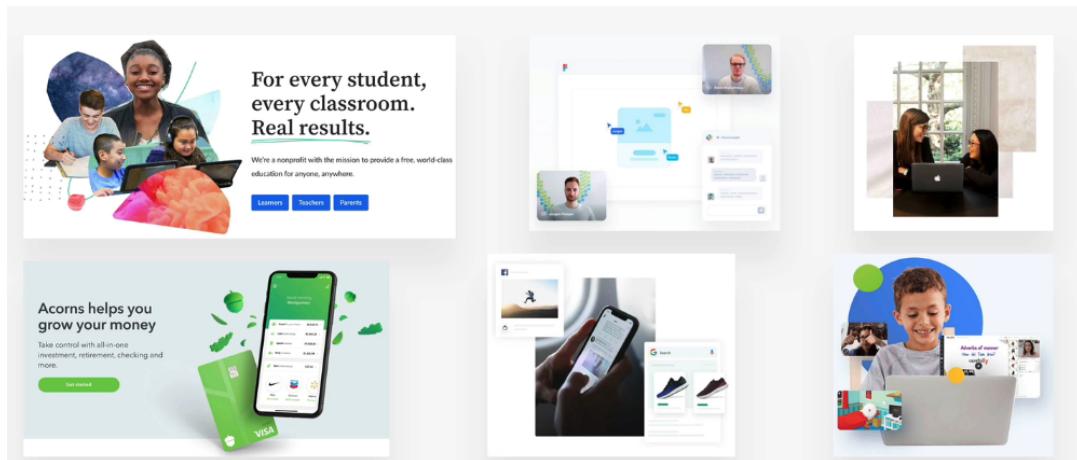
5. If necessary, **crop images** to fit your message

▼ Example



6. Experiment **combining** photos, illustrations and patterns

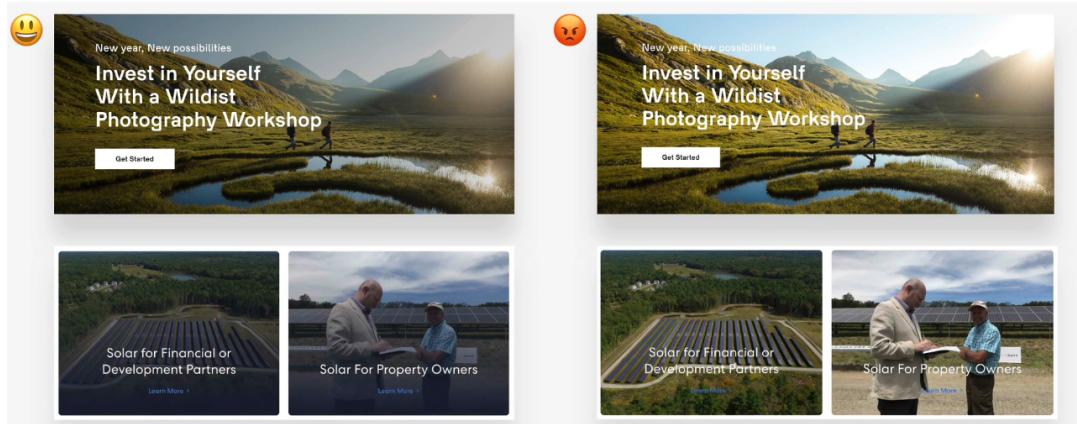
▼ Example



Handling Text on Images

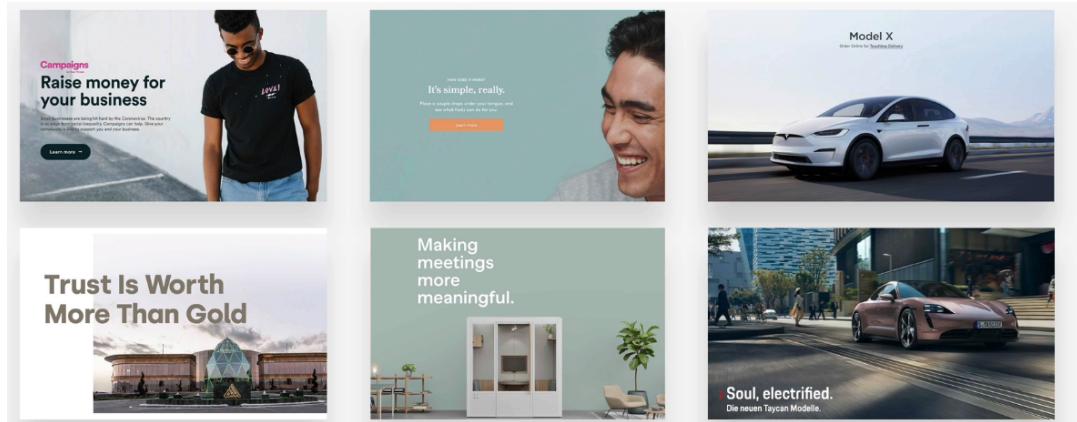
7. Method #1: Darker or brighten image (completely or partially, using a gradient)

▼ Example



8. Method #2: Position text into neutral image area

▼ Example

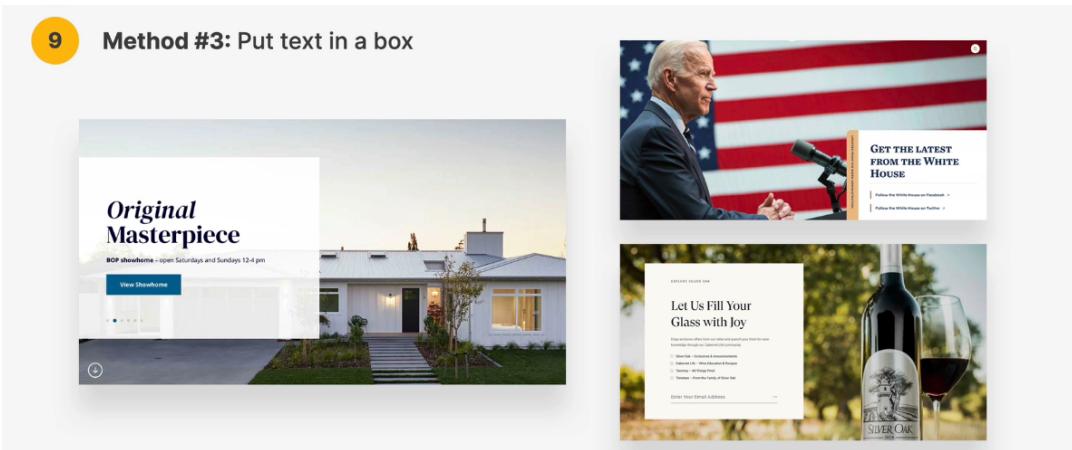


9. Method #3: Put text in a box

▼ Example

9

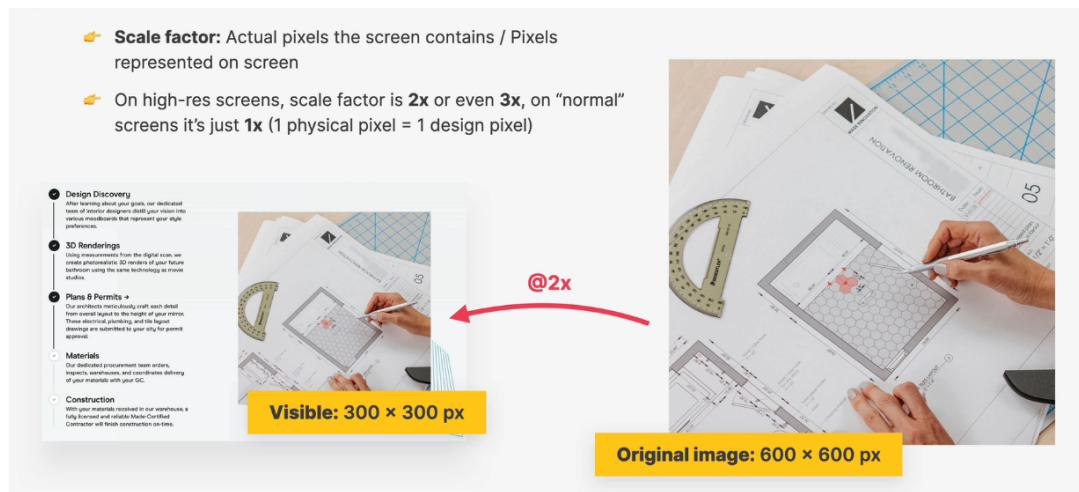
Method #3: Put text in a box



Some Technical Details

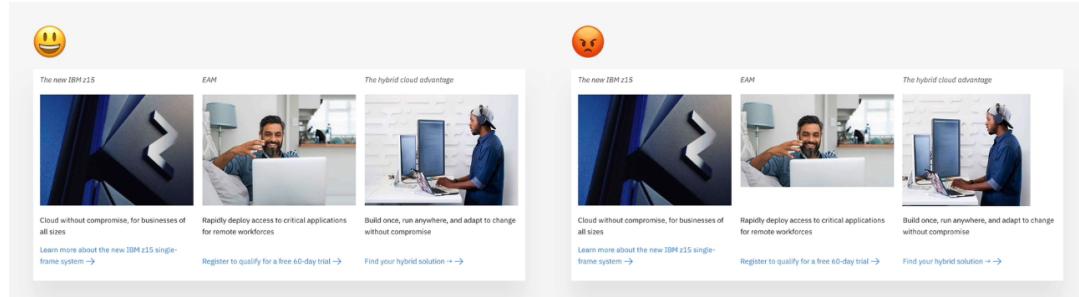
- To account for **high-res screens**, make image dimensions **2x as big** as their displayed size.

▼ Example



- Compress images** for a lower file size and better performance. (Program: Squoosh)
- When using multiple images side-by-side, make sure they have the **exact same dimensions**.

▼ Example



4. ICONS

▼ Explanation and rules

1. Use a **good icon pack**, there are tons of free and paid icons packs

▼ Example

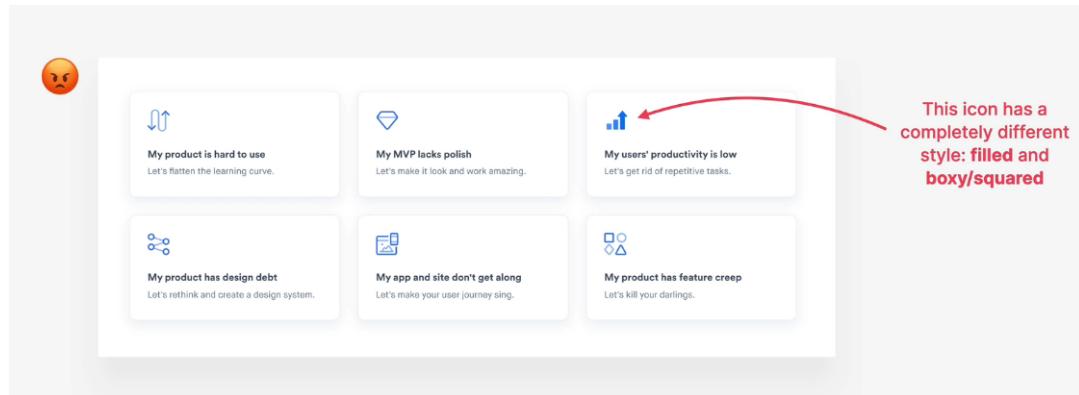
The screenshot shows a design interface with a toolbar at the top. Below it is a grid of icons from the Phosphor pack. To the right, a sidebar titled "TOOLBOX" lists several icon sets:

- Explore
- Countries
- Community
- Dating
- Forum
- Open Startup
- Vote on photos
- FIRE calculator
- Cangu shortcut cam
- Fastest growing **NEW**
- Escape the winter

Phosphor icons is highlighted in yellow. At the bottom right, there is a note: "You can just use emojis too".

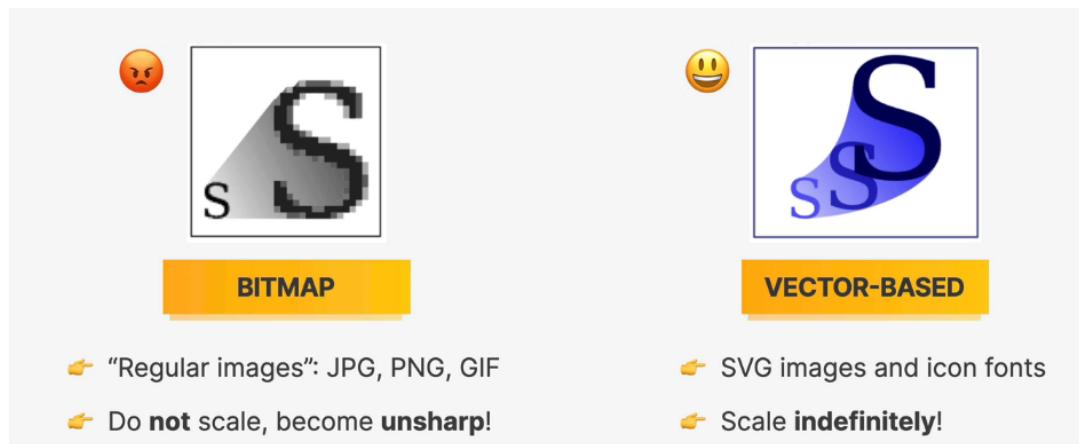
2. Use only one icon pack. **Don't mix** icons from different icon packs.

▼ Example



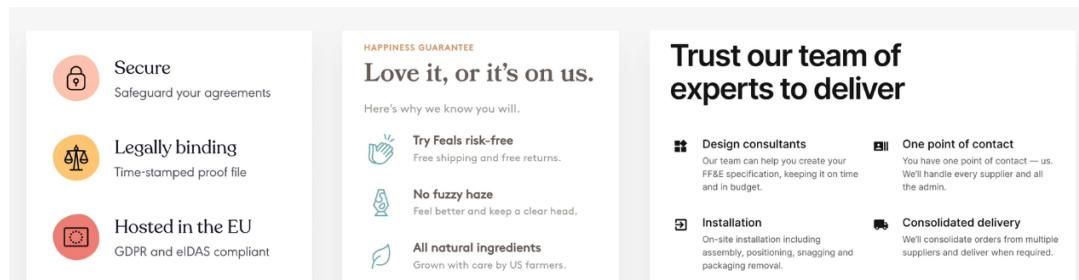
3. Use **SVG icons** or **icon fonts**. Don't use bitmap image formats (.jpg and .png).

▼ Example



4. Adjust to website personality! **Roundness, weight** and **filled/outlined** depend on typography

▼ Example

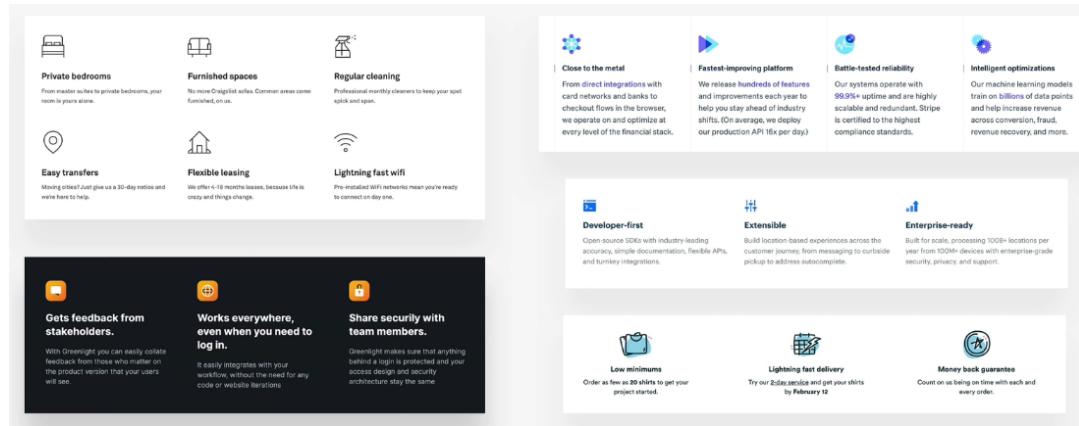


When to Use Icons

5. Use icons to **provide visual assistance** to text.

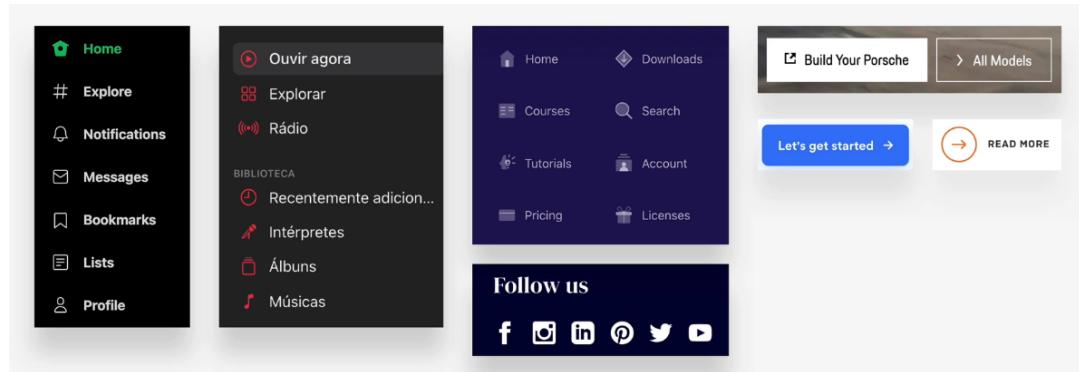
6. Use icons for product **feature blocks**.

▼ Example



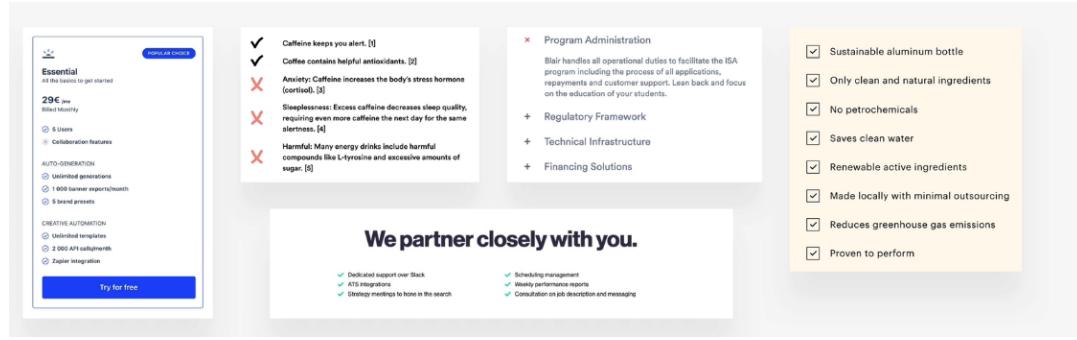
7. Use icons **associated with actions**, and **label them**. (unless no space or icon is 100% clear)

▼ Example



8. Use icons as bullet points.

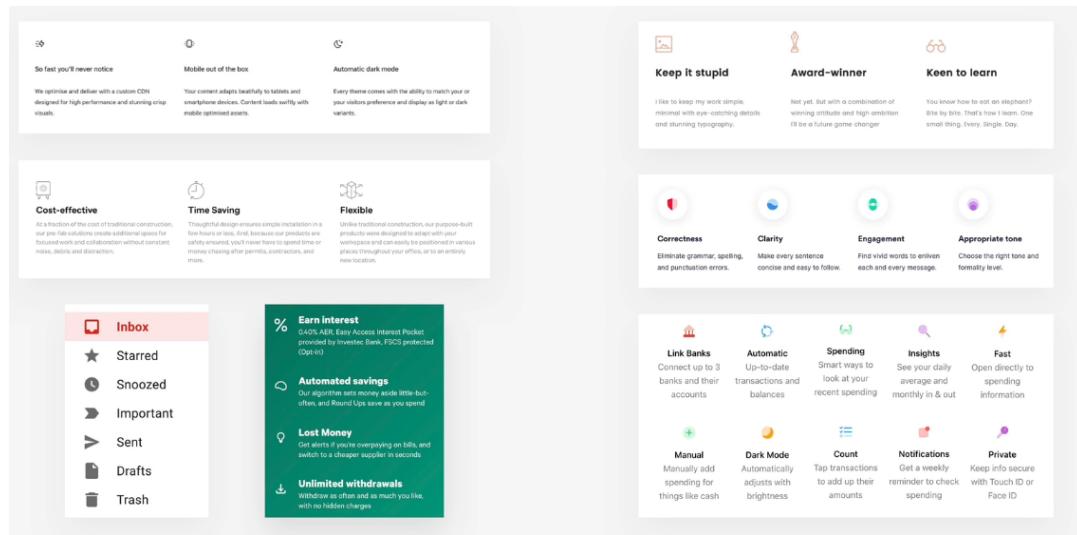
▼ Example



Use Icons Well

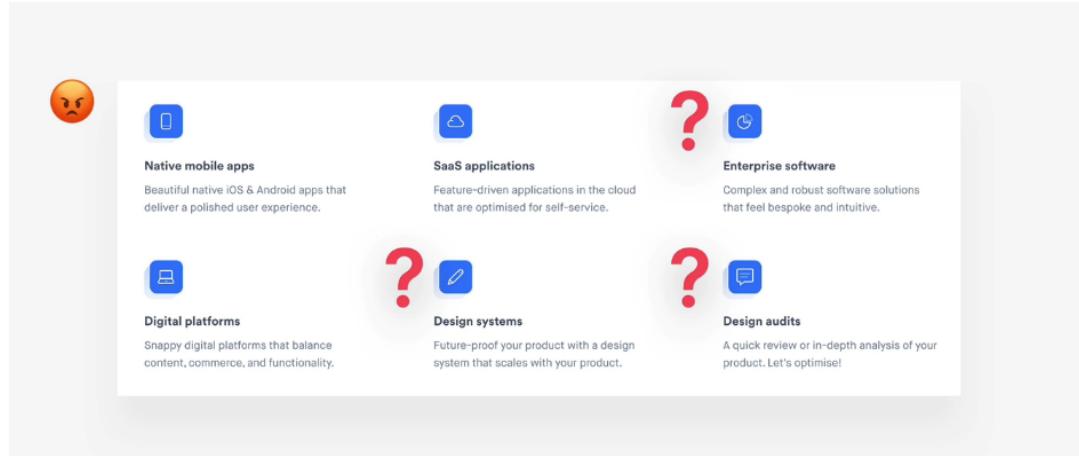
9. To keep icons neutral, **use same color as text**. To draw more attention, **use different color**.

▼ Example



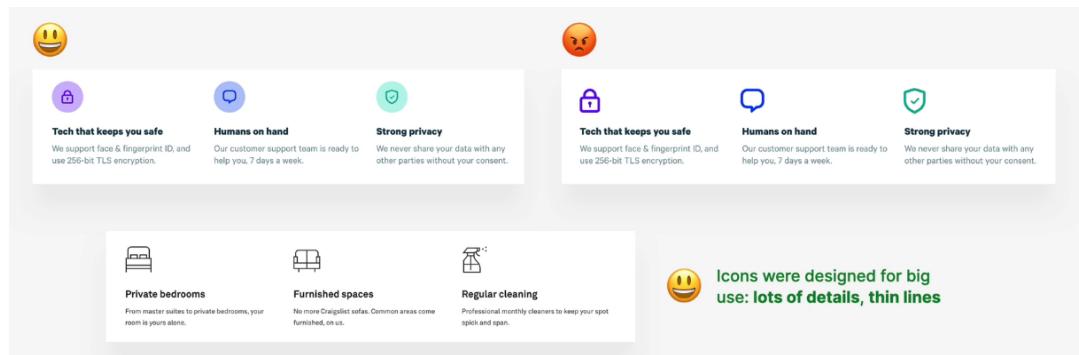
10. Don't confuse your users: icons need to make sense and **fit the text of action!**

▼ Example



11. Don't make icons larger than what they **were designed for**. If needed, **enclose them in a shape**.

▼ Example

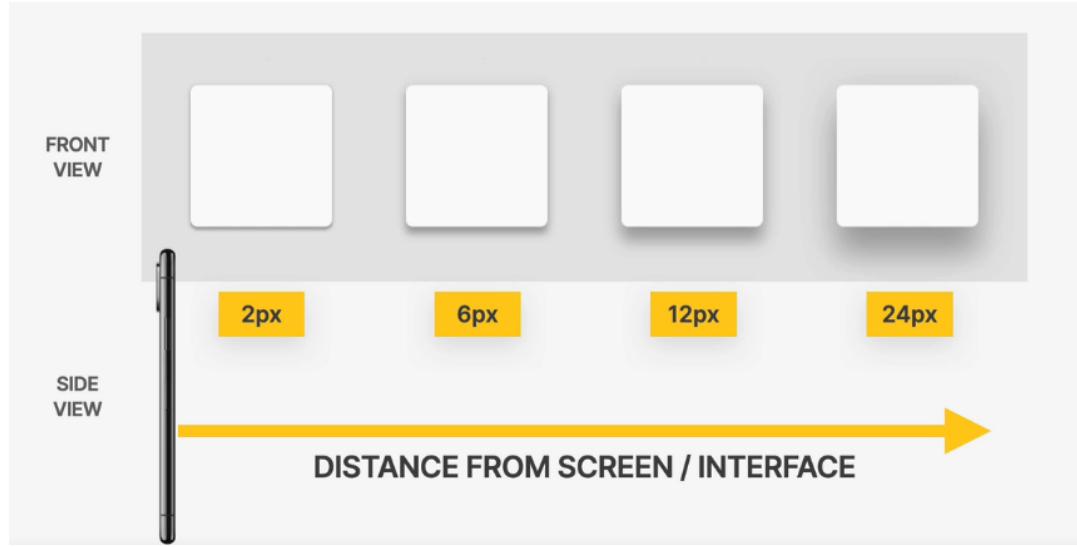


5. SHADOWS

▼ Explanation and rules

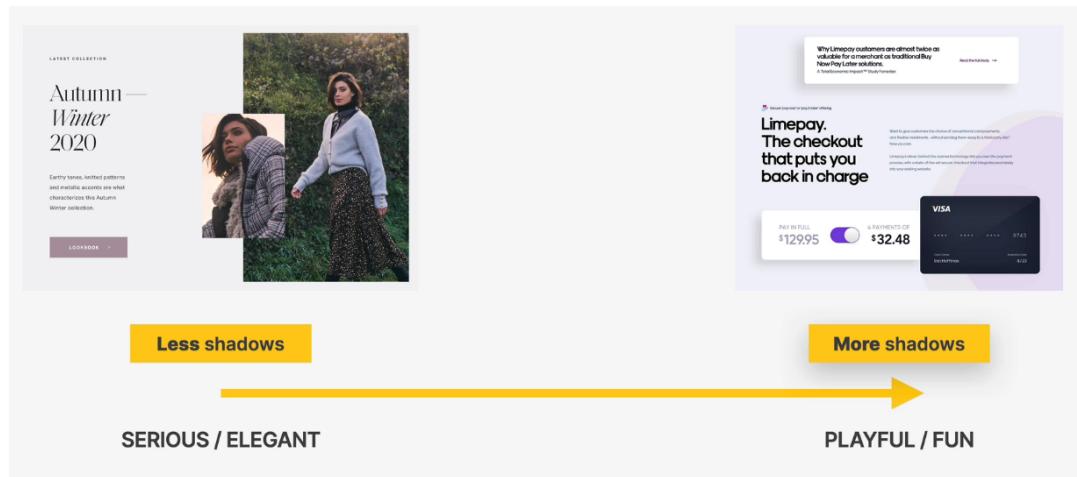
- Documentation: <https://developer.mozilla.org/en-US/docs/Web/CSS/box-shadow>
- **box-shadow: (vert. off-set of the shadow) (horiz. off-set of the shadow) (Blur value) (scaling the shadow optional, keep it 0) (color)**
- **Shadow creates depth (3D):** the more shadow, the further away from the interface the element is.

▼ Example



1. You **don't have to use** shadows! Only use them if it makes sense for the website personality.

▼ Example



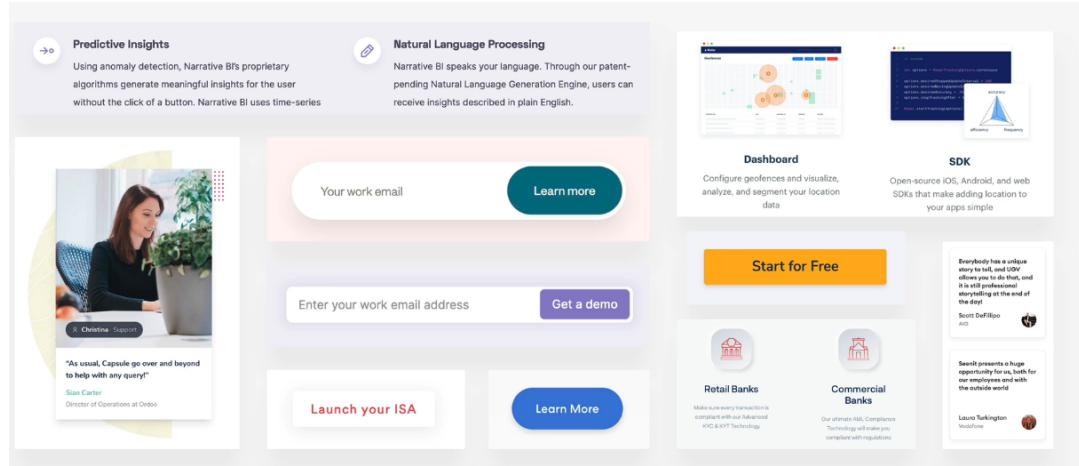
2. Use shadow **in small doses**: don't add shadow to every element!

3. Go light on shadows, don't make them **too dark!**

Use Shadows in the Right Situation

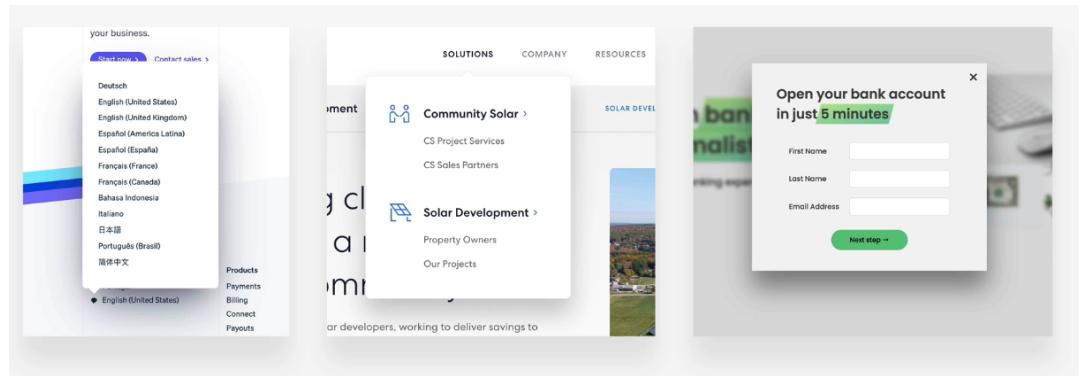
4. Use **small shadows** for smaller elements that should stand out. (to draw attention)

▼ Example



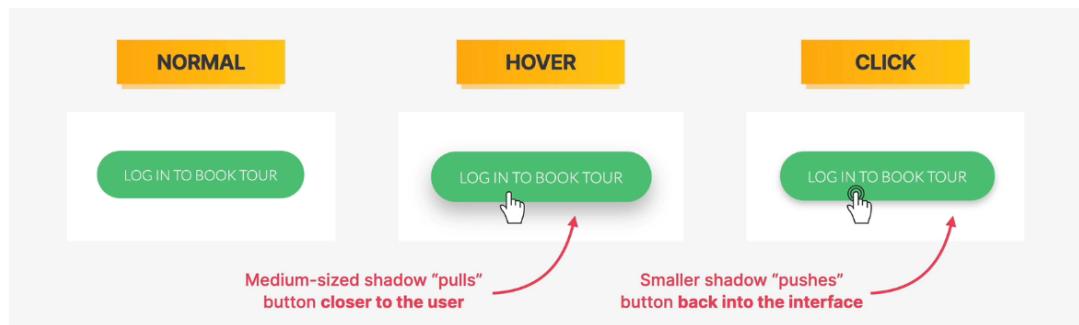
5. Use **medium-sized shadows** for larger areas that should stand out a bit more.
6. Use **large shadows** for elements that should really **float above** the interface.

▼ Example



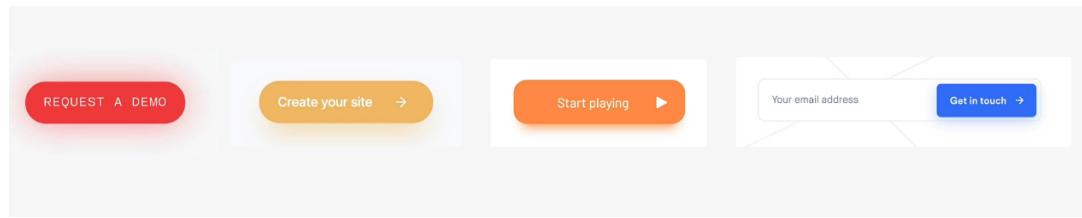
7. Experiment with **changing shadows** on mouse interaction (click and hover)

▼ Example



8. Bonus: Experiment with glows (colored shadows)

▼ Example



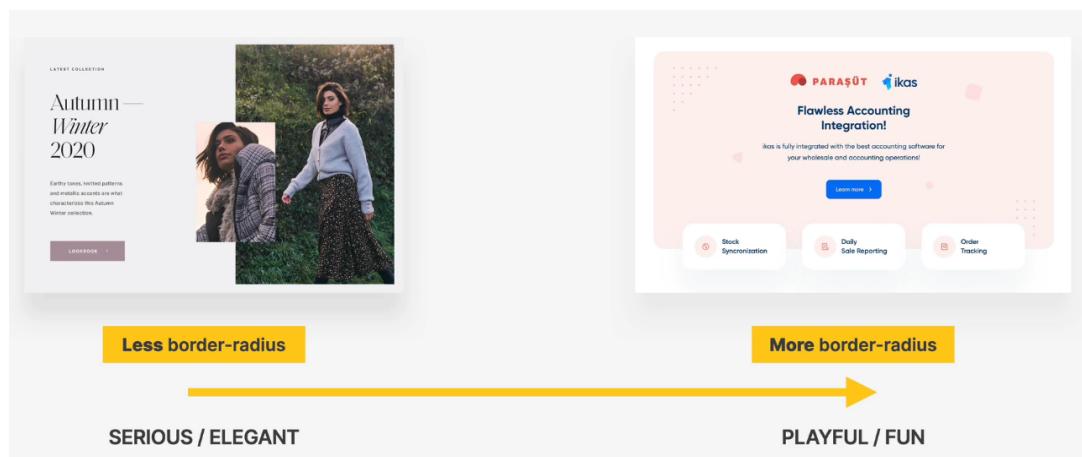
6. BORDER-RADIUS

▼ Explanation and rules

Use Border-Radius Well

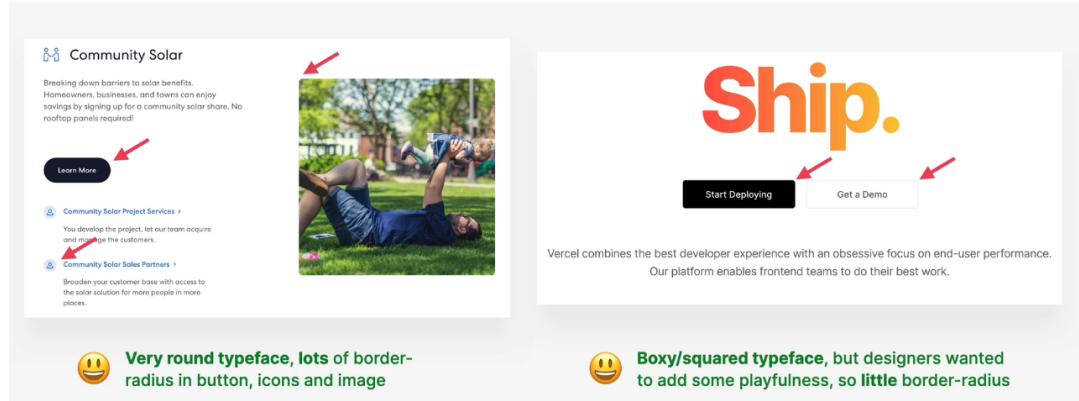
1. Use border-radius to **increase the playfulness** and fun of design, to make it **less serious**.

▼ Example



2. Typefaces have a certain roundness: make sure that border-radius **matches that roundness!**

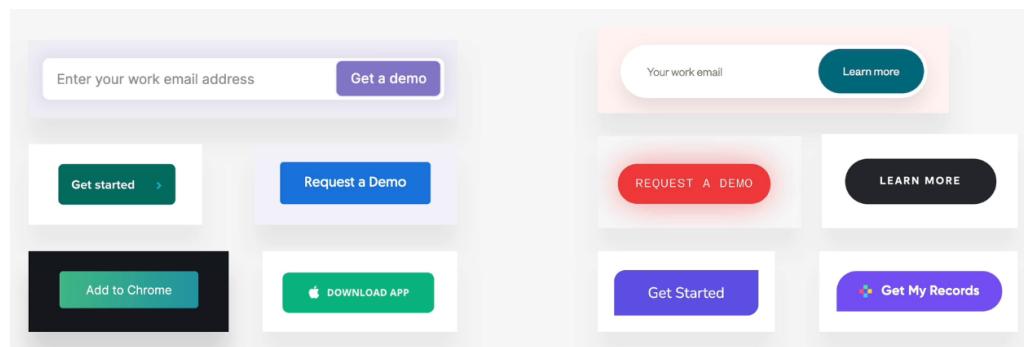
▼ Example



3. Use border-radius on:

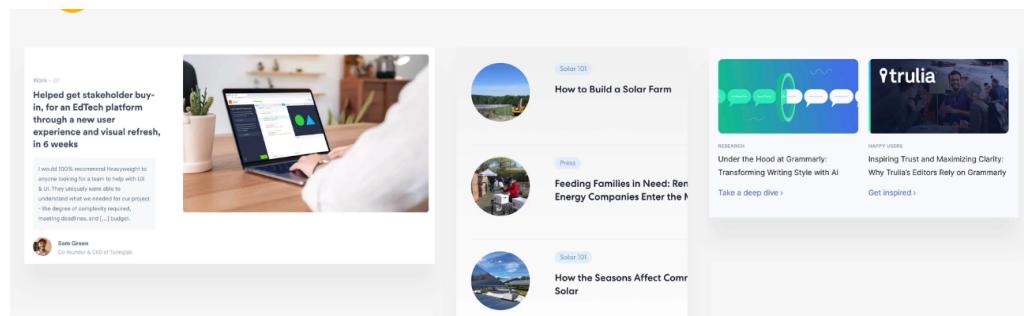
- Buttons

▼ Example



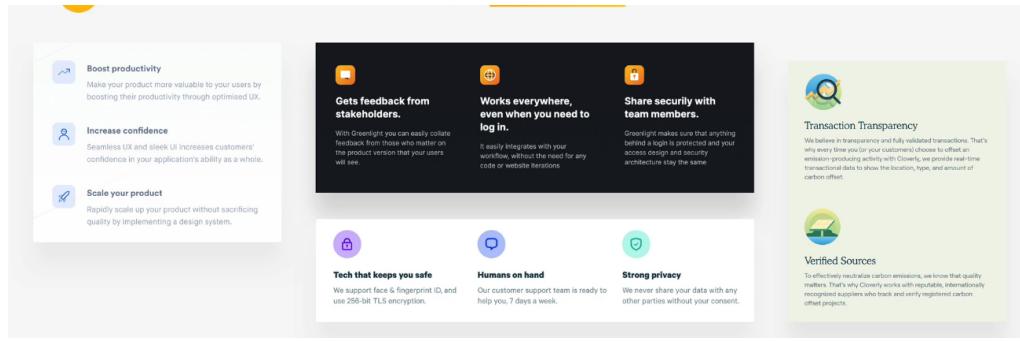
- Images

▼ Example



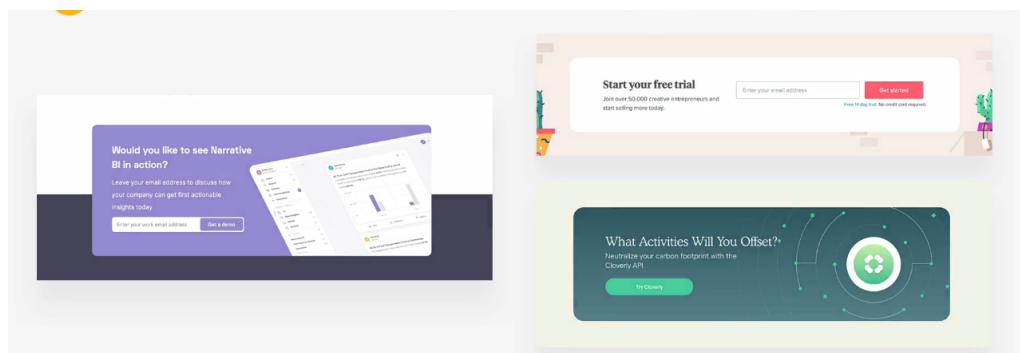
- Around Icons

▼ Example



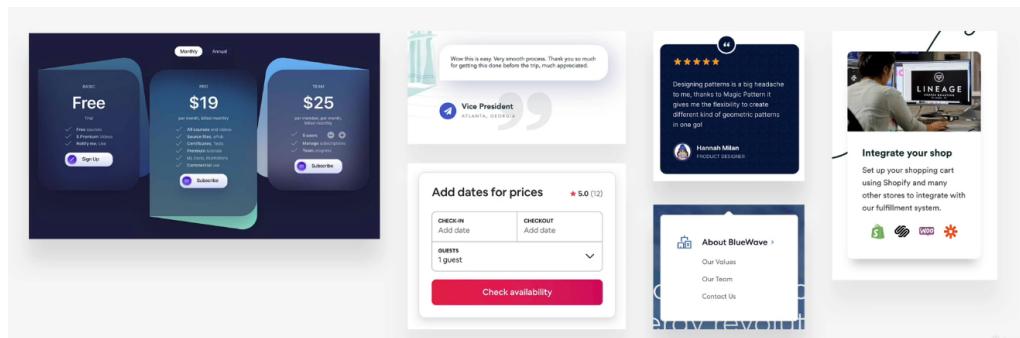
- Standout Sections

▼ Example



- Other Elements

▼ Example



7. WHITESPACE

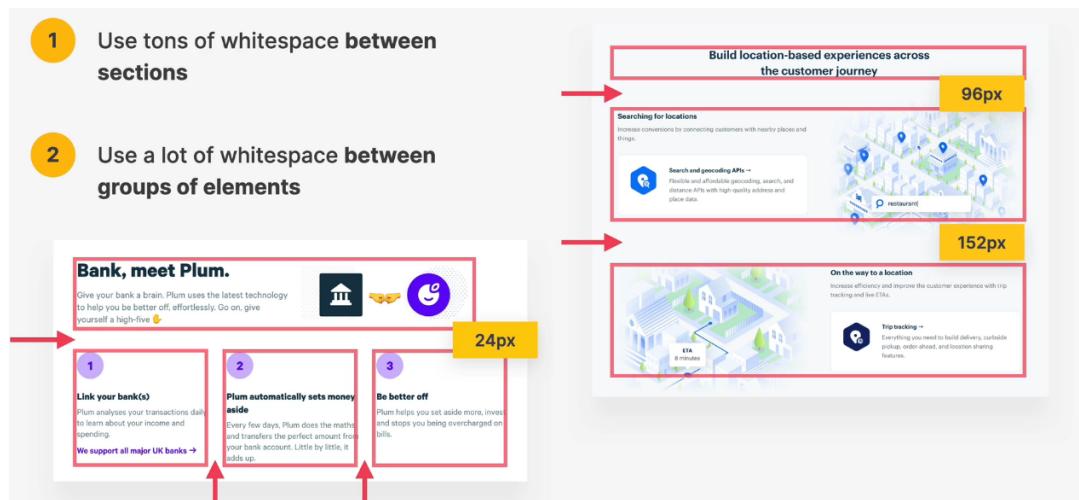
▼ Explanation and rules

- The right amount of whitespace makes designs look **clean, modern and polished**.
- Whitespace communicates how different pieces of information are **related to one another**.
- Whitespace implies **invisible relationships between the elements** of a layout.

Where to Use Whitespace

1. Use tons of whitespace **between sections**. (~192px)
2. Use a lot of whitespace **between groups of elements**. (96-152px)

▼ Example



3. Use whitespace **between elements**.

▼ Example

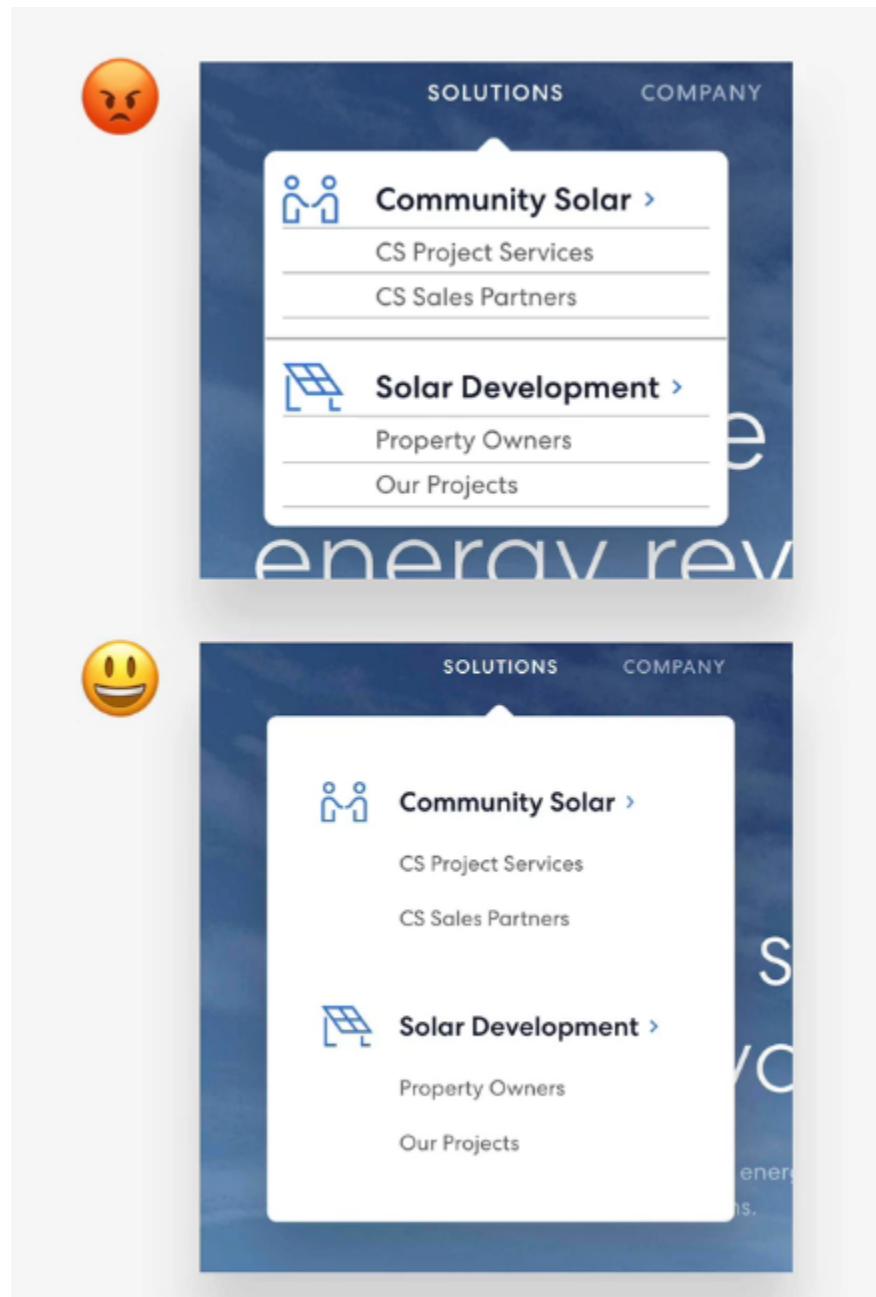
1 Use tons of whitespace **between sections**

2 Use a lot of whitespace **between groups of elements**

3 Use whitespace **between elements**

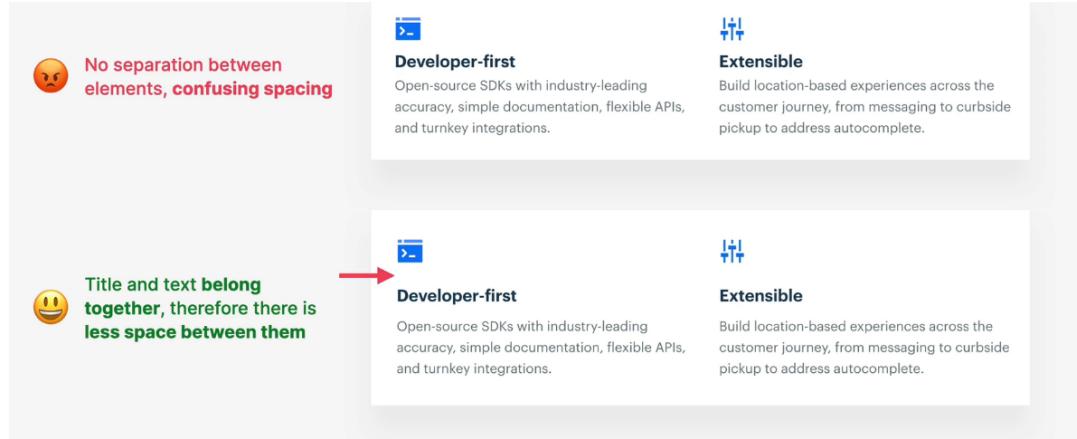
4. Inside **groups of elements**, try to use whitespace **instead of lines**.

▼ Example



How Much Whitespace

5. **The more some elements (or group of elements) belong together, the closer they should be!** (The “Law of Proximity”)
 - ▼ Example

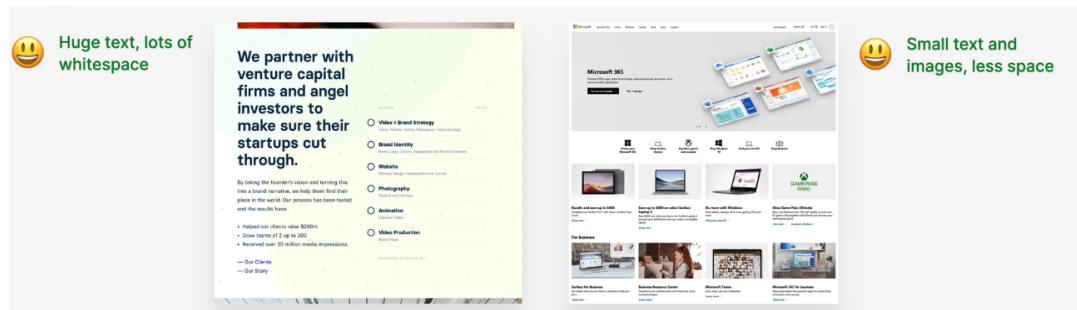


6. Start with **a lot of whitespace**, maybe even too much! Then **remove whitespace** from there.



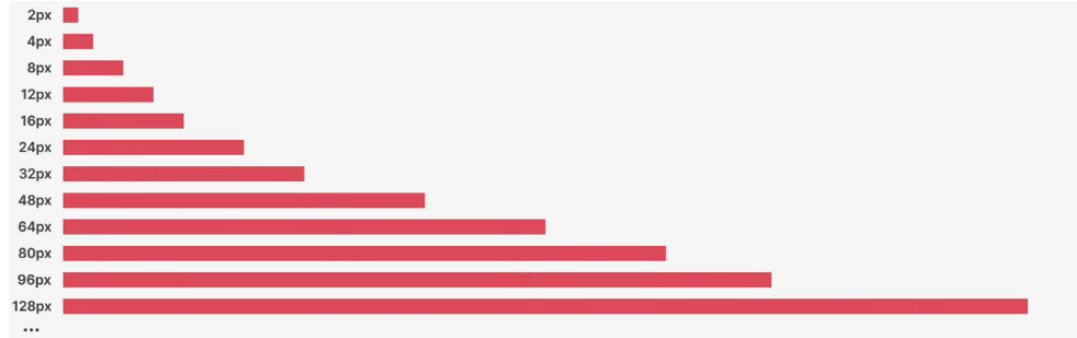
7. Match **other design choices**. If you have big text or big icons, you need more whitespace.

▼ Example



8. Try a hard rule, such as using **multiples of 16px** for all spacing.

▼ Example

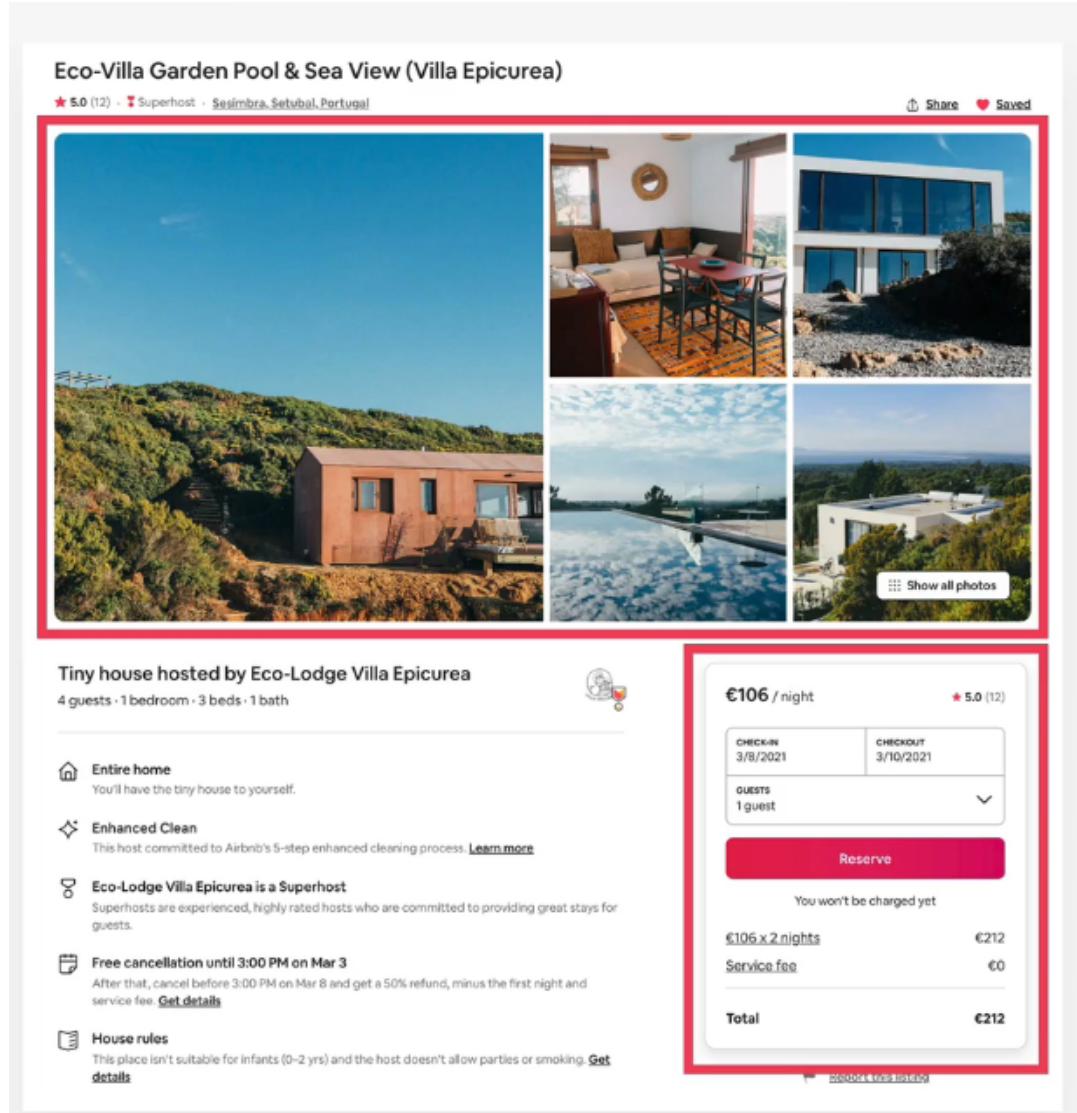


8. VISUAL HIERARCHY

▼ Explanation and rules

- Visual hierarchy is about **establishing which element of a design are the most important ones.**
- Visual hierarchy is about **drawing attention** to these most important elements.

▼ Example



- Visual hierarchy is about **defining a “path” for users**, to **guide** them through the page.
- We use a combination of **position, size, colors, spacing, border, and shadows** to establish a meaningful visual hierarchy between elements/components.

Visual Hierarchy Fundamentals

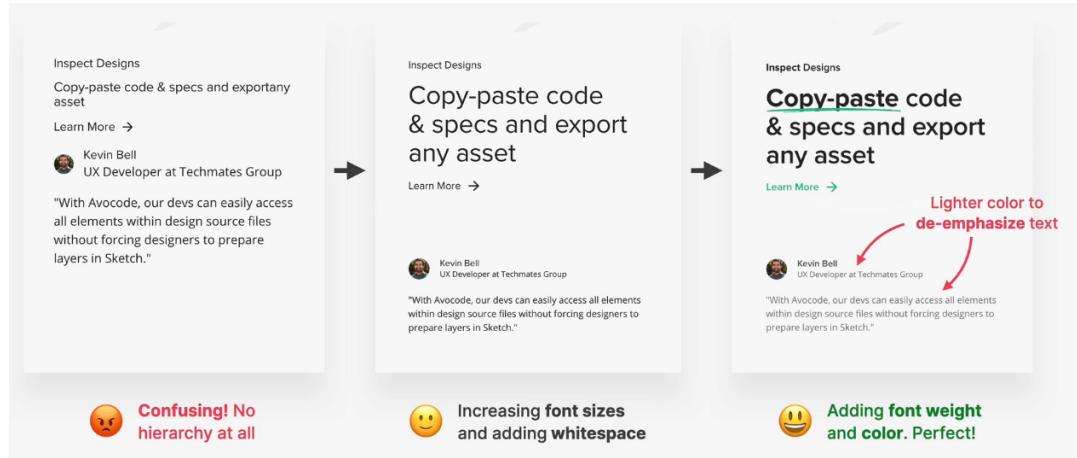
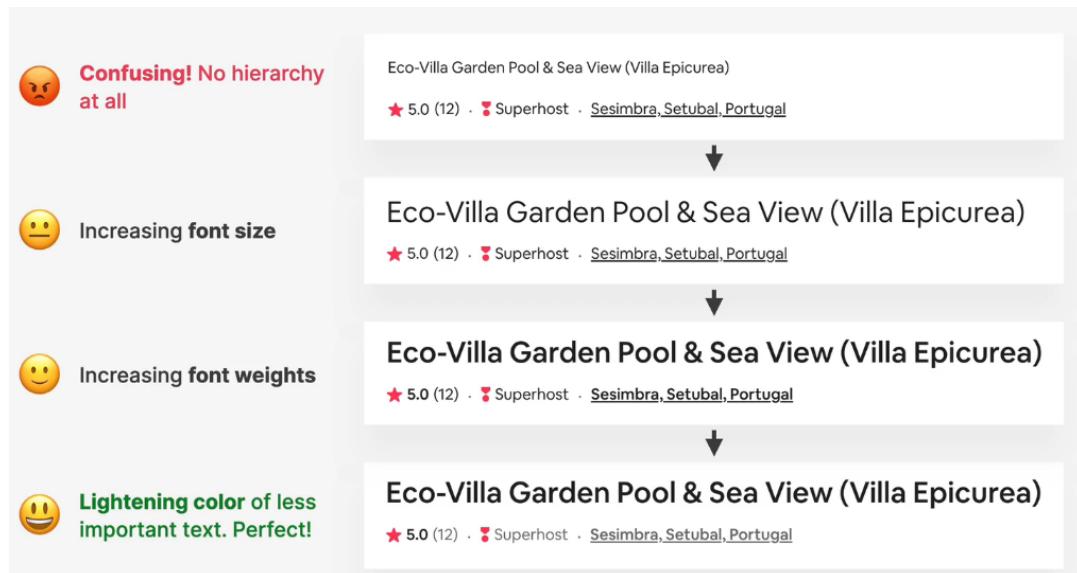
1. Position important elements **closer to the top the page**, where they more attention.

2. Use images mindfully, as they draw **a lot of attention**. (larger images get more attention)
3. Whitespace creates separation, so **use whitespace strategically** to emphasize elements

Visual Hierarchy for Text Elements

4. For text elements, use **font size, font weight, color** and **whitespace** to convey importance.

▼ Example



5. What text elements to emphasize? **Titles, sub-titles, links, buttons, data points, icons.**



You can also **de-emphasize** less important text, like labels or secondary/additional information.

▼ Example

Eco-Villa Garden Pool & Sea View (Villa Epicurea)

- Title** → Eco-Villa Garden Pool & Sea View (Villa Epicurea)
- Icon** → ★ 5.0 (12) · Superhost · Sesimbra, Setubal, Portugal ← **Link**
- Data point** → Close to the metal ← **De-emphasizing additional information**
- Icon** → Close to the metal
- Sub-title** → Close to the metal
- Link** → Error direct integrations with card networks and banks to checkout flows in the browser, we operate on and optimize at every level of the financial stack.

HAPPINESS GUARANTEE

- Sub-title** → HAPPINESS GUARANTEE
- Title** → Love it, or it's on us.
- Icon** → Try Feels risk-free
- Link** → Free shipping and free returns.
- Sub-title** → No fuzzy haze
- Icon** → Feel better and keep a clear head.
- Link** → All natural ingredients
- Link** → Grown with care by US farmers.

INTEGRATED

- Sub-title** → INTEGRATED
- Important data points** → 1.4% + €0.25 2.9% + €0.25
for European cards for non-European cards
- De-emphasizing additional information** → Everything you need to manage payments
Get hundreds of feature updates each year
No setup fees, monthly fees, or hidden fees
- Icons** → Icons
- Very subtle button (focus is on prices)** → GET STARTED IN MINUTES →

Important data points

- Icons** → Icons
- Important data points** → Based on data from:
5.5B TICKETS 486M CUSTOMERS 1.05M AGENTS
- De-emphasizing label** → De-emphasizing label

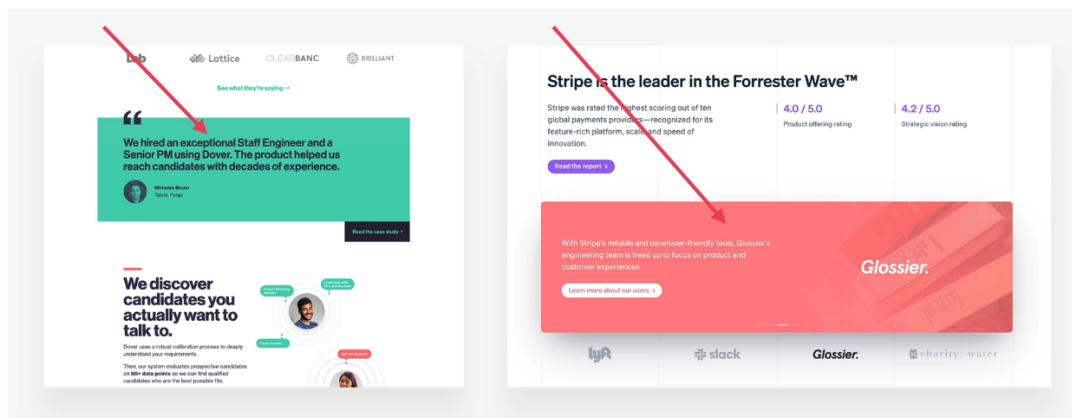
pretty.mutts

- Data point** → 6 posts 78 followers 52 following
- De-emphasizing buttons (on Instagram, all focus is on photos)** → Message @pretty_mutts ...

Visual Hierarchy Between Components

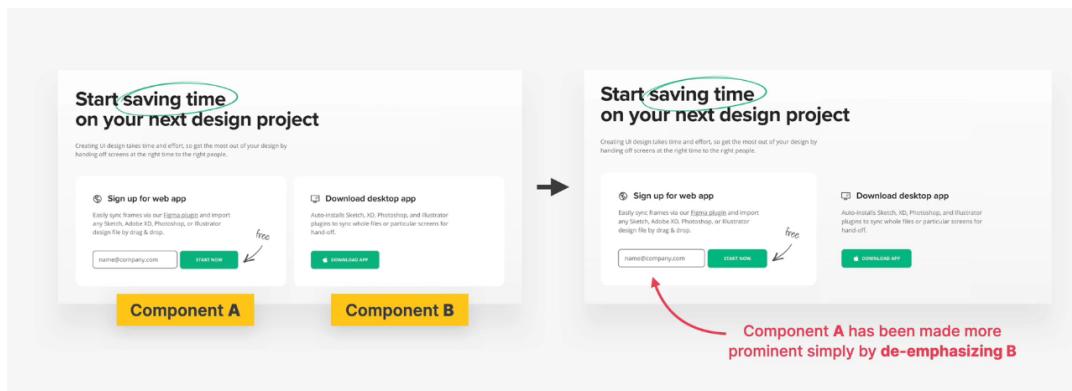
6. Emphasize an important component using **background color, shadow, or border** (or multiple)

▼ Example



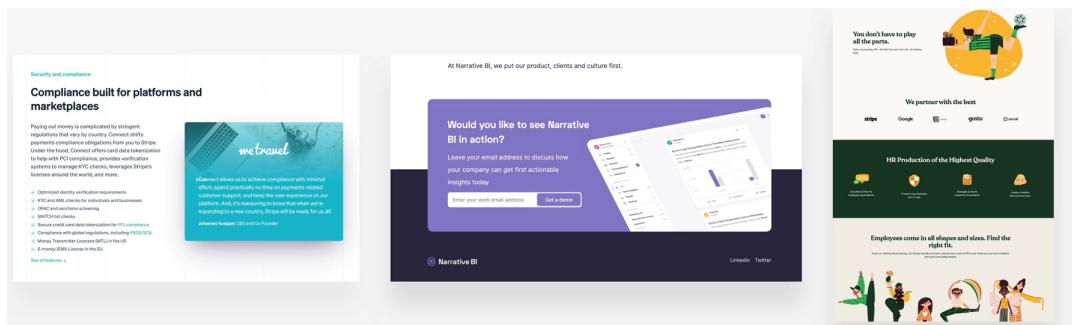
7. Try emphasizing some component A over component B by de-emphasizing component B.

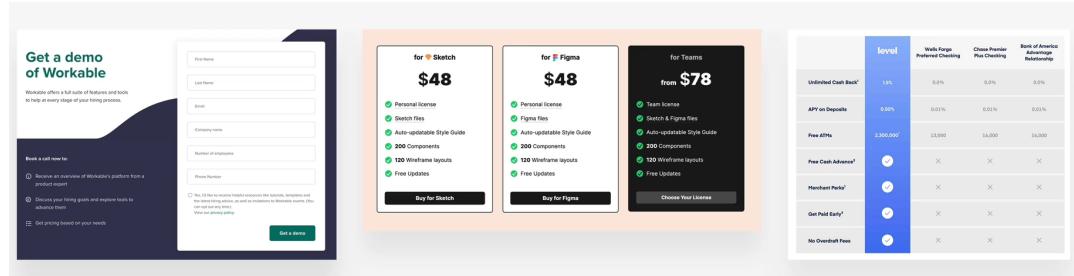
▼ Example



8. What components to emphasize? Testimonials, call-to-action sections, highlight sections, preview cards, forms, piercing tables, important rows/columns in tables, etc.

▼ Example





Level	Web Large Preferred Checking	Check Premier Plus Checking	Bank of America Advantage Checking
Unlimited Cash Back*	0.5%	0.5%	0.5%
APY on Deposits	0.05%	0.05%	0.05%
Free ATMs	2,000,000	13,000	14,000
Free Cash Advances*	✓	✗	✗
Merchant Perks*	✓	✗	✗
Get Paid Early*	✓	✗	✗
No Overdraft Fees	✓	✗	✗

9. USER EXPERIENCE (UX)

▼ Explanation and rules

What is User Experience (UX)?

Design is not just what it **looks like and feels like**. Design is **how it work**.

User Interface (UI) is visual presentation of a product. It's how the graphical interface looks and feels like.

- Layout
- “Personality”
- Typography, colors, icons, etc.

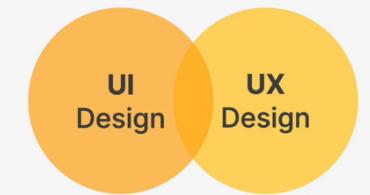
- **UI** is graphical interface **UI Design** is what makes an interface **beautiful**.
- **UX** is experience with interface **UX Design** is what makes an interface **useful and functional**.

User Experience (UX) is the overall experience the user has while interacting with the product.

- Does the app feel **logical** and well thought out?
- Does the navigation work **intuitively**?
- Are users **reaching their goals**?



UX Design **can not exist** without UI Design!



UI →

Both are interfaces to get ketchup



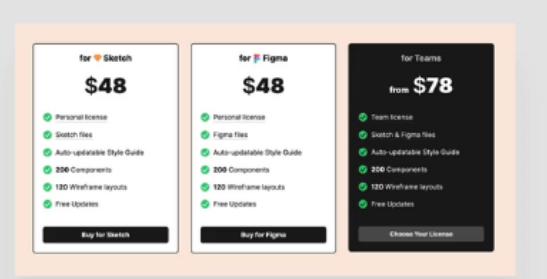
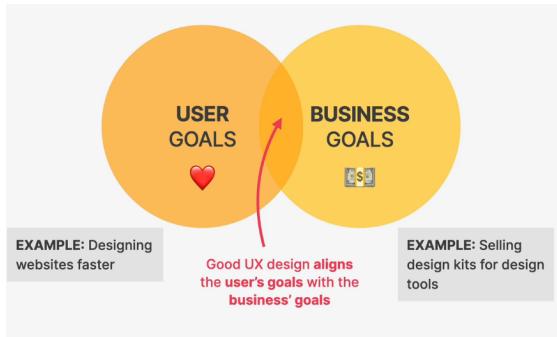
UX →

Each creates a different experience



UX Design Guiding Principle: GOALS

👉 A website or application **exists for** a reason: a **user** has a goal for **visiting** it, and a **business** has a goal for **creating** it.



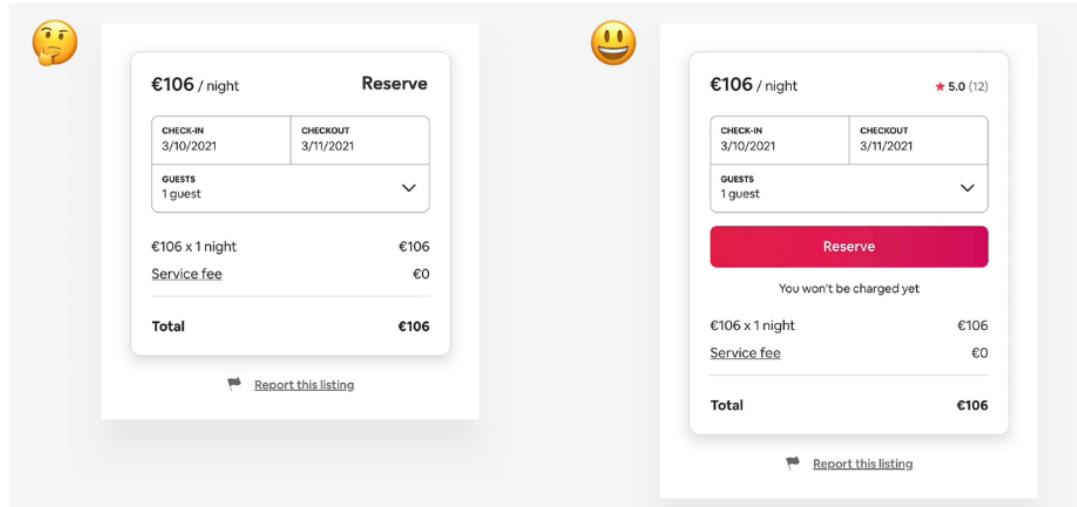
Highlighting an option in the product pricing table:

- 👉 Helps the **user** decide faster what is the best option ❤️
- 👉 Helps the **business** maximize revenue 💰

UX Rules for Usability

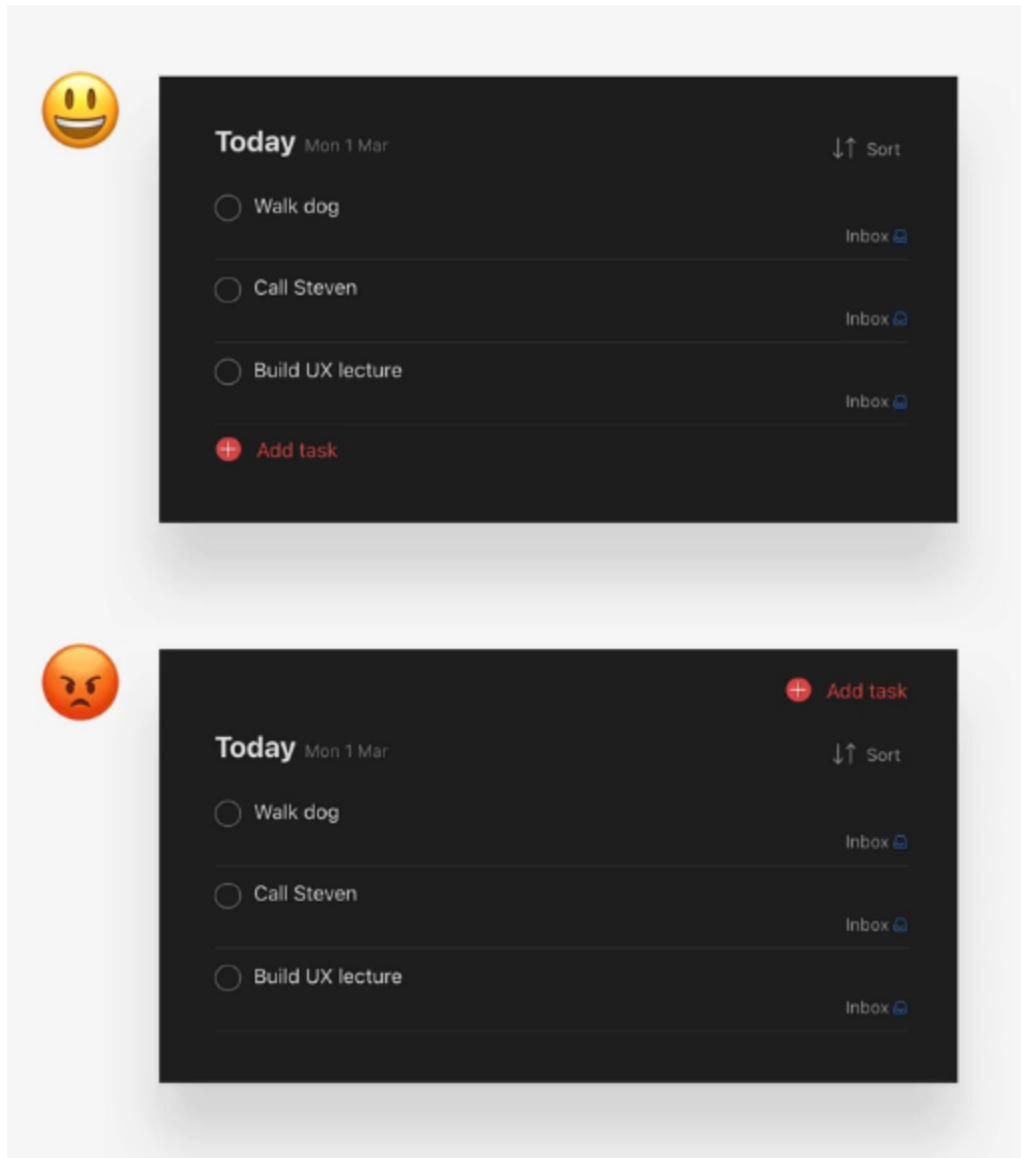
1. Don't design complicated layouts. Don't reinvent the wheel. **Use Patterns that users know.**
2. Make your call-to-action the **most prominent element**, and make the **text descriptive**.

▼ Example



3. **Use blue text and underlined text only for links!**
4. Animations should have a **purpose** and be **fast**: between 200 and 500 ms.
5. In forms, align labels and fields in a **single vertical line**, to make form **easier to scan**.
6. Offer users **good feedback** for all actions: form errors, form success, etc. [web apps]
7. Place action buttons where they will **create an effect** (law of locality) [web apps]

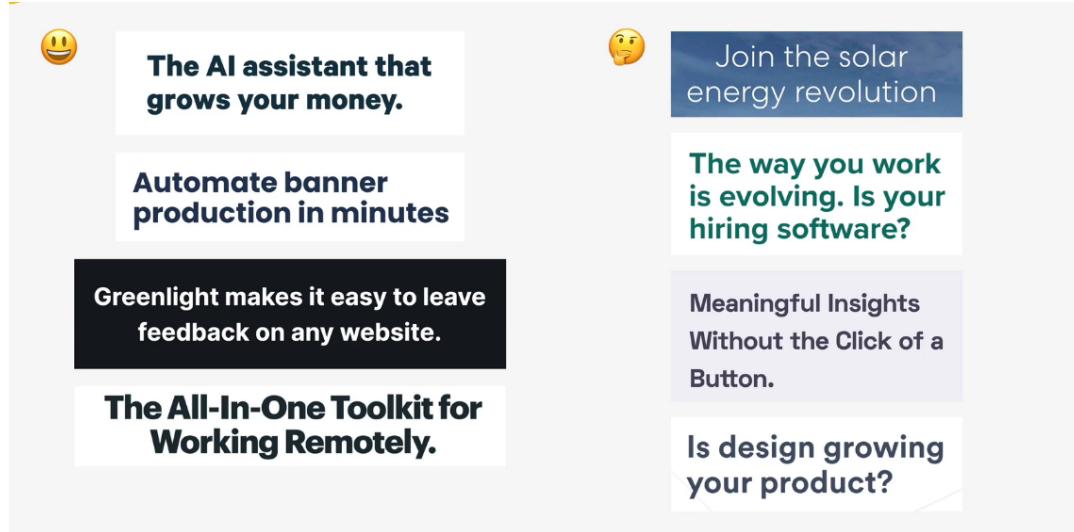
▼ Example



UX Rules for Website Content

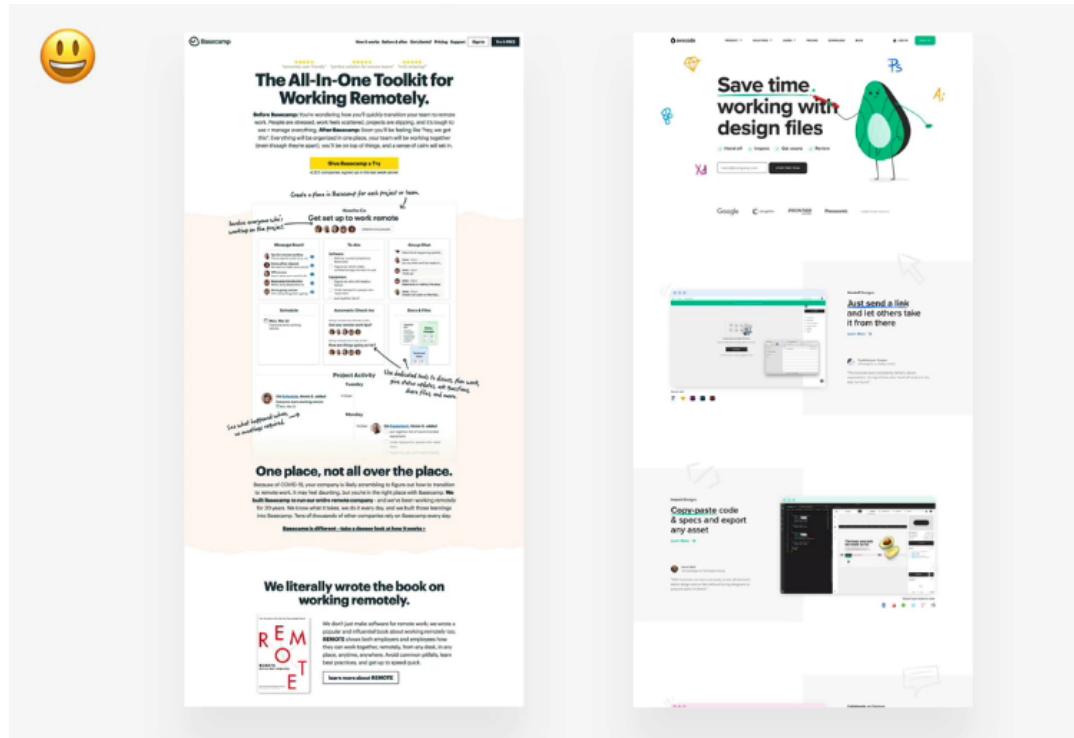
8. Use **descriptive, keyword-focused headline** on your main page. Don't be vague or fancy.

▼ Example



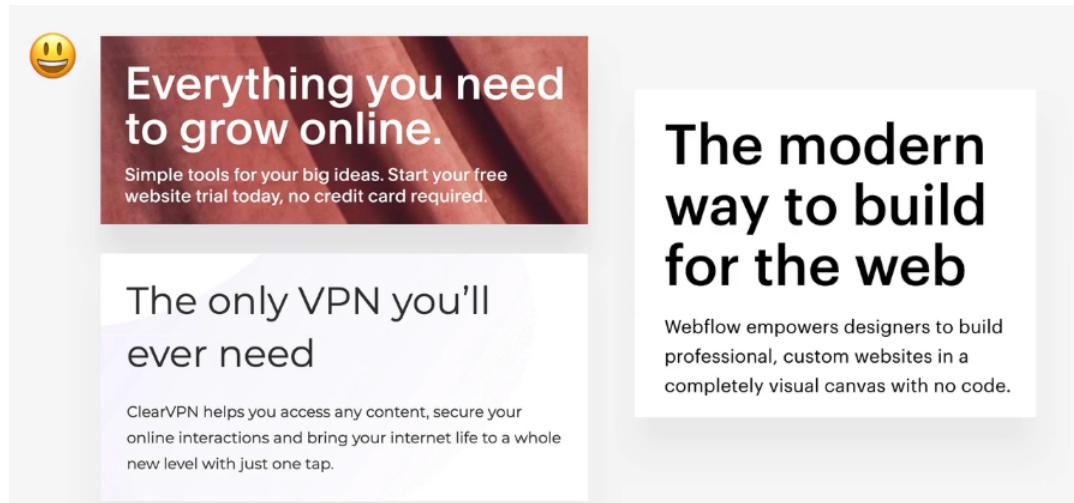
9. Only include **relevant information**, efficiently! **Cut out fluff** and make the content 100% clear.

▼ Example



10. Use **simple words!** Avoid technical jargon and “smart-sounding” words.

▼ Example

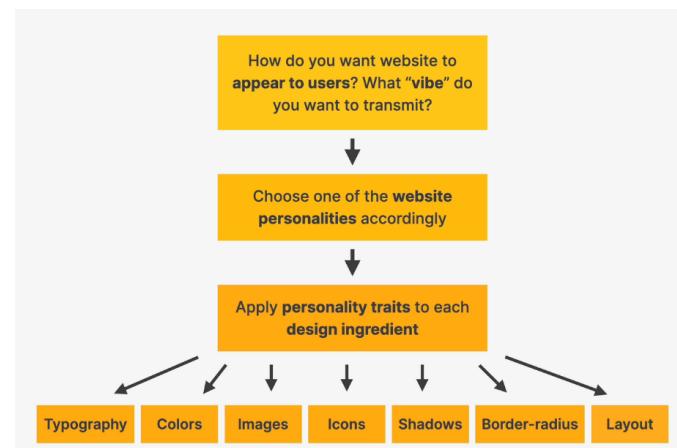


11. Break up long text with **sub-heading, images, block quotes, bullet points, etc.**

The Website Personalities - Framework

THE 7 PERSONALITIES

1. Serious/Elegant
2. Minimalist/Simple
3. Plain/Neutral
4. Bold/Confident
5. Calm/Peaceful
6. Startup/Upbeat
7. Playful/Fun



1. Personality 01 - Serious/Elegant

▼ Cheat sheet

 OVERVIEW	Design for luxury and elegance, based on thin serif typefaces , golden or pastel colors , and big high-quality images
 INDUSTRIES	Real estate, high fashion, jewelry, luxury products or services
 TYPOGRAPHY	Serif typefaces (especially in headings), light font weight, small body font size
 COLORS	Gold, pastel colors, black, dark blue or grey
 IMAGES	Big, high-quality images are used to feature elegant and expensive products
 ICONS	Usually no icons, but thin icons and lines may be used
 SHADOWS	Usually no shadows
 BORDER-RADIUS	Usually no border-radius
 LAYOUT	A creative and experimental layout is quite common

2. Personality 02 - Minimalist/Simple

▼ Cheat sheet

 OVERVIEW	Focusses on the essential text content, using small or medium-sized sans-serif black text, lines, and few images and icons
 INDUSTRIES	Fashion, portfolios, minimalism companies, software startups
 TYPOGRAPHY	Boxy/squared sans-serif typefaces, small body font sizes
 COLORS	Usually black or dark grey, on pure white background. Usually just one color throughout the design
 IMAGES	Few images, which can be used to add some color to the design. Usually no illustrations, but if, than just black
 ICONS	Usually no icons, but small simple black icons may be used
 SHADOWS	Usually no shadows
 BORDER-RADIUS	Usually no border-radius
 LAYOUT	Simple layout, a narrow one-column layout is quite common

3. Personality 03 - Plain/Neutral

▼ Cheat sheet

 OVERVIEW	Design that gets out of the way by using very neutral and small typefaces , and a boxy, structured, and condensed layout
 INDUSTRIES	Well-established corporations, companies that don't want to make an impact through design
 TYPOGRAPHY	Neutral-looking sans-serif typefaces are used, and text is usually small and doesn't have visual impact
 COLORS	Safe colors are employed, nothing too bright or too washed-out. Blues and blacks are common
 IMAGES	Images are frequently used, but usually in a small format
 ICONS	Usually no icons, but simple icons may be used
 SHADOWS	Usually no shadows
 BORDER-RADIUS	Usually no border-radius
 LAYOUT	Structured and condensed layout, with lots of boxes and rows

4. Personality 04 - Bold/Confident

▼ Cheat sheet

 OVERVIEW	Design that makes an impact, by featuring big and bold typography , paired with confident use of big colored blocks
 INDUSTRIES	Digital agencies, software startups, travel, "strong" companies
 TYPOGRAPHY	Boxy/squared sans-serif typefaces, big and bold typography, especially headings. Uppercase headings are common
 COLORS	Usually multiple bright colors. Big color blocks/sections are used to draw attention
 IMAGES	Lots of big images are usually displayed
 ICONS	🚫 Usually no icons
 SHADOWS	🚫 Usually no shadows
 BORDER-RADIUS	🚫 Usually no border-radius
 LAYOUT	🧙 All kinds of layouts, no particular tendencies

5. Personality 05 - Calm/Peaceful

▼ Cheat sheet

 OVERVIEW	For products and services that care about the consumer, which is transmitted by calming pastel colors and soft serif headings
 INDUSTRIES	Healthcare, all products with focus on consumer well-being
 TYPOGRAPHY	Soft serif typefaces frequently used for headings, but sans-serif headings might be used too (e.g for software products)
 COLORS	Pastel/washed-out colors: light oranges, yellows, browns, greens, blues
 IMAGES	Images and illustrations are usual, matching calm color palette
 ICONS	<input checked="" type="checkbox"/> Icons are quite frequent
 SHADOWS	<input checked="" type="checkbox"/> Usually no shadows, but might be used sparingly
 BORDER-RADIUS	<input checked="" type="checkbox"/> Some border-radius is usual
 LAYOUT	<input checked="" type="checkbox"/> All kinds of layouts, no particular tendencies

6. Personality 06 - Startup/Upbeat

▼ Cheat sheet

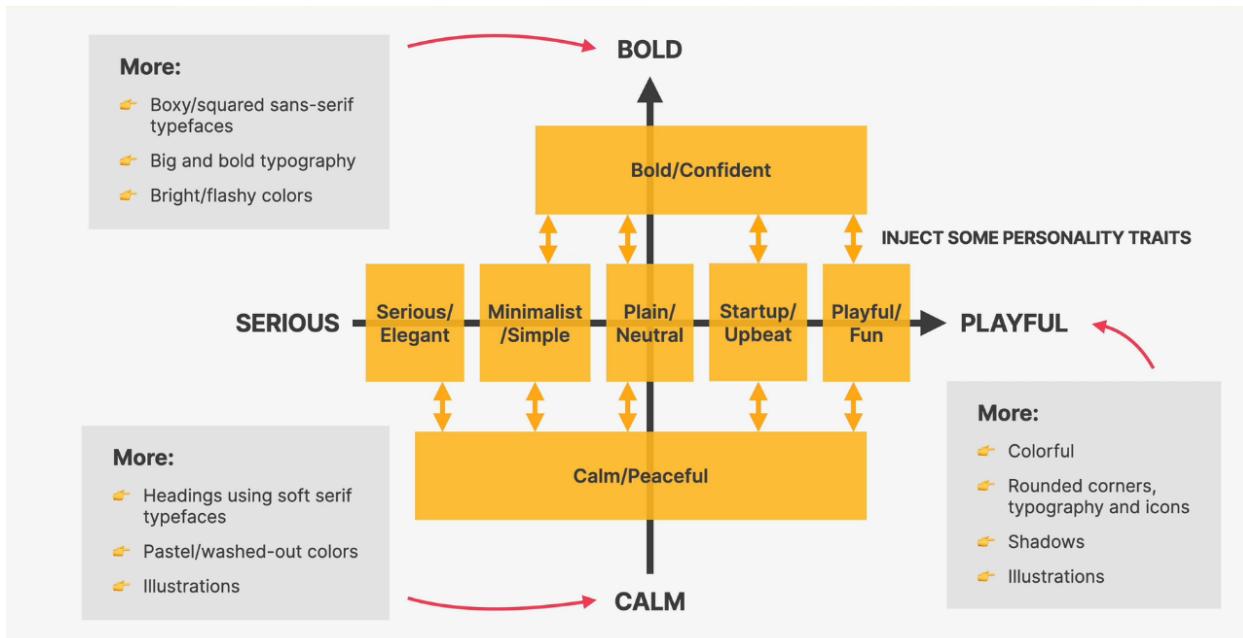
 OVERVIEW	Widely used in startups, featuring medium-sized sans-serif typefaces , light-grey backgrounds , and rounded elements
 INDUSTRIES	Software startups, and other modern-looking companies
 TYPOGRAPHY	Medium-sized headings (not too large), usually one sans-serif typeface in whole design. Tendency for lighter text colors
 COLORS	Blues, greens and purples are widely used. Lots of light backgrounds (mainly gray), gradients are also common
 IMAGES	Images or illustrations are always used. 3D illustrations are modern. Sometimes patterns and shapes add visual details
 ICONS	<input checked="" type="checkbox"/> Icons are very frequent
 SHADOWS	<input checked="" type="checkbox"/> Subtle shadows are frequent. Glows are becoming modern
 BORDER-RADIUS	<input checked="" type="checkbox"/> Border-radius is very common
 LAYOUT	Rows of cards and Z-patterns are usual, as well as animations

7. Personality 07 - Playful/Fun

▼ Cheat sheet

 OVERVIEW	Colorful and round designs, fueled by creative elements like hand-drawn icons or illustrations, animations, and fun language
 INDUSTRIES	Child products, animal products, food
 TYPOGRAPHY	Round and creative (e.g. handwritten) sans-serif typefaces are frequent. Centered text is more common
 COLORS	Multiple colors are frequently used to design a colorful layout, all over backgrounds and text
 IMAGES	Images, hand-drawn (or 3D) illustrations, and geometric shapes and patterns are all very frequently used
 ICONS	<input checked="" type="checkbox"/> Icons are very frequent, many times in a hand-drawn style
 SHADOWS	<input checked="" type="checkbox"/> Subtle shadows are quite common, but not always used
 BORDER-RADIUS	<input checked="" type="checkbox"/> Border-radius is very common
 LAYOUT	 All kinds of layouts, no particular tendencies

Advanced: Combining Playfulness and Boldness



▼ Example

1. Honeymoon Registry (Minimalist/Simple)

- MINIMALIST/SIMPLE**
- BOLD/CONFIDENT**
- Big and bold typography
- Big color blocks

2. Vercel (Bold/Confident)

- BOLD/CONFIDENT**
- Very boxy typeface
- Big and bold typography

3. Odemy (Startup/Upbeat)

- STARTUP/UPBEAT**
- Big and bold typography

4. Drip (Playful/Fun)

- BOLD/CONFIDENT**
- PLAYFUL/FUN**
- Irregular round design elements
- Hand-drawn icons and patterns

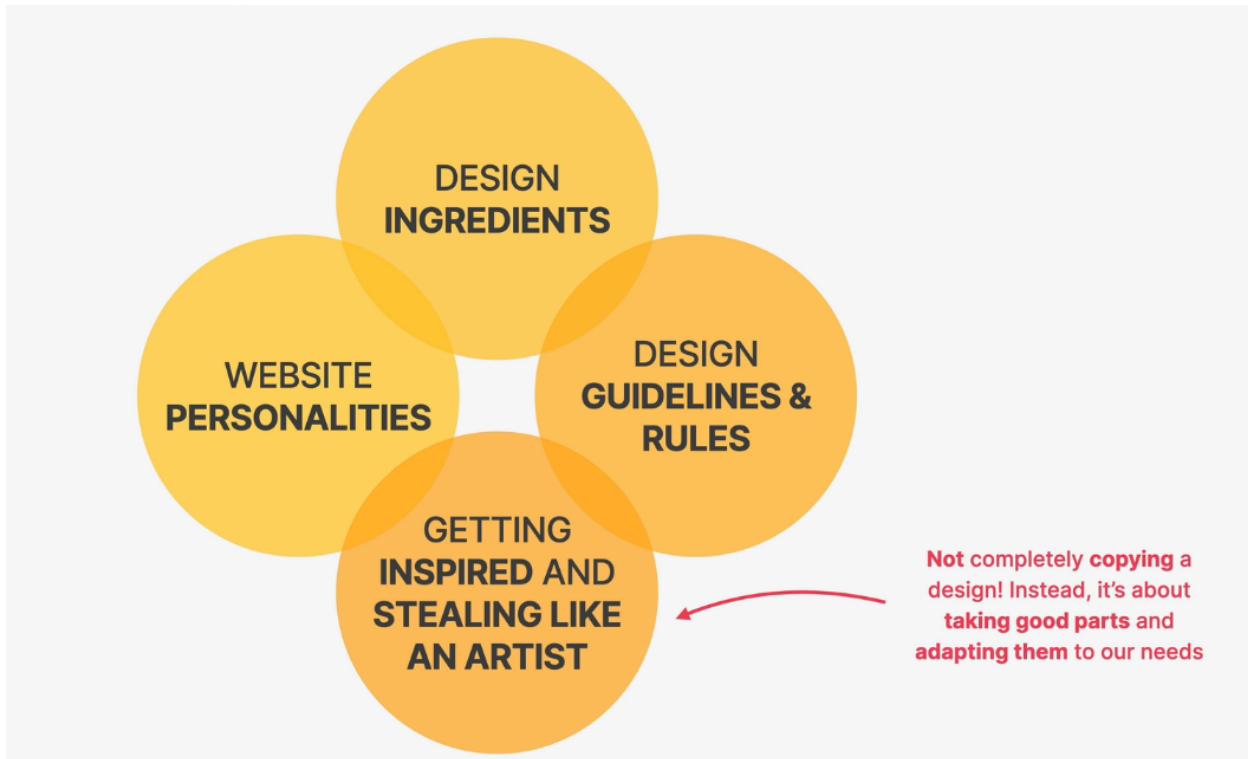
5. Acorns (Calm/Peaceful)

- CALM/PEACEFUL**
- Headings using soft serif typefaces
- Illustrations in calming pastel colors

6. Acorns (Bold/Confident)

- BOLD/CONFIDENT**
- Big and bold typography

STEAL LIKE AN ARTIST

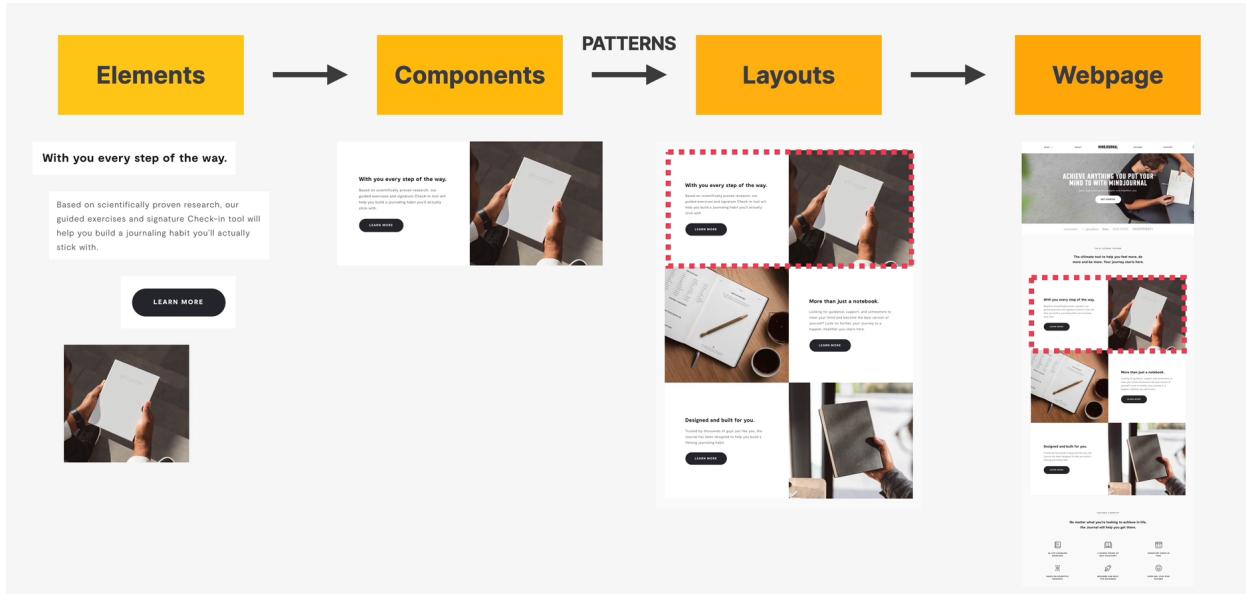


- www.land-book.com
- www.onepagelove.com/inspiration
- www.awwwards.com/websites
- www.screenlane.com
- Dribbble.com
- Lapa.ninja
- UiSpace.net
- Uigarage.net
- Ulbundle.com
- UiStore.design
- FreebiesUI.com

COMPONENTS AND LAYOUT PATTERNS

10a. Web Design Rules #10 - Part 1: Elements and Components

From Elements to Webpage



1. Use **common elements** and **components** to convey your website's information.
2. Combine components into layouts using **common layout patterns**
3. Assemble different **layout areas** into complete, final page.

A) Elements

1. Text
2. Buttons
3. Images
4. Input Elements
5. Tags

B) Components

- | | |
|------------------------------|---------------------------|
| 1. Breadcrumbs | 10. Carousel |
| 2. Pagination | 11. Customer testimonials |
| 3. Alert and status bars | 12. Customer logos |
| 4. Statistics | 13. Featured-in logos |
| 5. Gallery | 14. Steps |
| 6. Feature box | 15. Forms |
| 7. Preview and profile cards | 16. Tables |
| 8. Accordion | 17. Pricing tables |
| 9. Tabs | 18. Modal windows |

C) Section Components

1. Navigation
2. Hero section
3. Footer
4. Call-to-action section

D) Layout Patterns

1. Row of boxes or cards
2. Grid of boxes or cards
3. Z- Pattern
4. F-Pattern
5. Single-Column
6. Sidebar

- 5. Feature row
- 7. Multi-Column/Magazine
- 8. Asymmetry/
Experimental

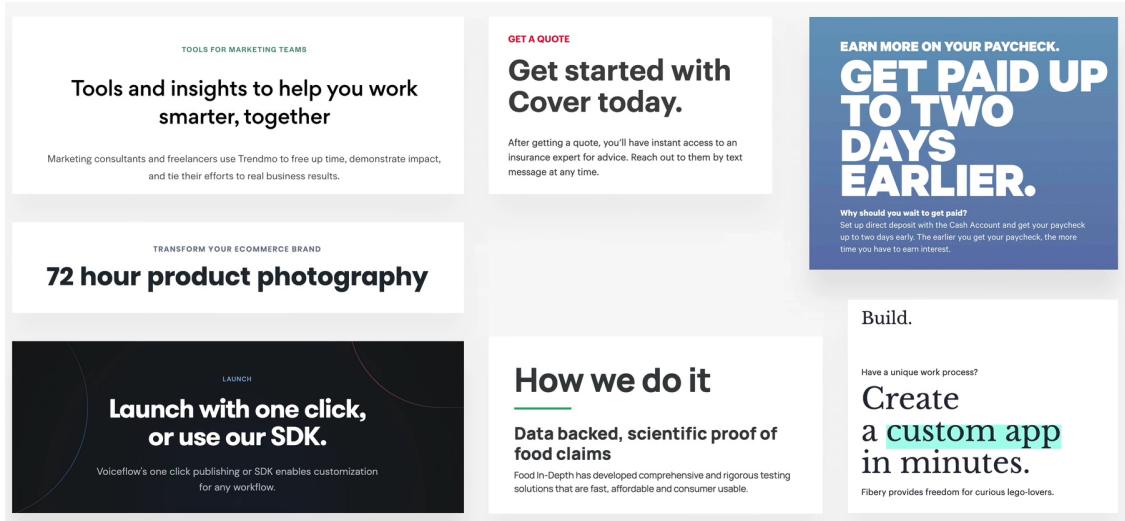
▼ EXAMPLES FOR A

A-1) TEXT

▼ Examples

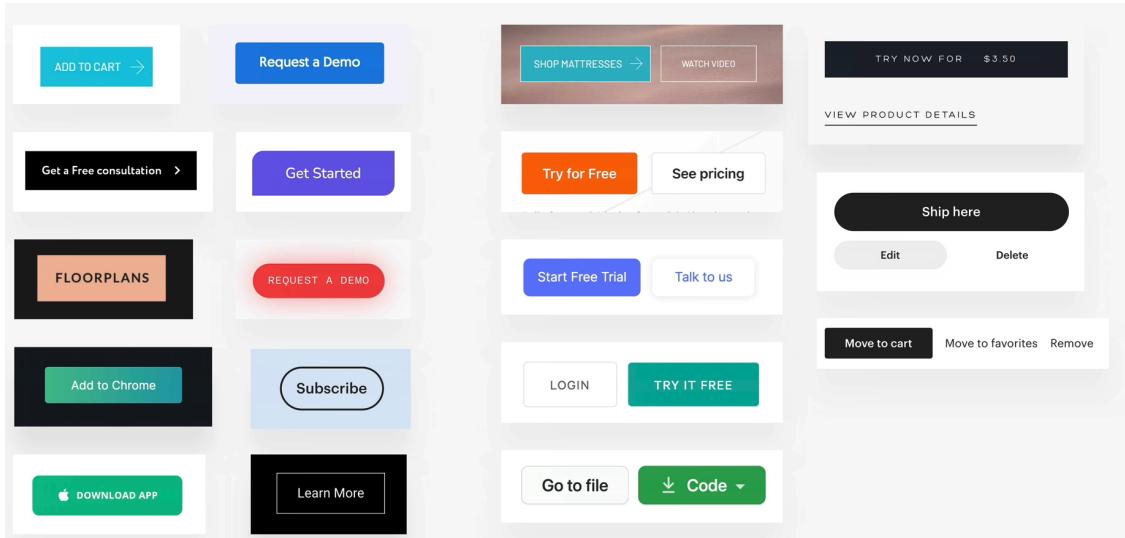
The collage consists of five separate sections, each demonstrating a different approach to text-based user interface design:

- Job Description Rewriter:** A tool that generates longer variants of job descriptions. It includes a sub-section for "Shorten development, deployment, and migration cycles".
- Fibery:** A work management platform that adapts and grows with your company.
- Everyone on the same page. For real.**: A platform for real-time collaboration and version control.
- Most Popular Tour Categories:** A section listing popular tour categories.
- Icelandic Tourism Example:** A section describing the variety of experiences offered in Iceland, mentioning its nature and adventure opportunities.



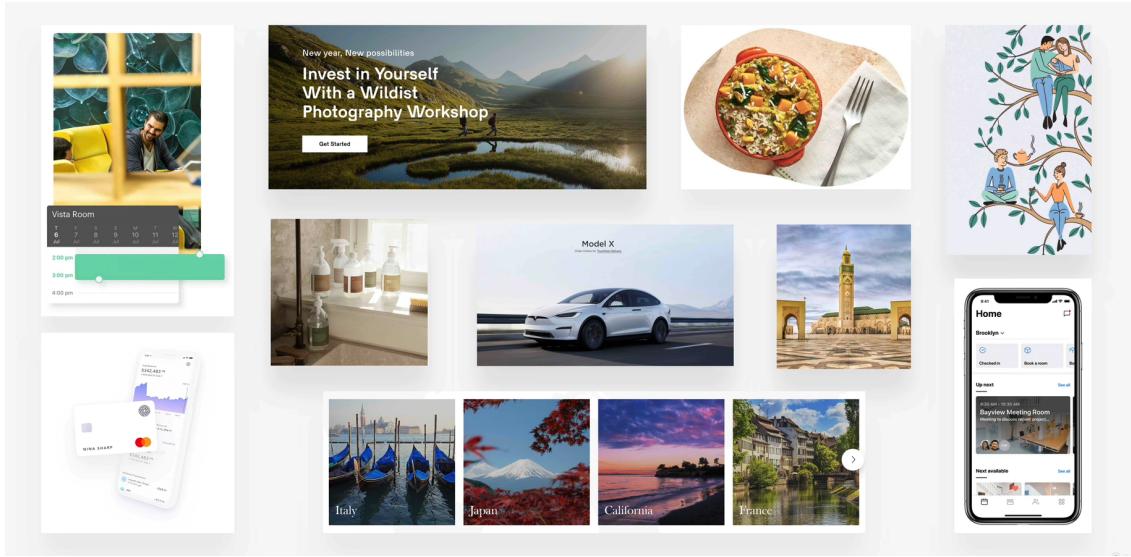
A-2) BUTTONS

▼ Examples



A-3) IMAGES

▼ Examples



A-4) INPUT ELEMENTS

▼ Examples

Amazon Deliver to Portugal All

Udemy Categories Search for anything

Github Search for UI designs... Screens Inbox flows User flows

Enter your work email address Get a demo

DELIVER EVERY

30 DAYS
15 DAYS
30 DAYS
45 DAYS
60 DAYS

Due to the pandemic, our delivery times may be longer than usual.

CASE QUANTITY

- 1 + 12 BOTTLES

Venue

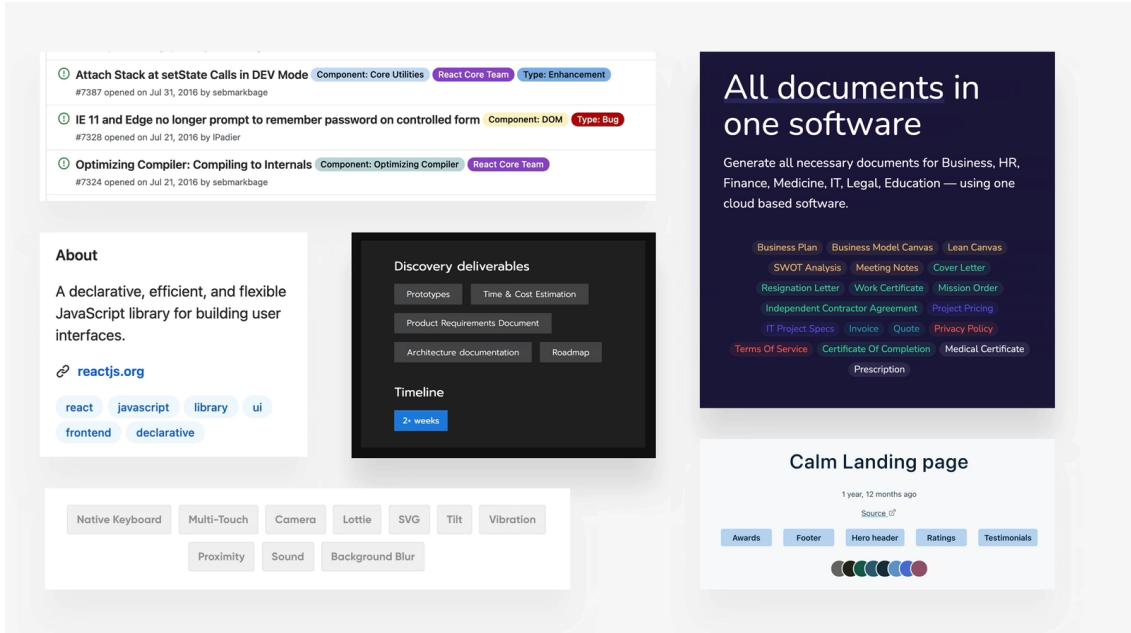
- 1 +

Active Members

- 50 +

A-5) TAGS

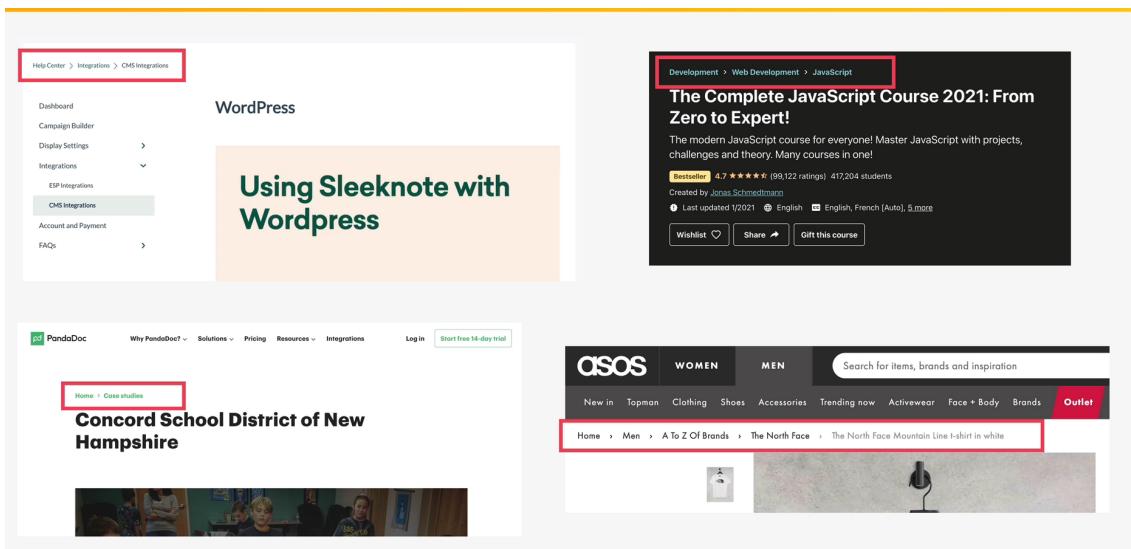
▼ Examples



▼ EXAMPLES FOR B

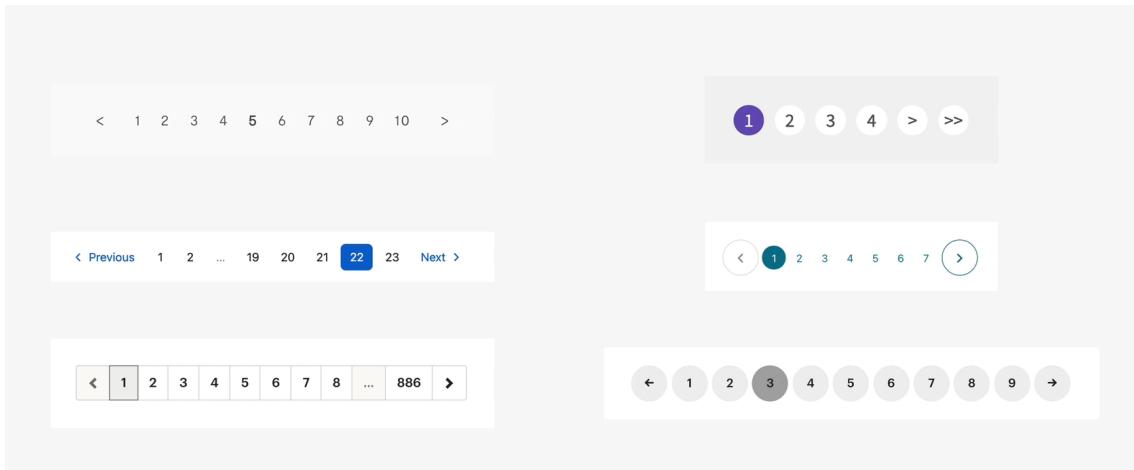
B-1) BREADCRUMBS

▼ Examples



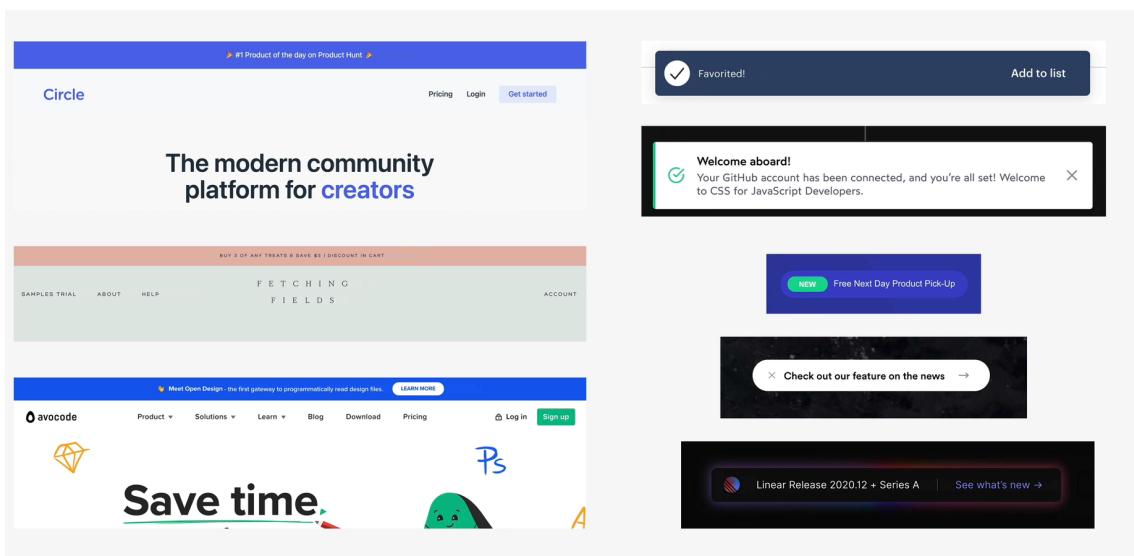
B-2) PAGINATION

▼ Examples



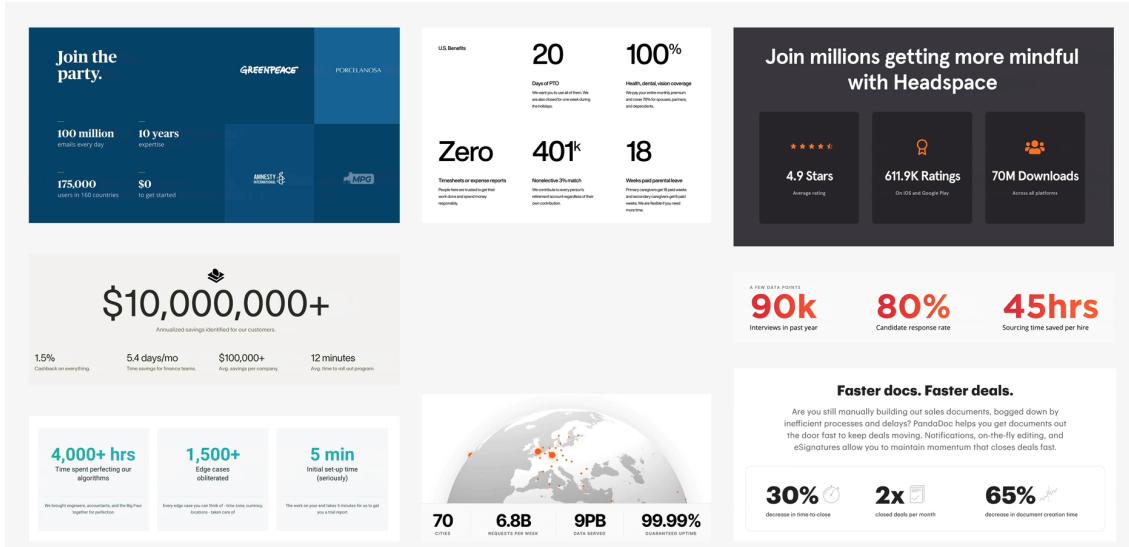
B-3) ALERT AND STATUS BARS

▼ Examples



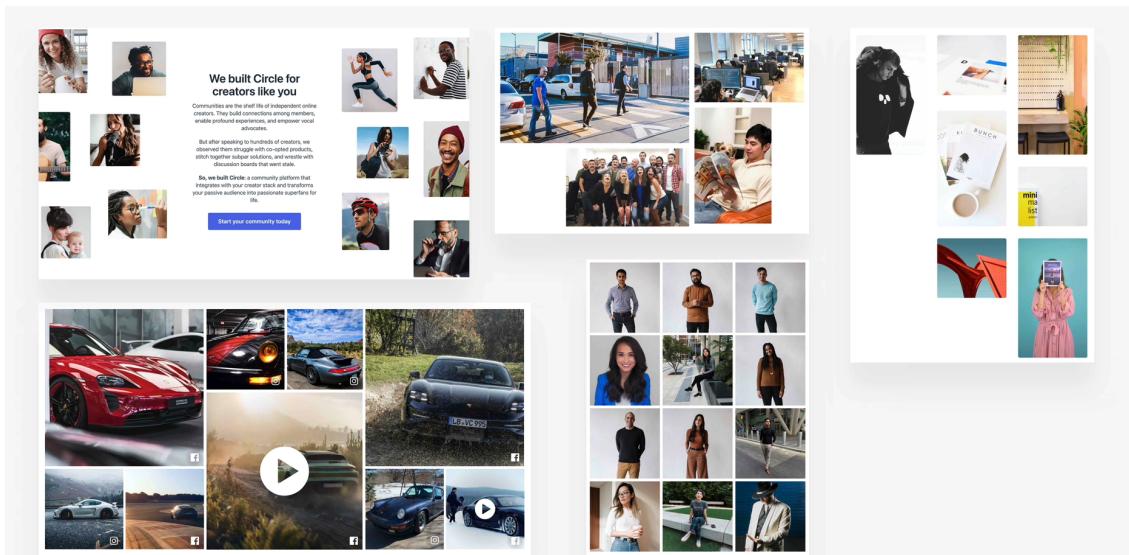
B-4) STATISTICS

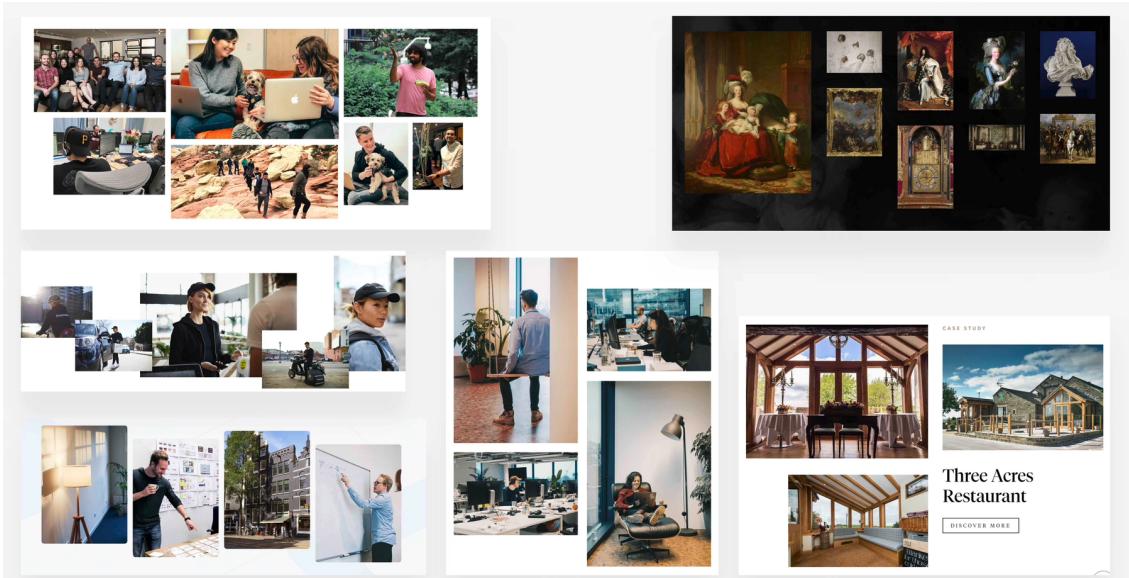
▼ Examples



B-5) GALLERY

▼ Examples





B-6) FEATURE BOX

▼ Examples

Scope of work
Brief but powerful, the scope of work is one of the essential tools in the project management world.

ADDED SUGAR
Added sugar consumption has been linked to cognitive decline, cellular aging, weight gain, and inflammation.

On average we spend almost 12 hours a week going through our email inboxes!

Subscriptions
Generate recurring revenue and build customer loyalty by selling subscriptions to your products on a weekly or monthly basis.

Consult
Schedule a consultation
Chat with one of our executive financial design consultants to see how our services can fulfill your project needs.

\$33M
Trackable revenue generated across our portfolio

Lightning fast delivery
Try our 2-day service and get your shirts by February 12

ANXIETY
Quiet your mind and calm the storm.
When things get hectic and your stomach is in knots, Feels can ease your mind and calm you down so you can live in the present and have a better day.

INSIGHTS
Log in once, see everything
See social media, paid ads, Google Analytics, Shopify, and email marketing together. Drive results with clear, actionable insights across platforms.
[Learn more →](#)

Membership communities

Circle offers the flexibility to create a membership experience that's truly yours.

With direct integrations to tools like Memberstack and Memberspace, Circle can fit seamlessly into the rest of your membership stack.

Examples include...

- Exclusive memberships
- Communities for courses
- Premium masterminds
- Paid newsletters
- Conference communities

Secure

Safeguard your agreements

Visitor Management

Keep your office safe and secure. Allow visitors to check in, sign NDAs, and print badges on entry. Our software also helps you save time by allowing your employees to pre-register their guests.

Close to the metal

From direct integrations with card networks and banks to checkout flows in the browser, we operate on and optimize at every level of the financial stack.

FIND

Find and attract candidates

Fill your pipeline quickly with one-click job posting to 200+ sites, AI-powered sourcing, employee referrals and more.

LEARN MORE >

Design consultants

Our team can help you create your FF&E specification, keeping it on time and in budget.

B-7) PREVIEW AND PROFILE CARDS

▼ Examples

ATV Black Beach Safari and the Plane Wreck

FROM HYRDLJSOKULL

POPULAR

ATV Black Beach Safari and the Plane Wreck

1 all-year 2 hrs 131

Magnesium

The Dream Weaver

From Irish seawater
Includes 72 trace minerals
High solubility
Essential mineral for over 300 reactions in the body

\$6 Add

Eco-Friendly Hemp Pet Collar | Dog Col...

EUR 25.00 FREE shipping

5 people have this in their cart

€12.99 €129.99 90% off

5 hours left at this price!

Add to cart

Buy now

30-Day Money-Back Guarantee

This course includes:

- 68 hours on-demand video
- 20 articles
- 10 downloadable resources
- Full lifetime access
- Access on mobile and TV
- Certificate of completion

Apply Coupon

Daily Digest

Private - Daily at 12:00 pm

Read Edit

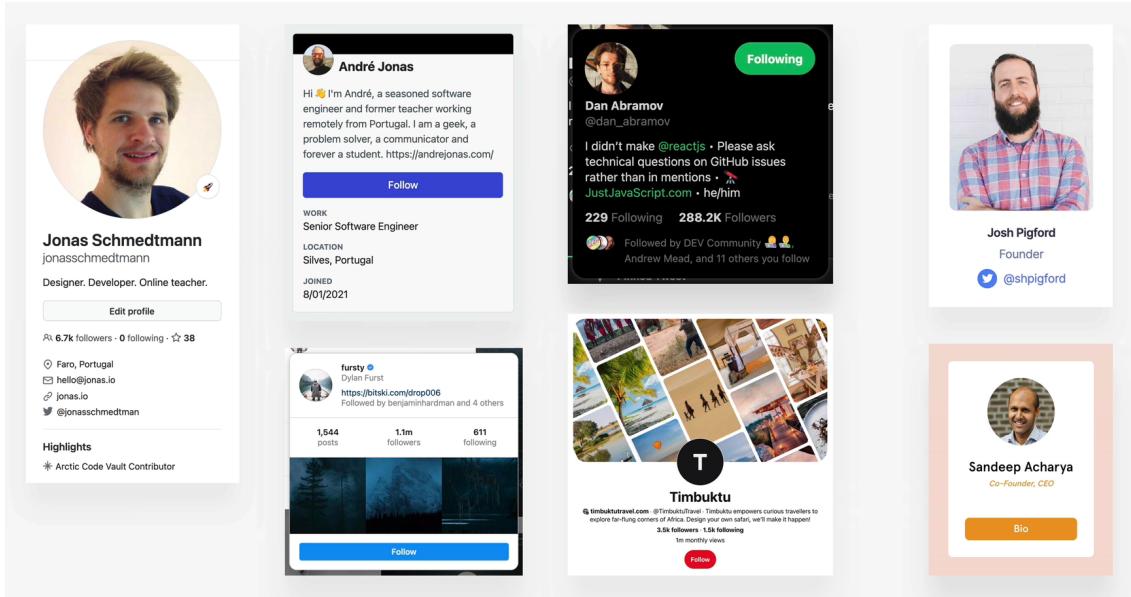
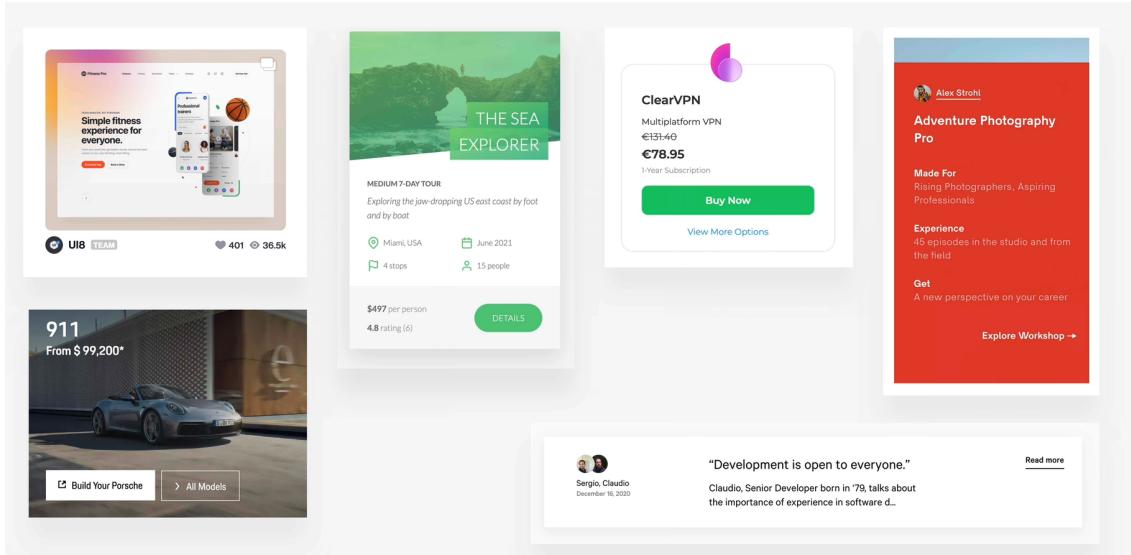
React Native for Designers Part 2

12 videos - 3 hours

PIADINA WITH BREADED CHICKEN, TZATZIKI SAUCE AND SPINACH

25 Media

GO TO RECIPE >



B-8) ACCORDION

▼ Examples

FAQ

We know that you have a lot of questions, we've tried to list the most important ones 😊

- Do I need to pay only once to get Popkit for life?
- Do I need how to code?
- Does Popkit will work with my website?
- Does Popkit affect Website Performance?
- Do you have plans for larger needs?
- Can I use the Popkit widgets adapted to my language?

Current Job Openings

All Departments	Openings
Customer Success	6 Openings
Engineering	35 Openings
Finance	2 Openings
Legal	3 Openings
Head of Legal Dep. Corporate / M&A	1 Opening
Legal Counsel - Commercial	1 Opening
Senior Legal Counsel - Commercial	1 Opening
Marketing	1 Opening
Sales Americas	4 Openings
Sales APAC	5 Openings
Sales EMEA	8 Openings
Security & IT	1 Opening

WHAT WE DO (SO YOU DON'T HAVE TO)

01 Project net worth over time

By using relevant third-party data, felt more accurately calculates the cost of each scenario you explore and its impact on your overall finances.

- US Census earnings growth data
- Bureau of Labor Statistics retirement spending data
- Real-time property prices from Redfin
- Freddie Mac mortgage data
- Department of Education's projected college costs

02 Incorporate the essential data

By using relevant third-party data, felt more accurately calculates the cost of each scenario you explore and its impact on your overall finances.

03 Reflect your all-in costs

WHAT'S COVERED?

- Your personal belongings in your home
 - When they are damaged, destroyed or stolen
- Your liability to other people
 - Occupier's and personal liability
- Visitors' possessions
 - Damage occurring at your home, provided they are not insured elsewhere
- Money cover
 - Covers against loss or damage occurring at any location within the United Kingdom

FAQs

- How can I get started?
- Which platforms does Yotpo support?
- Is my data secured? Who owns the content?
- Can I connect Yotpo to my other marketing tools?

How much does Yotpo cost?

Our pricing plans are based on your business needs, taking into account your monthly order volume, traffic and the number of products you sell. The more you sell with us, the more value we can offer you.

Does Yotpo support businesses with high order volumes?

Yes, we have a solution for any order volume. Over...

Does Yotpo work with Google, Facebook & Instagram?

Yotpo is an official marketing partner of Facebook...

What kind of plans do you offer for small brands?

Our Growth plan, starting at \$19, is perfect for small...

Multi-brand specialists

Industry-leading repair-rate

Last year Greenbridge Technology repaired 86% of devices sent to us by our customers. Our primary objective is to get customers' devices fixed and returned to them as quickly as is possible. This industry-leading repair rate is the central pillar of Greenbridge's commitment to deliver large cost-savings to our Clients, and to minimise the amount of electrical waste being generated from our claim flows. Greenbridge Technology delivers low average costs per claim for our Clients as well as a great environmental outcome.

Best-in-class SLAs

Modern customer experience

API and Integration Solutions

Frequently Asked Questions

- Is my data really secure?
- How do you backup my data?
- Can I cancel my account at any time?
- Can I change plans after I signed up?
- What plan do I get with the free trial?
- What happens after my trial is over?
- What are Contributors?
- What is a Product Admin?
- What is a Product Editor?
- What is a Feedback Manager?

WHAT'S COVERED?

B-9) TABS

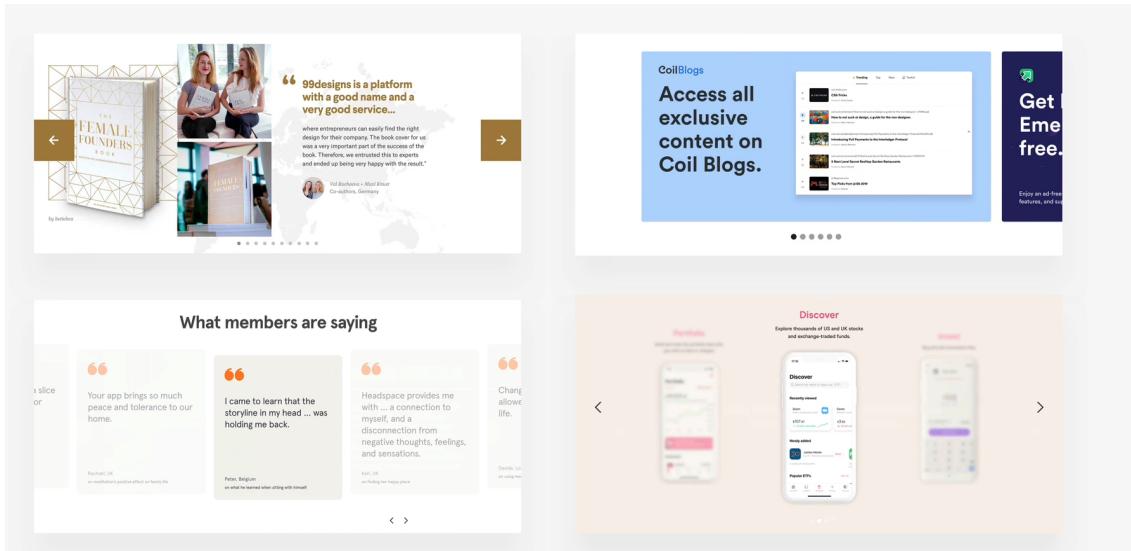
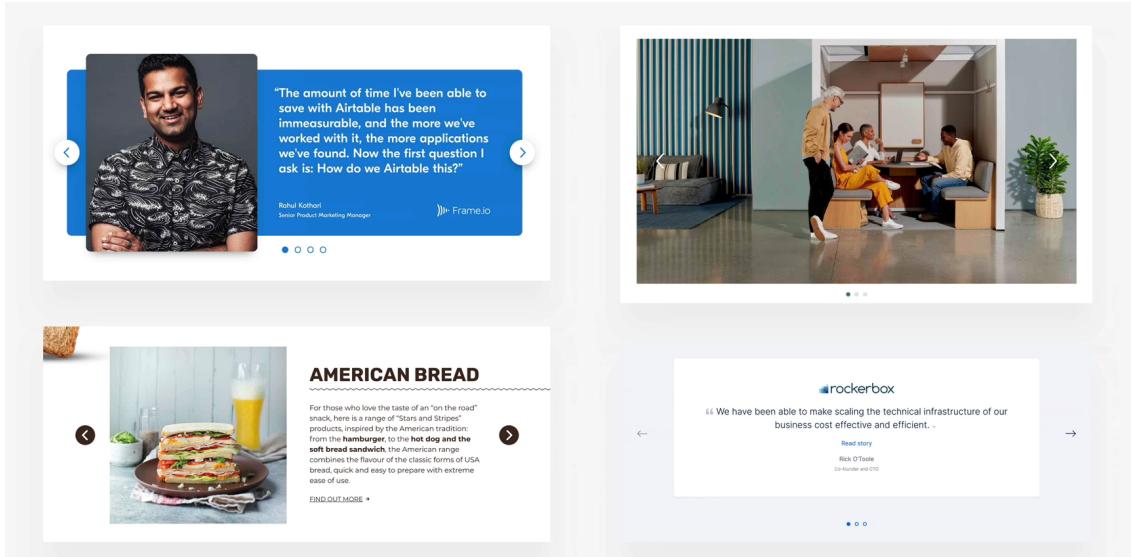
▼ Examples

The collage consists of six distinct web pages:

- E-commerce Product Page:** Shows a Kindle book listing with price, features, and purchase options.
- Marketing Hub:** A landing page for a marketing tool, featuring a hero image of a smiling man and a breakdown of organizational silos.
- Customer Support Tools:** A dashboard showing real-time KPIs for customer support agents.
- Marketing Pricing Plan:** Compares Starter, Professional, and Enterprise plans for marketing contacts.
- Product Detail Page:** A detailed page for a bamboo toothbrush, including descriptions, care instructions, ingredients, and end-of-life information.
- Digital Marketing Services:** A page listing various services like Laser Beam Dedicated Team and Worthwhile Mobile.
- Cloud Computing Services:** A page for Droplet management, including Deploy, Scale, Store, Secure, and Monitor sections.
- Health Product Page:** A page for Plant-Based Protein, featuring a product image and health benefits.
- Mobile App Landing Page:** A landing page for a mobile app with a video player and navigation tabs.

B-10) CAROUSEL

▼ Examples



B-11) CUSTOMER TESTIMONIALS

▼ Examples

"hey.com is the most exciting app I've used in years. A complete rethinking of email, full of bold, brilliant ideas. Highly recommended. Not only for the product itself, but because its boldness will inspire you to question your assumptions and think differently."

 **Adrian Melovery**

"I just got an early demo of Hey from @jasonfried. I can confirm this will be my new default email over Gmail... it's a beautiful rethinking of everything wrong with email. I can't wait for all you to play with it soon."

 **Kristin Rose**

"Let me tell ya'll something: Hey is going to change the way we use email. Bye-bye Gmail. Helllooooo Hey."

 **Kristin Rose**

Don't just take our word for it

See what some of our 10000+ users across the globe have to say

 **Hanna Stewart**
Head of Sales at Doshboard

"We are super happy for our automated sales campaigns, and for this the solution is pretty great."

 **Britney Barrett**
Co-Founder at Kindred

"Pretty happy with how quickly set up our outreach campaigns while running fast and easy tests on messaging."

 **Alessandro Rinaldi**
Head of Business Development at Lululeath

"Reply+ will take care of your weightlifting while you can focus on closing deals with your engaged prospects."

 **Joseph G.**
Software Engineer

I can do everything on my own schedule. From picking the interview times slots to selecting only the companies that were a good fit where looking to hire me.

 **Jenae S.**
UX Designer

I've never felt so taken care of by a recruiter in my life. Saving my Talent Advocate goes above and beyond. It is an understatement. She clearly loves what she does, and that devotion is absolutely contagious.

 **Jon Henshaw** (Lead SEO Analyst - CBS Interactive)

Leo is much more sophisticated than a simple news filtering tool. It's a true AI that uses machine learning and NLP to filter out the noise.

 **Kyle Barbato**
Sr. Manager, Talent Acquisition, Braintree

We call it our cheat code. To find qualified talent that's looking ... half the battle is already won.

 **John Crain**
Software Engineer

Have been trying out @TandemHQ for video and screen share. Love not having to keep track of zoom links. 🌐

 **Avery Carter**
Product @ PlaceNode

Our team has been using Tandem for video and screen share. We have a really nice way to start conversations.

Working from home, you feel that there's constant social awareness over starting calls or writing a quick cat with another teammate. Tandem solves that problem from what I've seen.

The team works hard and gives a lot about customer feedback which is awesome. Keep it up!

 **Jason**
@jasonfried

Huge fan of Tandem so far! I think this is going to take distributed teams to the next level. I'm excited for the cooking up. Just that it was inspired by us. As the manager of a semi-remote team, anything to make remote work more enjoyable and productive is 🔥

 **Kevin Hale**
@khale

Just tried Tandem and it probably took me 10 seconds to download their collaboration apps for remote teams. I've seen Screenhero. So many beautiful little details. tandem.chat

 **Naima Prophet**
@naima_prophet

Tried out @TandemHQ today with @engagingscience and loved it. Much better than video conferencing for virtual coworking.

 **Devide Dostal**
Software Engineer, Twitter Games

<Pros with fresh ideas. This studio is able to make digital products around people's needs>

 **Kristen Baggett**
Customer Success Manager, Fathom

Offsite makes this team great. I love they're helping us in decision-making. We expect talking about things over and over and just focused on building the right product.

 **Victoria Beck**
Customer Success, Fathom

Fathom is a world-class team working at the intersection of technology, design and business. If you are expert in those areas, and obsessed with design, you can create beautiful things that just work. That's what they do.

 **David Pinder**, owner of Valta

Fathom is the perfect privacy-based Analytics solution for us. We can provide the metrics that our clients need and measure them that their customers' data isn't being shared with faceless companies.

 **Joël Gascogne**, CEO of Buffer

I installed Fathom on my personal website yesterday, and wow, what a breath of fresh air. I love how simple it is, and for something like a blog, it easily gives you all the traffic metrics you could want.

 **Chaitra Marie**, creative director of ConvertKit

I switched to Fathom because it's an ethical analytics tool that I can trust with my data. The interface is beautifully simple to use. It shows me exactly what I need to know about my site's performance, and nothing I don't.

 **Oskar Krawczyk**, cofounder of J2Fiddle

Developers are pretty tech-savvy people, and these days very privacy-cautious—they understand that their data is being tracked across the internet, that's why we choose Fathom, because they don't do that.

From our clients

 **Devin Shaw**

Tandem leaves a huge impression on our public domain audience because it allows students to ask questions in real-time as they watch a video. It's a great way to engage them and it's the most modern chat application for schools.

 **Blige Apok**
@blige_apok

Tandem helps us to connect directly with our students and support them immediately with their questions. It's a great way to engage them and it's the most modern event technology available. I highly recommend it to anyone who is looking for a better way to interact with their students.

 **Andrew Walker**
@andrewwalker

Tandem gives our clients a quick and easy way to send out video messages. It's a great way to engage them and it's the most modern way to interact with them. I highly recommend it to anyone who is looking for a better way to interact with their clients.

 **Eugene Chatzis** (CEO @ High Flyers Agency)

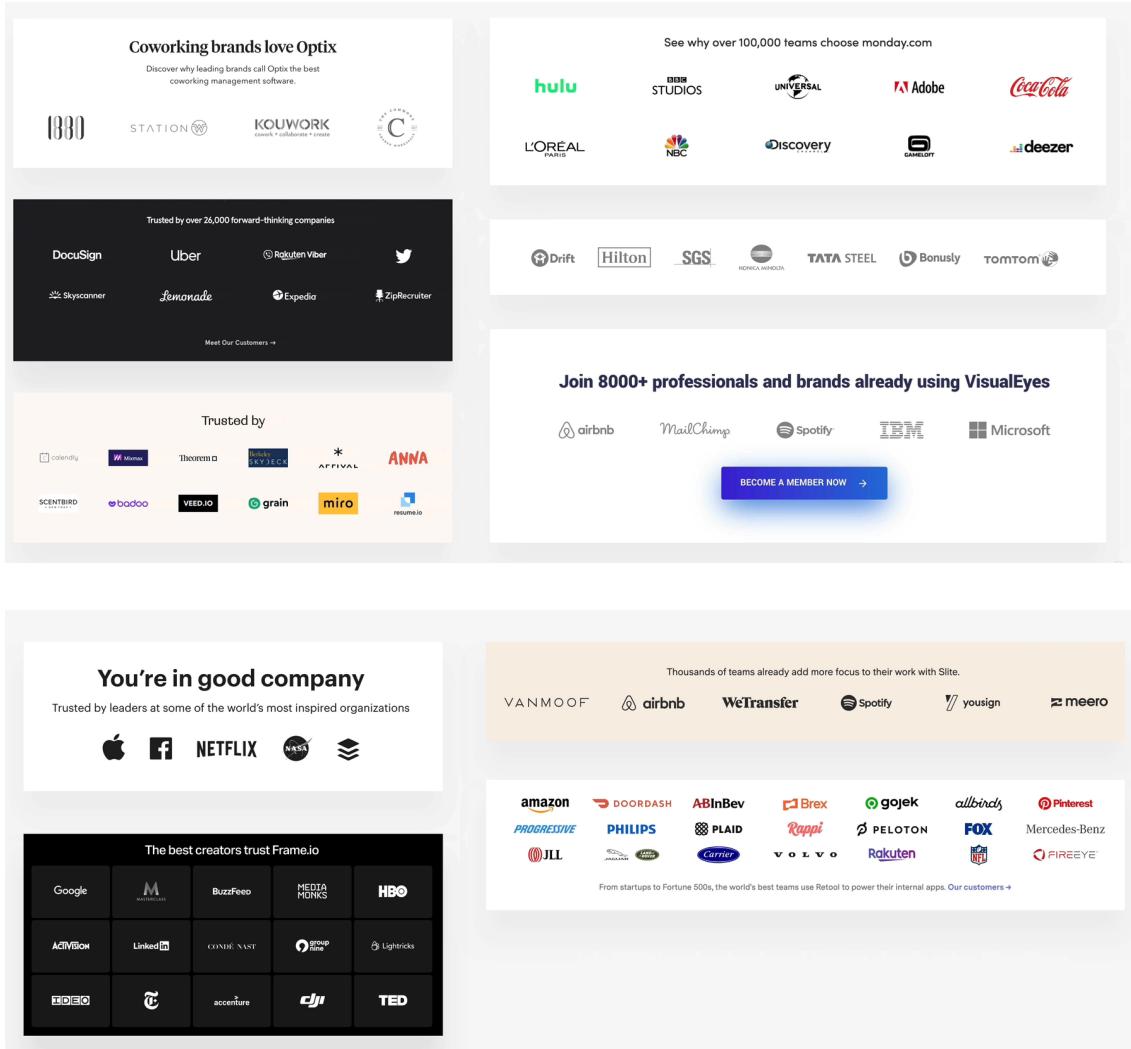
Thanks to Upflow, we are able to gain real-time visibility into our customer debt and follow up on unpaid invoices if necessary.

 **Laura Chang**
Senior Analytics Manager, People

"Polly makes it easier for employees to share their voice."

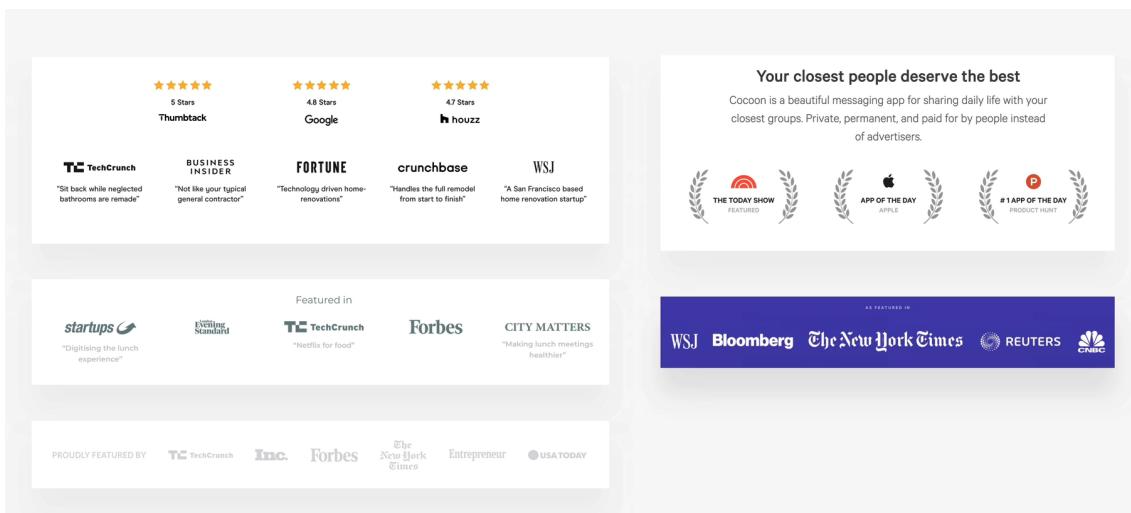
B-12) CUSTOMER LOGEOS

▼ Examples



B-13) FEATURED-IN LOGOS

▼ Examples



B-14) STEPS

▼ Examples

01 Any product, any website
Right-click on any image on any website and click [Save to project](#)

02 Save it to Clippings
Add details and select your project. The product will be added to the board.

03 We'll source it for you
Request a quote on Clippings, and our team will source it for you.*

*Subject to project qualification, fees may apply.

It's easy as 1, 2, 3
Clerksy can help use your unique business needs. Here's how:

- Fill out a form and tell us what you're looking for: **5 minutes**
- Time it will take a Clerksy rep to follow up: **24 hours**
- Take advantage of our monthly plans starting at: **\$969 USD**

[Book Free Discovery Call](#)

1. Pick a style
[Browse our style templates](#) to find the best visual match for your product. You can even try a free sample photo if you're not sure.

2. Pack your products
Schedule a free next day product pick-up and leave the leg work to us. We'll text you once your photos are ready!

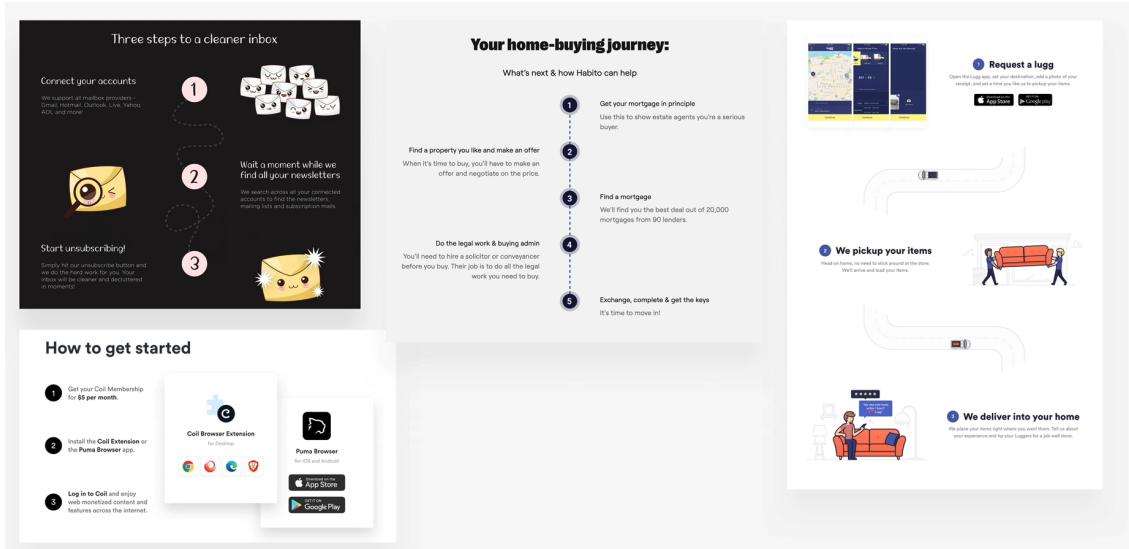
3. Download photos
Resized for feed, story or billboard - Simply hit download and share instantly on your e-commerce store or social media.

1. Solve a programming quiz (~15 min)
Take a role-specific quiz that will prove your knowledge.

2. Take the coding challenge (~40 min)
Because we value your skills, not your CV.

3. Record a 3-minute video (~6 min)
We've recorded 3 simple questions for you to answer.

4. Receive offers! (as long as you want)
Become visible to all companies and get matched with the relevant ones.

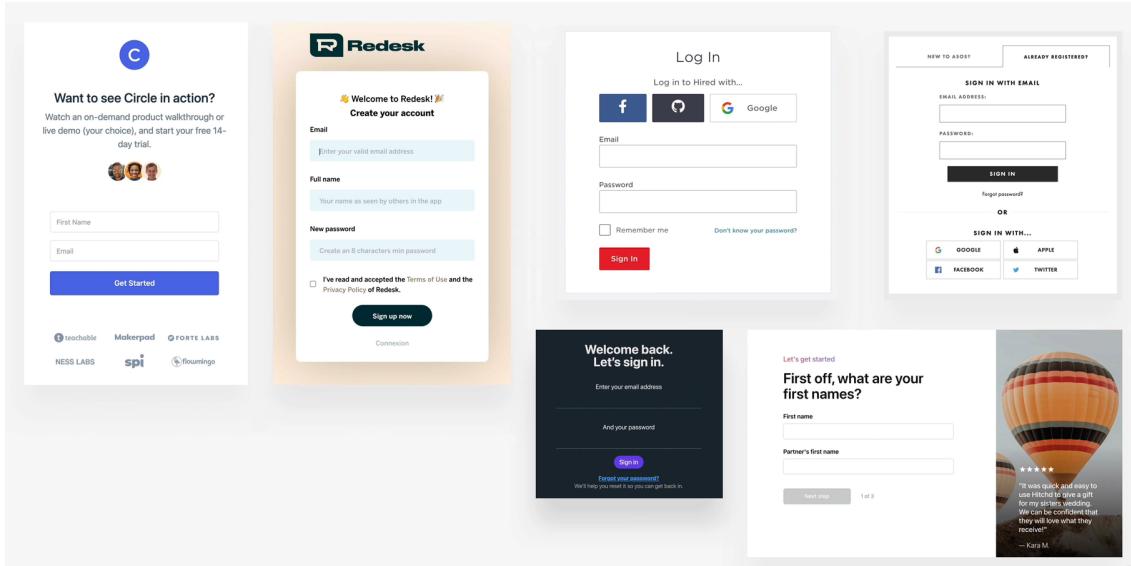


B-15) FORMS

▼ Examples

The image displays four different forms for user interaction:

- General Contact Form:** A white form with fields for Name (First Name and Last Name), Email (pat@acmebank.com), Phone (977-288-0901), Company Name (Acme Bank), Role (Pick one dropdown), and a green 'Request A Demo' button.
- Real Estate Estimate Form:** A white form asking 'Tell us more about your home and we'll let you know your earnings potential instantly'. It includes fields for Name, Property Address, Email Address, Phone (Optional), Bedrooms, Bathrooms, and a red 'Get my instant estimate' button.
- Partnership Application Form:** A white form titled 'Become a partner' with fields for FIRST NAME, LAST NAME, COMPANY NAME, WEBSITE, HOW WOULD YOU LIKE TO PARTNER? (dropdown), NOTES, EMAIL, and a purple 'REACH OUT' button.
- Support Contact Form:** A white form titled 'Contact support' with fields for Write to us (Full Name, Work Email, Phone Number, Company, Company Size, Country, How can we help? (optional)), a blue 'Send Message' button, and a Contact support section with a Question dropdown, Tell us more—how can we help? (text area), Your email address (text input), and a blue 'Send email' button.



B-16) TABLES

▼ Examples

The collage includes:

- A table titled 'Leads' with columns for EMAIL, NAME, COMPANY, ROLE, and LOCATION. Data rows include ashley@clearbit.com, Ashley Taylor, Clearbit, Partnerships, San Francisco, CA; dcancel@drift.com, David Cancel, Drift, CEO, Boston, MA; elena@tealium.com, Elena Hill, Tealium, Digital Programs, San Diego, CA; marc@salesforce.com, Marc Benioff, Salesforce, CEO, San Francisco, CA; and payal@classpass.com, Payal Kadakia, ClassPass, Executive Chairman, New York, NY.
- A table titled 'Security' with sections for PASSWORD PROTECTION, TIME LIMITS, VIEW LIMITS, DOMAIN-RESTRICTED ACCESS, and IDENTIFY VERIFICATION. Each section has a 'Edit' icon.
- A table titled 'Buy now pay later providers' for Limepay, listing Pay in instalments (Yes), Buy now pay later providers (Yes), and Payment Gateways (No).
- A table titled 'Size chart' for clothing, showing size conversions between XS-XL and various international measurements like 33"-34", 26"-28", 32"-34", 33", 2-4.5, 36"-38", 29"-31", 35"-37", 33.5", S-7.5, 39"-41", 32"-34", 38"-40", 34", 8-10.5, 42"-44", 35"-37", 41"-43", 34.5", 11-13.5, 45"-48", 38"-41", 44"-46", 35.5", XXL, 49"-53", 42"-45", 47"-49", 36", and XXL, 54"-58", 46"-49", 50"-52", 37.5".
- A table titled 'Up Everyday Accounts' showing fees for Direct debits, Online payments, Deposits to Savers, Domestic ATM withdrawals, International ATM enquiry, International ATM withdrawal, International ATM enquiry, and Overdrawn interest rate. It notes that your Up account is free for most standard use, with interest charged when overdrawn.

The collage includes:

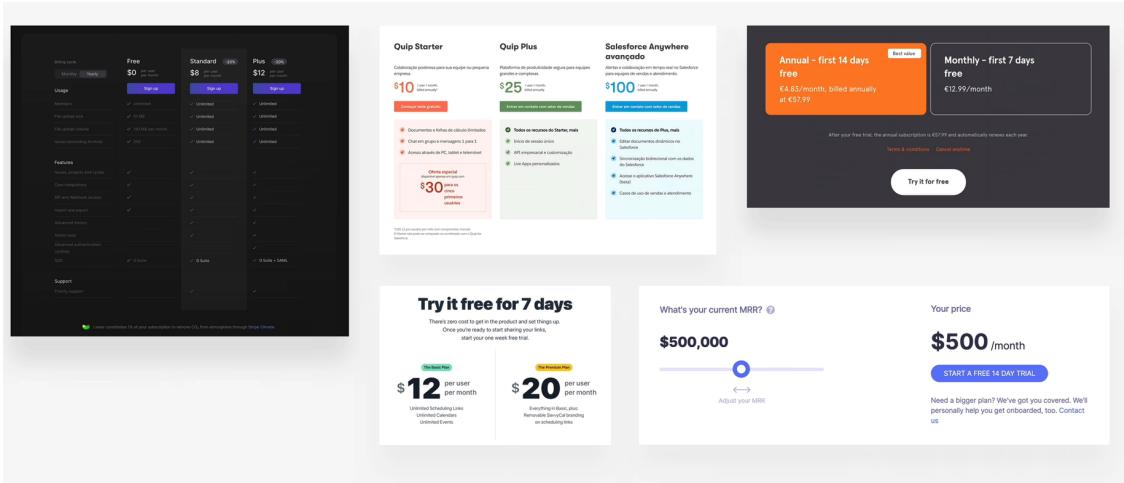
- A Dropbox feature comparison table for Personal and Business accounts.
- A table comparing storage options: 2 TB (2,000 GB), Share 2 TB (2,000 GB), 3 TB (3,000 GB), 5 TB (5,000 GB), and As much space as needed.
- A table showing user counts: 1 user, Up to 6 users, 1 user, 3+ users, and 3+ users.
- A section titled "Dropbox core features" with icons for sync technology, desktop experience, access, backup, sharing, and encryption.
- A table of stocks with columns for Stock, Ticker, Status, Exchange, Sector, IPO Price, No. of Shares, and IPO Date.
- A grid of 8 ETF tables, each with a logo, name, description, and trading information (LSE, GBP, ETF).
- A table for Memory components with columns for Memory, vCPUs, Transfer, SSD, \$/HR, and \$/MO.
- A table for Business plan features with columns for Free, Essentials, Business, and Enterprise.
- A "Let's talk" section with a call-to-action button.
- A "4/7 email and chat support on all paid plans" note.
- A "Feature Comparison" table for PRO, PREMIUM, and UNLIMITED plans.

B-17) PRICING TABLES

▼ Examples

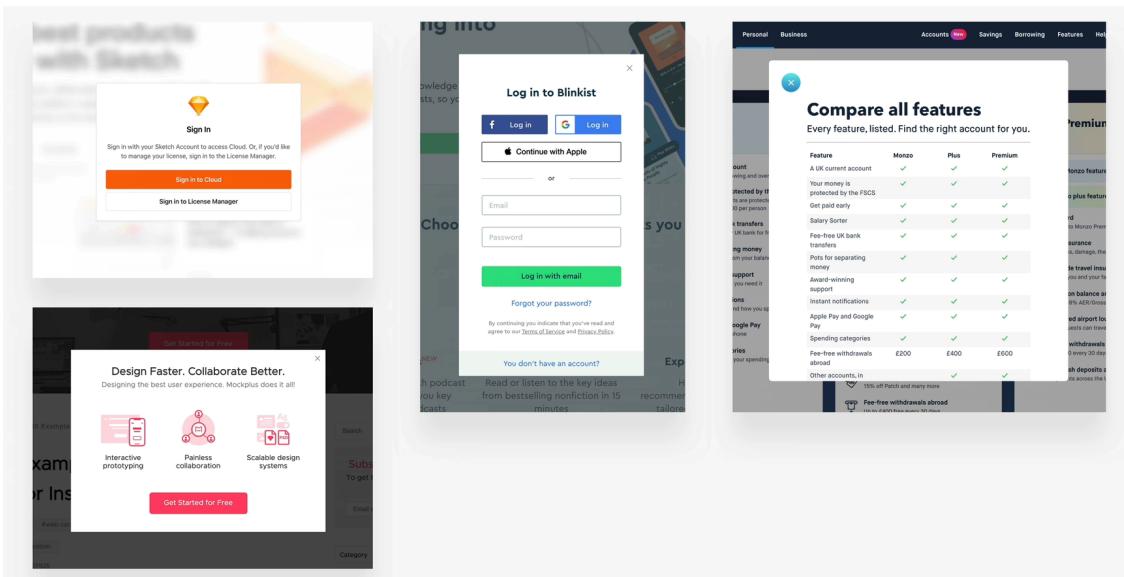
The collage includes:

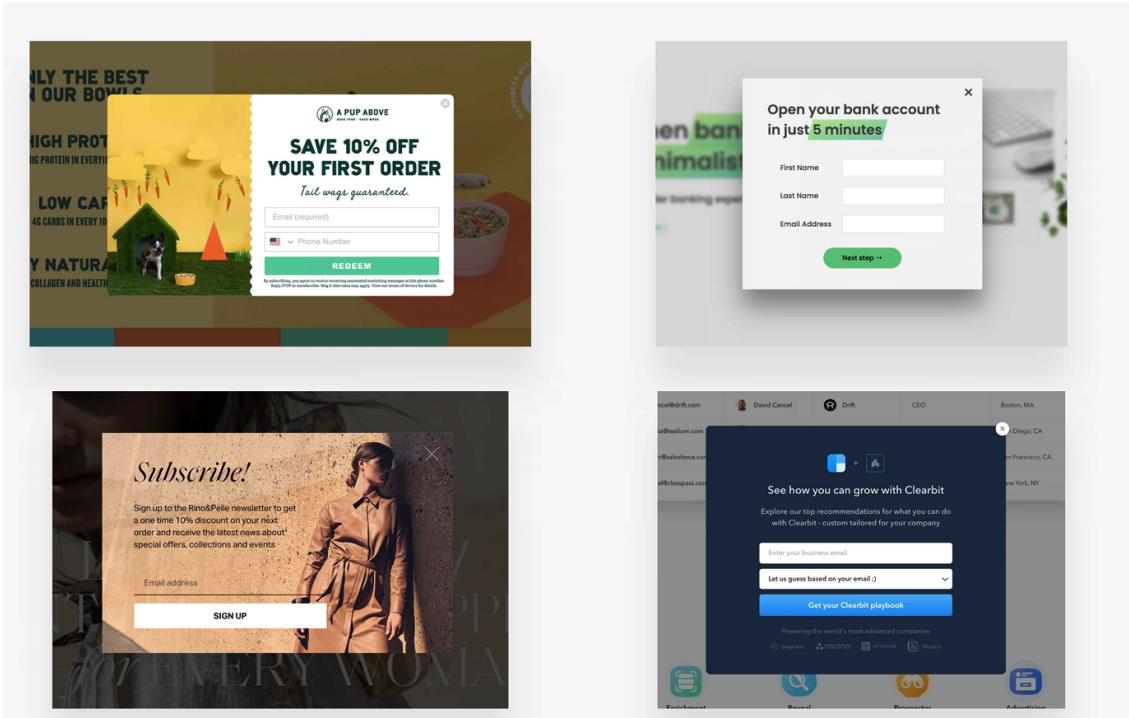
- A "Detailed price comparison" table for Starter (\$5), Professional (\$15), and Plus (\$24) plans.
- A "What you get for it" list for each plan.
- A "Free e-Sign" section with a "Create a free account" button.
- A "Essentials" section with a "Start free trial" button.
- A "Business" section with a "\$49" price and a "3 month per year" note.
- A "Enterprise" section with a "Let's talk" button.
- A "4/7 email and chat support on all paid plans" note.
- A "Feature Comparison" table for PRO, PREMIUM, and UNLIMITED plans.
- A "Feature Comparison" table for FREE, PRO, and UNLIMITED plans.
- A "Feature Comparison" table for PRO, PREMIUM, and UNLIMITED plans.



B-18) MODAL WINDOWS

▼ Examples



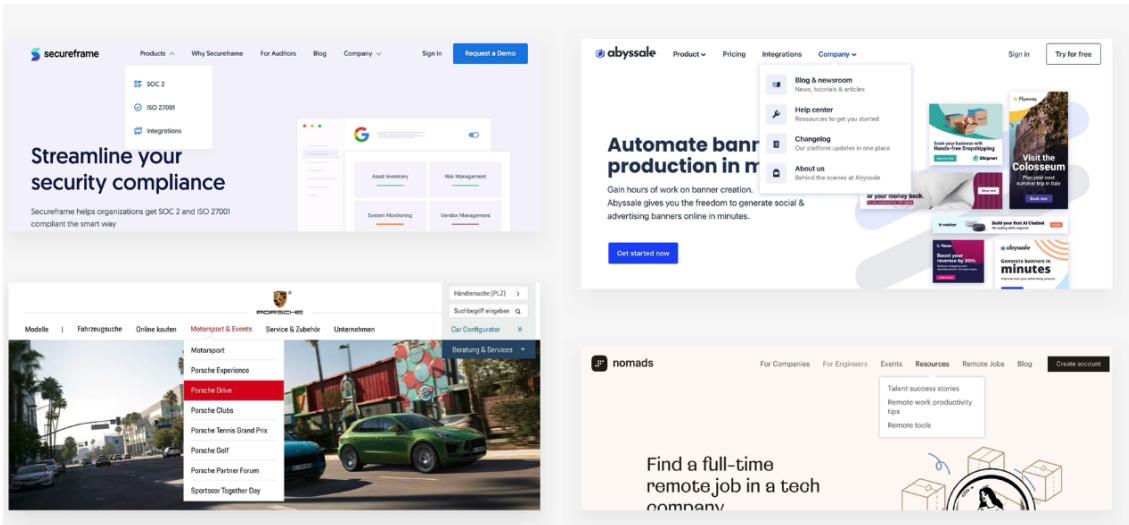


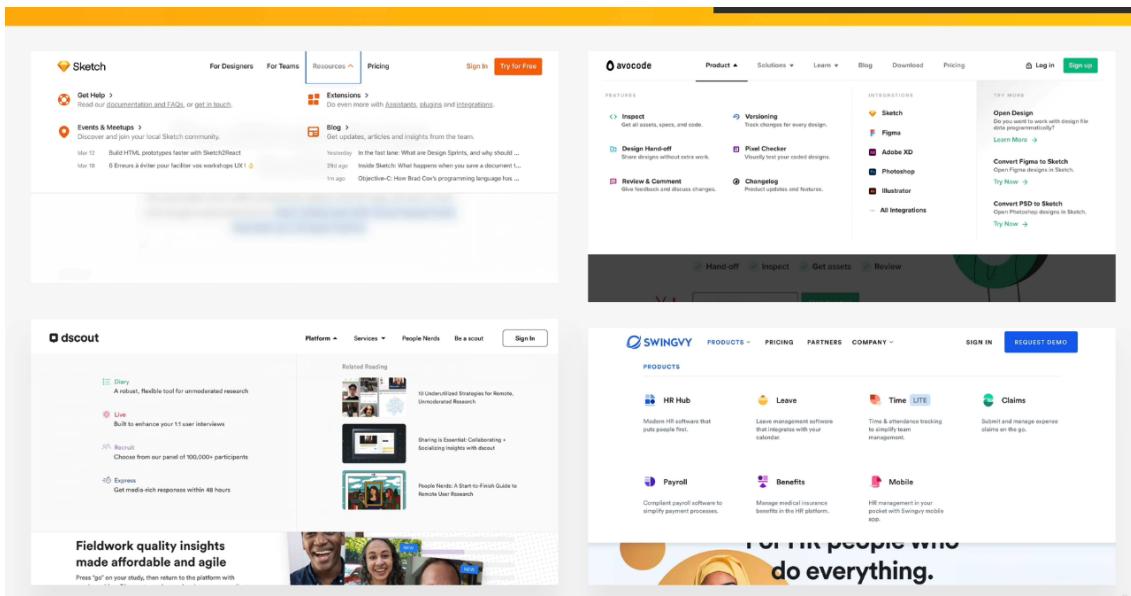
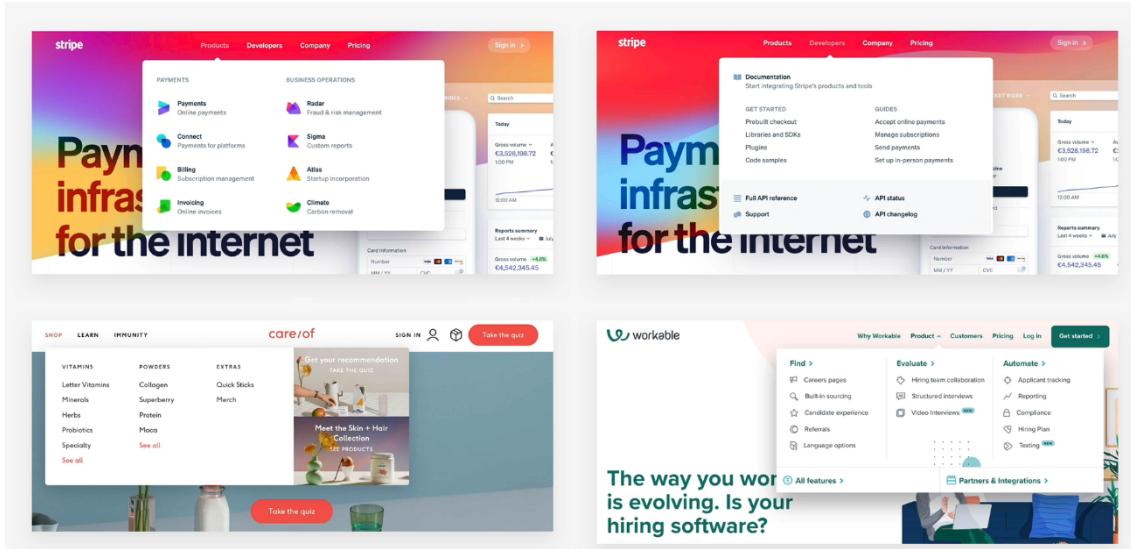
10b. Web Design Rules #10 - Part 2: Layout Patterns

▼ EXAMPLES FOR C

C-1) NAVIGATION

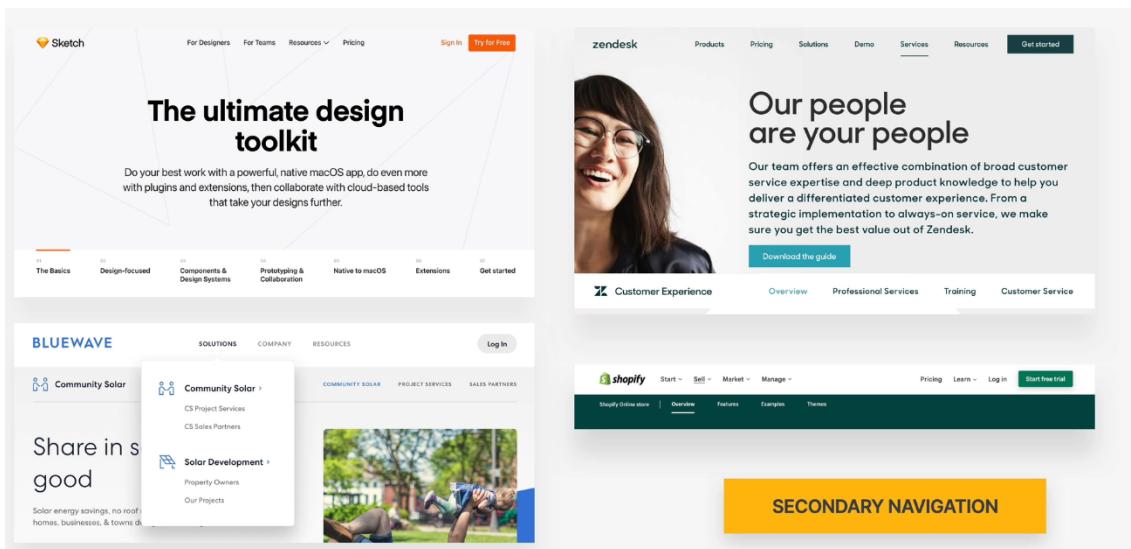
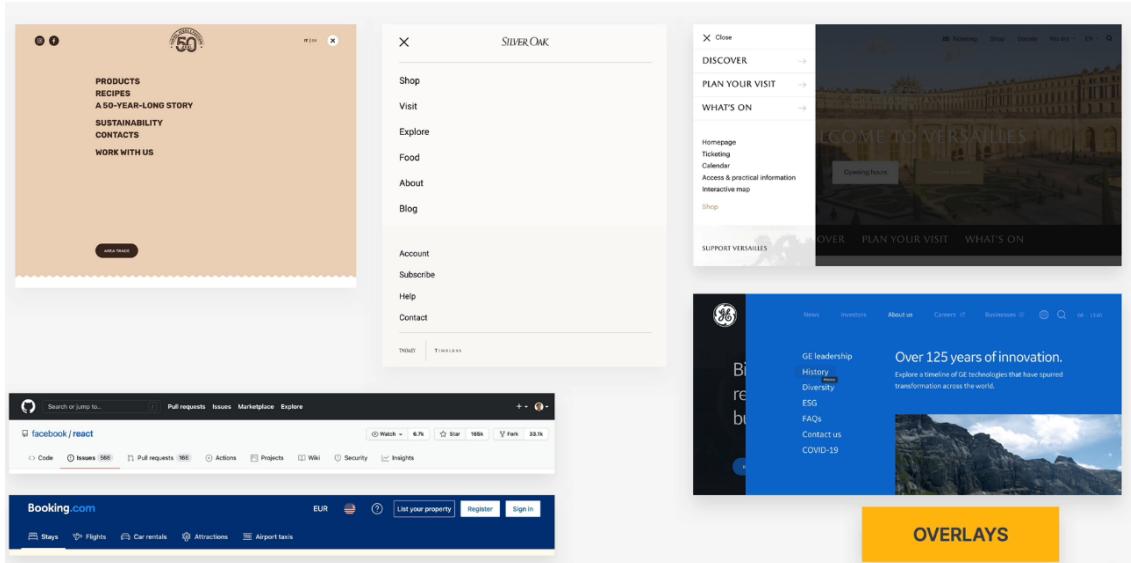
▼ Examples





The collage consists of six screenshots arranged in two columns of three:

- PandaDoc**: Two screenshots of the PandaDoc website. The left one shows a navigation bar with 'Why PandaDoc?' and 'Start free 14-day trial'. The right one shows a navigation bar with 'Solutions' and 'Start free 14-day trial'. Both pages include sections for 'BY ROLE' (Sales Teams, Marketing, Revenue Operations, Customer Success), 'BY INDUSTRY' (Construction, Education, Financial Services, Healthcare, Manufacturing, Professional Services, Software & Technology, All industries), and 'BY USE CASE' (Proposals, Quotes, Contracts, eSignatures, Forms).
- Squarespace**: A screenshot of the Squarespace website. It features a dark header with 'PRODUCTS', 'TEMPLATES', 'RESOURCES', 'LOG IN', and 'GET STARTED'. Below the header are sections for 'Squarespace Blog', 'Help Guides', 'Webinars', and 'Forum'.
- Capsule**: A screenshot of the Capsule website. It has a navigation bar with 'Features', 'Pricing', 'Integrations', 'Solutions', 'Blog', 'Support', 'Log In', and 'Try free'. Below the navigation are sections for 'Overview', 'Contact Management', 'Tasks & Calendar', 'Sales Pipeline', 'Sales Analytics', 'Security & Permissions', and 'Customization'.
- Apple**: A screenshot of the Apple website. It features a top navigation bar with icons for MAC, iPad, iPhone, Watch, TV, Music, Support, and a search bar. Below the navigation is a promotional section for the iPhone 12 and iPhone 12 mini with the tagline 'Blast past fast.' and a 'Buy' button.
- Microsoft**: Two screenshots of the Microsoft website. The left one is a navigation menu with categories like Software, PCs & Devices, Entertainment, Business, Developer & IT, and Other. The right one is a page titled 'The essentials' under the IBM banner, featuring sections for Top products & platforms, Industries, Artificial intelligence, Automation, Blockchain, Business operations, Cloud computing, and Data & Analytics.



C-2) HERO SECTION

▼ Examples

CleanShot X

Leave Me Alone

Beyond eSignature: Document automation for fast-moving teams

The modern way to build for the web

Bathroom renovations, Made easy.

All-in-one employee financial wellness platform

The centralized solution to manage and distribute digital content

DO BETTER WORK

Lessonly is the powerfully simple way for teams to learn and practice like never before.

[SEE A PREVIEW](#)

Create the popups your visitors deserve to see

Get more leads and sales without annoying your visitors.

[Start your free trial](#) [Get a demo from Mathias](#)

Want spicy wings?

Food, drinks, groceries, and more available for delivery and pickup.

Enter your address...

We help brands sell videos online

From individuals to fortune 500 companies, we help brands of all sizes monetize & distribute videos online.

[Start Your Free Trial](#)

One workspace. Endless solutions.

Orchestrate powerful business solutions with a single source of truth. The only limit is your imagination.

[Sign up for free](#)

SILVER OAK

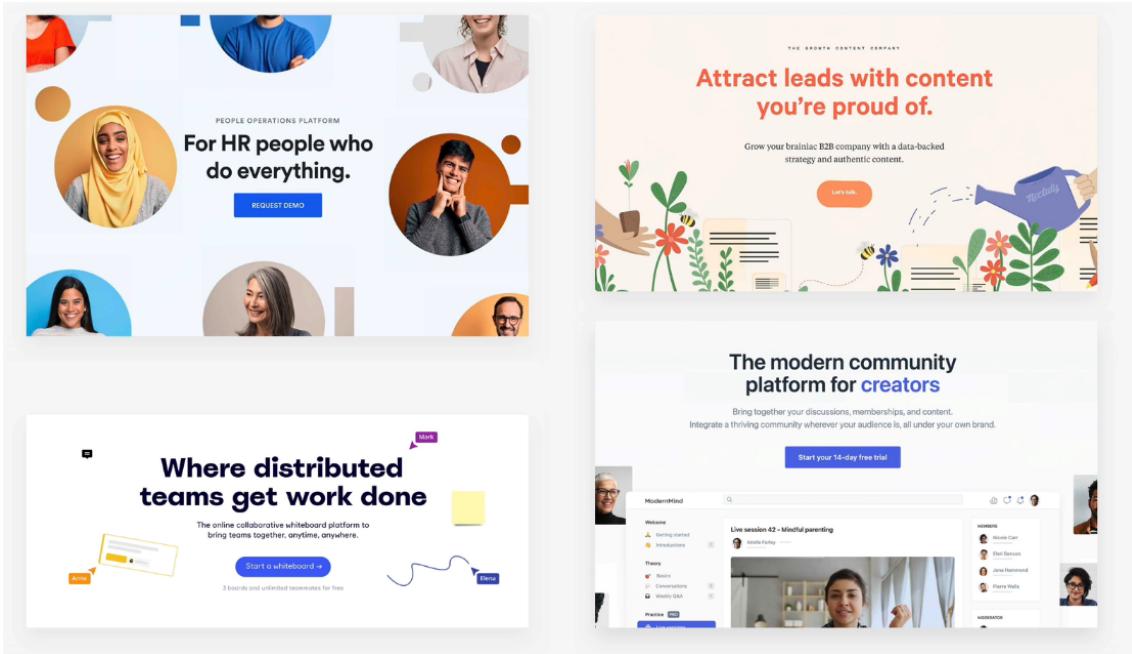
Pairs With Cabernet

[Learn More](#)

A GOOD SLEEP DOESN'T HAPPEN OVERNIGHT. IT'S ENGINEERED.

120,000+ Five-Star reviews.
The ultimate hybrid. For a longer, deeper, cooler sleep.

[SHOP MATTRESSES](#) [WATCH VIDEO](#)

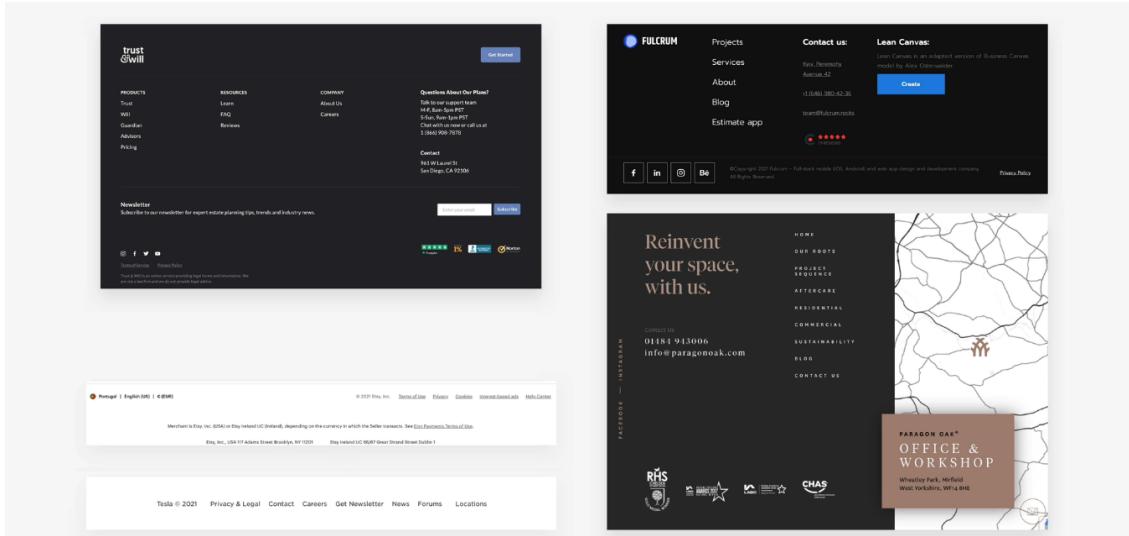


C-3) FOOTER

▼ Examples

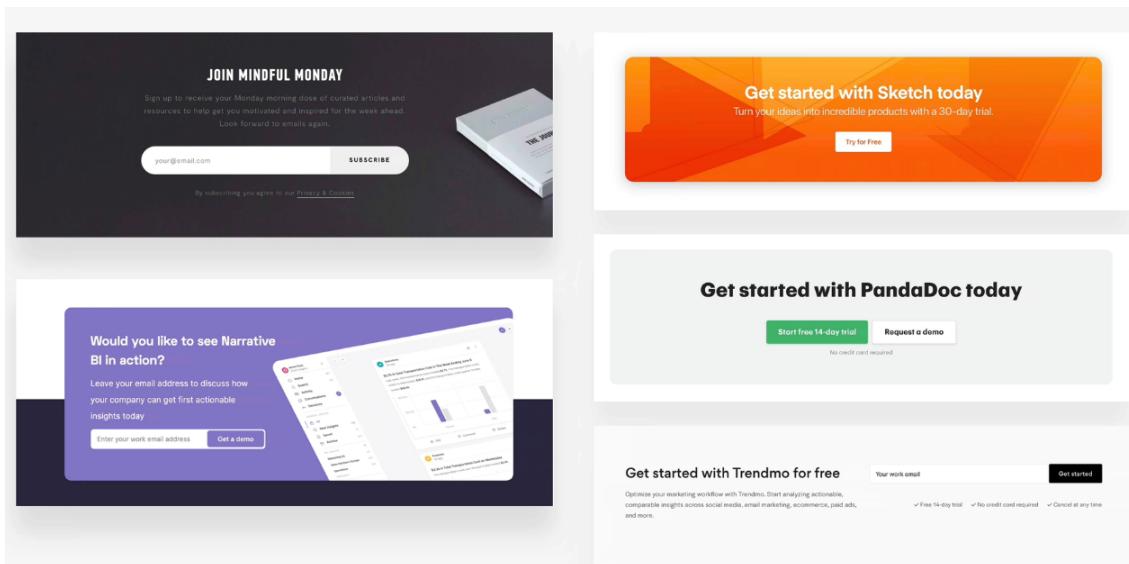
These five examples illustrate various approaches to footer design:

- liverecover**: A clean footer with a navigation menu (About, Media, Resources, Legal), social media links, and a copyright notice.
- VisualEyes**: A footer with a navigation menu (Create Account, Log In, Pricing, Status), a "Tools & Resources" section, and a "Policy" section.
- Blinkist**: A footer with a navigation menu (Editorial, Useful Links, Company), a "Big ideas in small packages" tagline, and download links for the App Store and Google Play.
- Lino**: A dark-themed footer with a navigation menu (Products, Shop by Size, Support, About, Resources), a "Follow us" section, and a "Newsletter" sign-up form.
- Stripe**: A footer with a navigation menu (Products, Developers, Use cases), a "Resources" section, and a "Cookie settings" link.



C-4) CALL-TO-ACTION SECTION

▼ Examples



Top Left: A food delivery service landing page featuring a cartoon illustration of a meal being delivered. Text includes "Starting at \$7.49 per serving" and "No commitment. Skipping or canceling meals is easy." A blue "CHOOSE YOUR PLAN" button is present.

Top Right: A food delivery service landing page with a green header. Text includes "Sourced Locally, Made Fresh, Delivered to You." A small image of a farm field is shown. A red "GET 10% OFF NOW" button is visible.

Middle Left: A real estate search interface showing a living room interior with large windows. A search overlay box contains the text "Ready to find your next home?" and "Start your search." Logos for Lattice, zendesk, Rakuten, DELL, Upwork, getaround, uk.homeset, Petal, YELLOWSIGN, IDEO, and HCD are displayed.

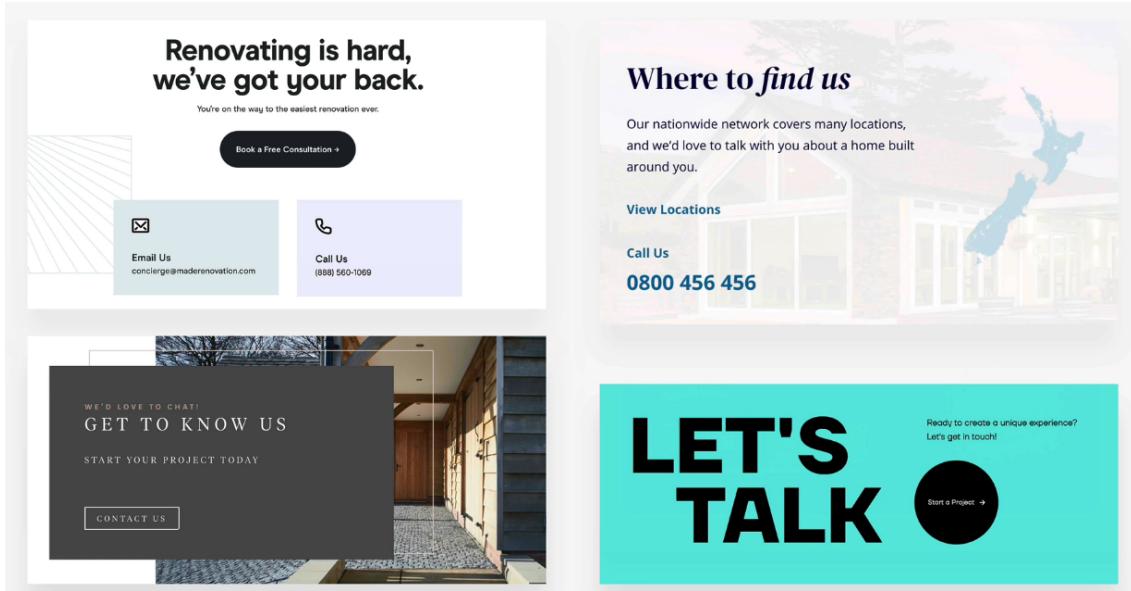
Middle Right: A website for Fathom analytics. It features a white header with the text "Start protecting your website visitors' privacy today, for free". Below it, a paragraph about Fathom's simple yet powerful analytics, a purple "Get started for free" button, and a grey "View a live demo" button. A small cartoon character icon is on the right.

Left Column Top: A landing page for a website builder. The headline is "Free until you're ready to launch". Subtext says "Build your site for free and take as long as you need. (That's right, no trial here.) Just add a site plan for more pages, and a custom domain when you're ready for the world." A blue "Get started - it's free" button is at the bottom.

Left Column Bottom: A landing page for CleanShot X. The headline is "Get CleanShot X". Subtext says "Don't hesitate, we have a 30-day money-back guarantee." Buttons for "Buy now" and "Upgrade license" are shown, along with checkboxes for "One-time purchase" and "Cloud account included". An image of a smartphone displaying a screenshot is on the right.

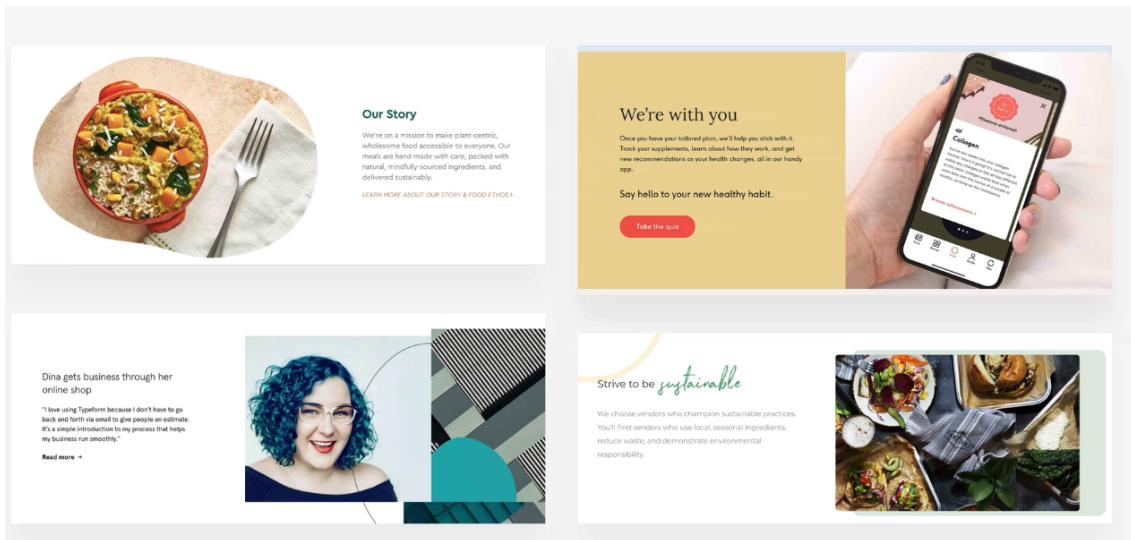
Right Column Top: A landing page for a business tool. The headline is "Join over 50,000 businesses enjoying a simpler life". A "TRY IT FOR FREE" button is on the right. Logos for Deloitte, Zillow, xero, Asana, and Dropbox are displayed.

Right Column Bottom: A landing page for a productivity tool. The headline is "Get it done faster". Subtext says "Master all of the magic keystrokes for your favorite apps & tools." A yellow "Buy for \$20 \$15" button is shown. A timer indicates "00 Days 14 Hrs 26 Mins 29 Secs". A note says "25% off today 30-Day Money-Back Guarantee". A logo of a hand icon is on the right.



C-5) FEATURE ROW

▼ Examples



Amplify other channels

Using Hustle doesn't mean overhauling your entire communications strategy. Instead, it makes people more receptive to other channels. Text to schedule a call and they're more likely to pick up. Alert them to an incoming email and they're more likely to open it.

Unlimited products

Add and manage products with an easy-to-use interface that scales with you and gives you complete control over how products are arranged.

Rich product listings

Give shoppers the best browsing experience with rich product descriptions, embedded videos, images, related products, and more.

We design great user interfaces that empower people and drive value

We know what makes interfaces great: seamless journeys. Our team merges expertise in CX, UX, and UI design to craft seamless processes and products. Even when users interact with your product across devices, applications, and (real-world) touchpoints. That's how we empower people and drive value.

Stay organized. Show up prepared

Agenda templates and timely reminders help you build better meeting habits without much effort.

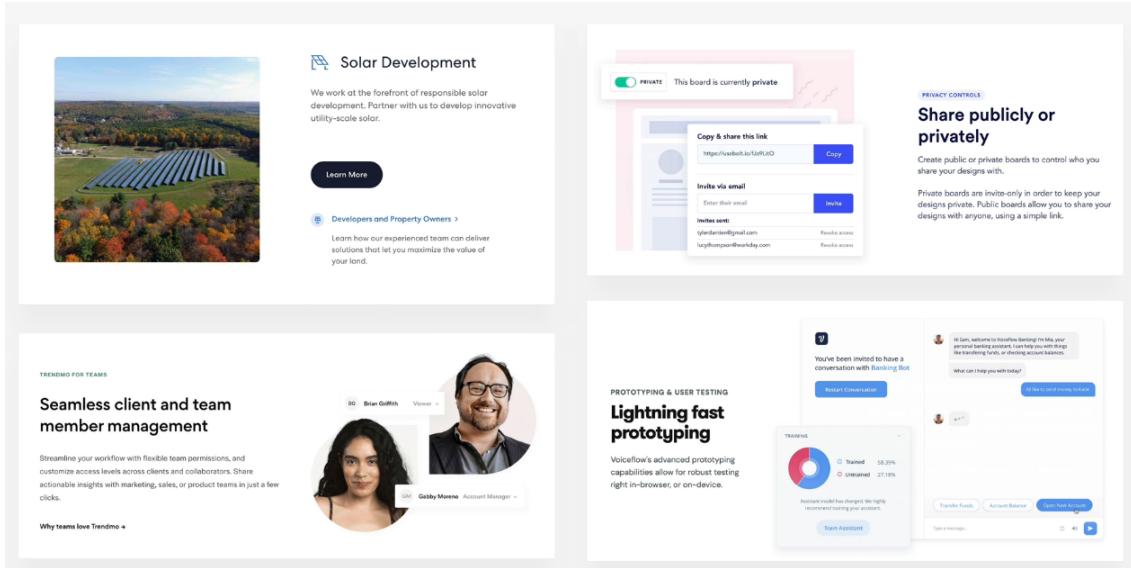
Quick Access

Our overlay makes sharing a breeze. Instantly save, copy or drag & drop screenshots or screen recordings to other apps. Whatever your workflow looks like, it's going to fit.

24/7 customer support

Our team is here to provide you with personalized and outstanding service. We also offer a range of self-learning tools in our support center:

- Knowledge base
- Daily webinars
- Community



▼ EXAMPLES FOR D

ASIDE: NESTING PATTERNS IN COMPONENTS

D PATTERNS

Feature row section component

Grid pattern

Feature row section component

Row pattern

Feature row section component

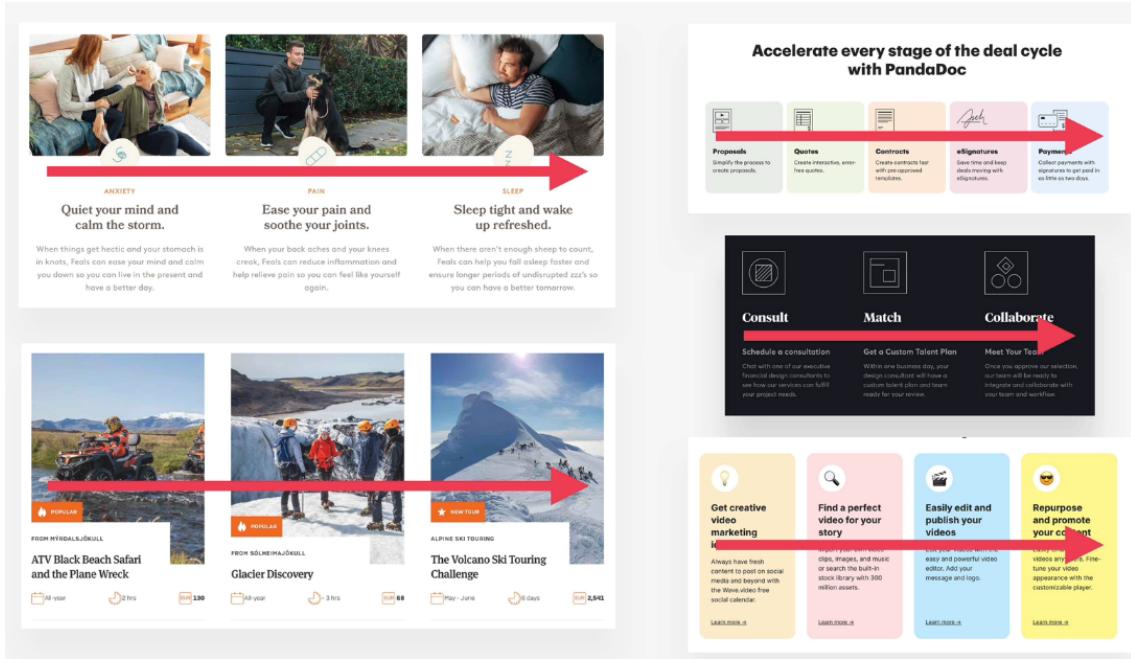
Grid pattern

Feature row section component

Grid pattern

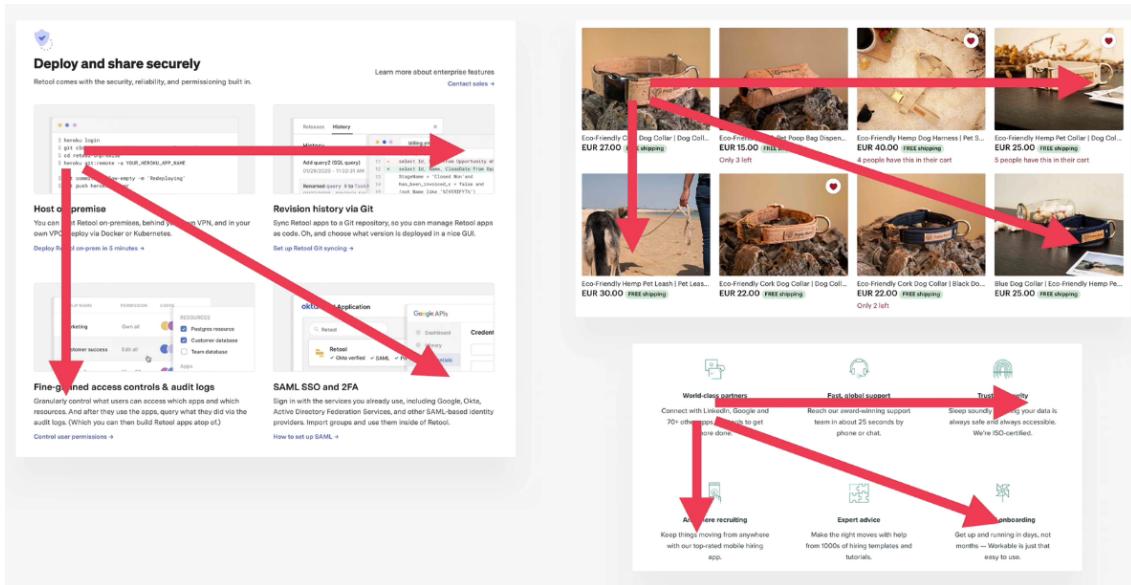
D-1) ROW OF BOXES OR CARDS

▼ Examples



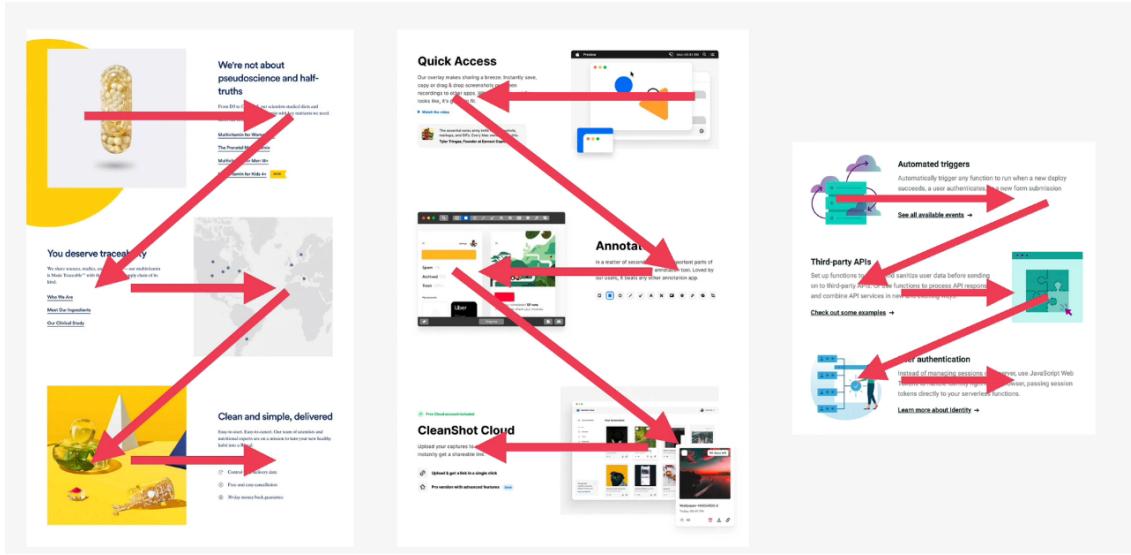
D-2) GRID OF BOXES OR CARDS

▼ Examples



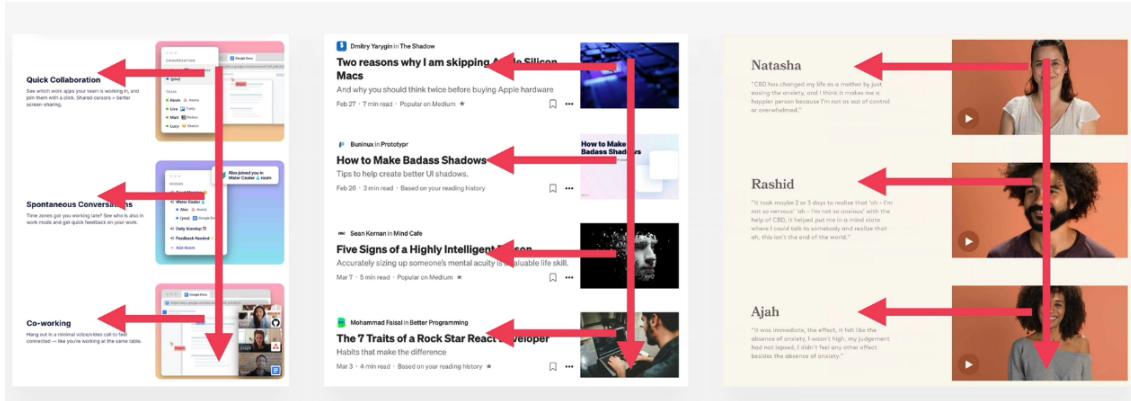
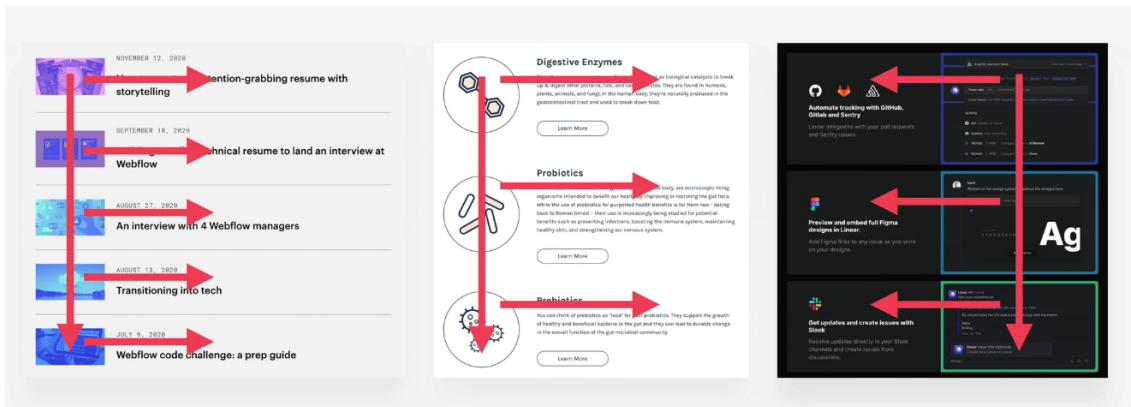
D-3) Z-PATTERN

▼ Examples



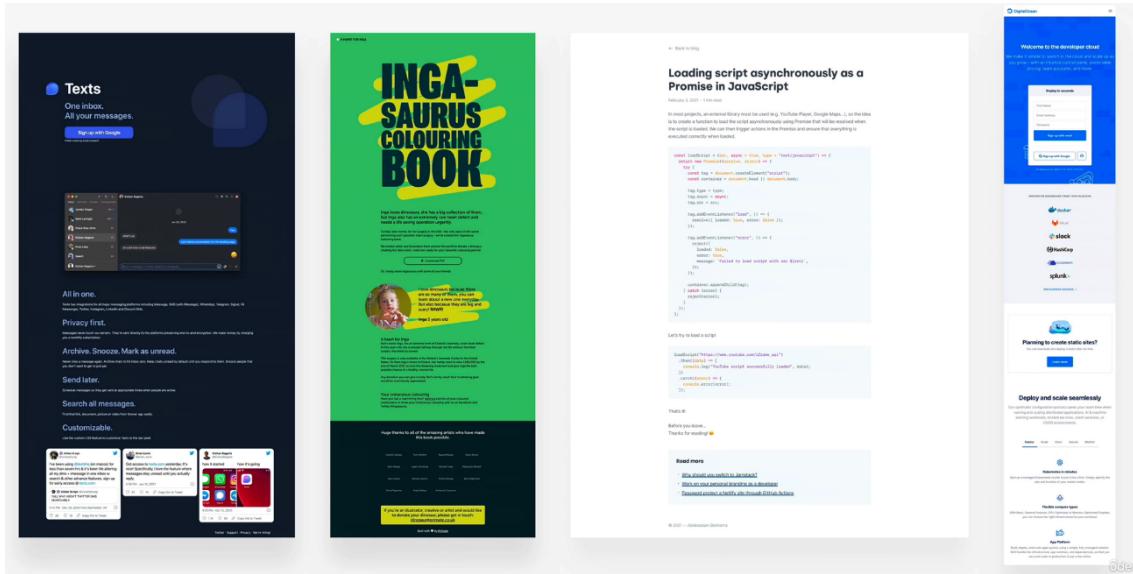
D-4) F-PATTERN

▼ Examples



D-5) SINGLE-COLUMN

▼ Examples

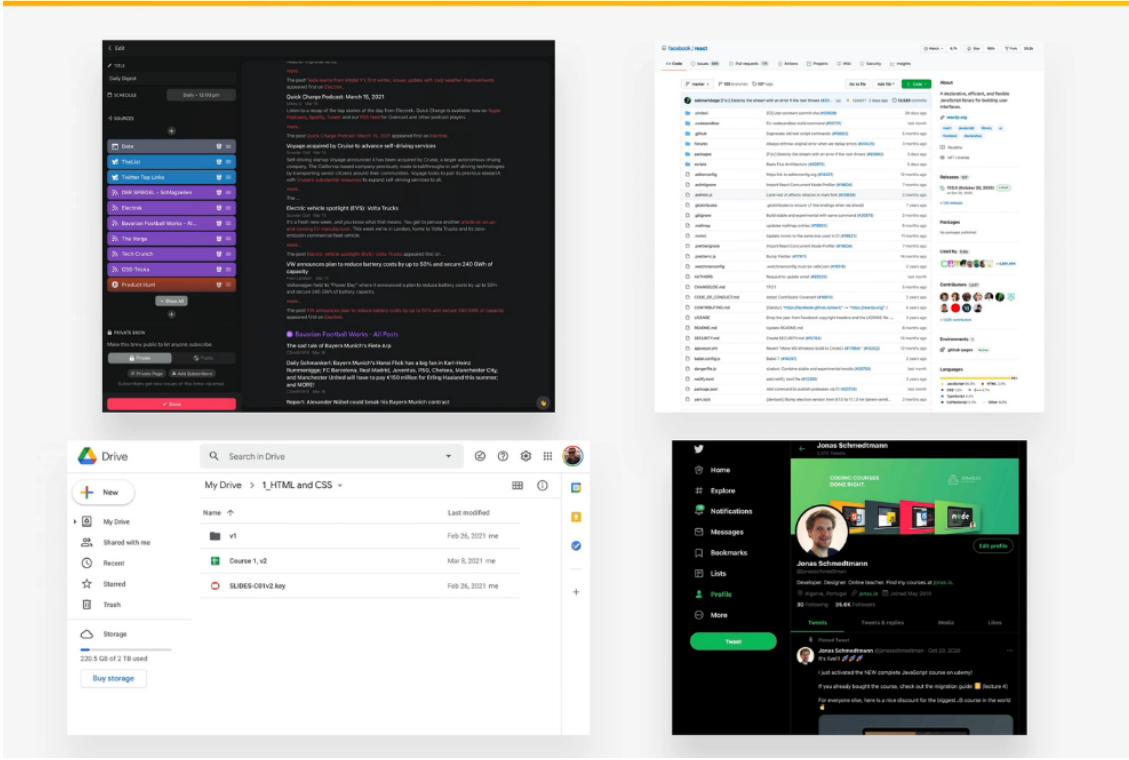


D-6) SIDEBAR

▼ Examples

This image shows a complex web page layout with multiple sections and sidebars:

- Left sidebar:** A vertical sidebar on the left containing filters for "Face Masks", "Colors", "Body Type", and "Material".
- Main content area:** The central area displays a grid of five t-shirt products, each with a thumbnail, product name, and price.
- Right sidebar:** A vertical sidebar on the right containing sections for "All integrations", "Zapier Connectors", "Zendesk Sell", and "Microsoft Word".
- Bottom left sidebar:** A vertical sidebar on the bottom left containing a "Project summary" section with bullet points about furniture installation, personal design consultation, and an easy approval process.
- Bottom right sidebar:** A vertical sidebar on the bottom right containing a "Levere Workforce" section with a table and a "Track your time" section.
- Bottom center:** A small image showing a modern office interior.



D-7) MULTI-COLUMN/MAGAZINE

▼ Examples

D-8) ASYMMETRY/EXPERIMENTAL

▼ Examples

