Style Guide

Created by Uptown IT

for

Project <<Name>>

PROJECT NUMBER: 001

<<DATE>>

Naming convention

NAMING CONVENTION

Naming convention applies to any object or element created and named by the user. For example: folders, files, images, css styles and so on.
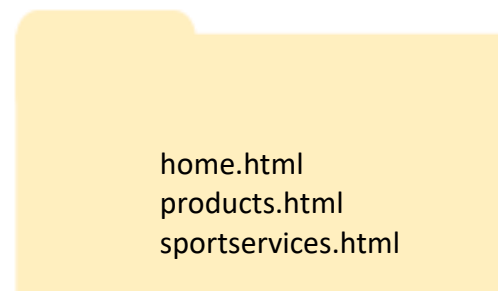
RULES

- first character should be a letter
- use lower case
- no spaces or tabs
- no commas or apostrophes
- no slashes or quotes
- no # & % + * = @ ~ ^ $
- no < > ( ) [ ] { } :; ? !

FOLDER EXAMPLES

html

videofiles

FILES inside html folder

home.html
products.html
sportservices.html

Folder structure

FOLDER STRUCTURE

Create a site (or root) folder and place the following folders inside:
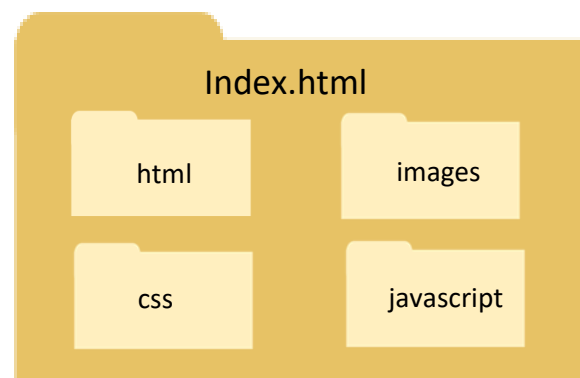
- html folder
- css folder
- images folder
- javaScript

The *index.html* file must be inside the root folder.

Name all folders, files and objects inside folders as per the specified naming convention. See Naming Convention section.

Other folders can be created e.g. resources or video.

ROOT FOLDER

Index.html

html

images

css

javascript

Typography

TITLE	**20px**		

LOREM IPSUM

Heading 1	18px
Heading 2	16px
Heading 3	14px
Paragraph	14px
Figure Caption	10px
Link active	14px
Hover	14px

Dolor Sit Amet

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Nunc interdorm

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Integer sagittal

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Font family: Sans serif e.g. Arial. Different typefaces must be kept to a minimum of three (3). Same type of content should use the same typeface throughout the website to maintain consistency. For example, headings can use one san serif typeface and the paragraphs can use another san serif typeface.

Font size: Can be identified as *em*s once the base font had been stablished.

NOTE[1]: Hover state can be animated by scripting.

NOTE[2]: For accessibility compliance all in-text links will be underlined

Any variation from this guideline needs to be approved by the client.

This is a figure caption

Colour scheme

COLOUR SCHEMES

For the purpose of the assessment multiple colour schemes are available. Select one.

PAGE CONTENT

Background:
In general, page content should be displayed on a white background, specific elements may be placed on coloured banners/sections if it suits the layout design and to denote importance.

Text:
Content text included in paragraphs (<p>) will generally be black.
Headings may be in black or a suitable colour to match the page design and colour scheme. Avoid using multiple heading colours in one page. Less is more!

FORMS

Background:
In general, white colour
Legends and labels:
Text may be bold and at an appropriate size for the display device.
Input fields:
Icons can be used instead of labels in input form fields.
Submit button:
Submit button and text colours to suit the colour scheme selected.

Any variation from these colour schemes needs to be approved by the client.

SCHEMES

Colour Palette 1

Colour Palette 2

Colour Palette 3

https://coolors.co/palettes/trending

This is a variation of the current logo from a recent ad campaign. Modify the shape/image as necessary for the other colour schemes.

♥ ABC GYMS
Pump your heart!

White space

WHITE SPACE

White space can be used to:

- Balance design elements
- Organise page elements
- Improve visual communication experience
- Improve readability and comprehension

Nunc interdorm

Figure Caption

Dolor Sit Amet

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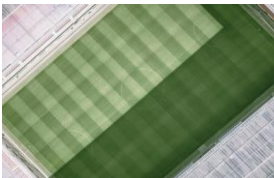

Figure Caption

Nunc interdorm

Figure Caption

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Consectetur adipiscing elit. In auctor diam at nulla consequat consequat. Nulla facilisis diam in orci vestibulum laoreet. Aliquam mollis augue sed tristique dignissim. Nunc vitae mattis arcu. Consectetur adipiscing elit. In auctor diam at nulla consequat. Nunc vitae mattis arcu. Consectetur adipiscing elit. Nulla facilisis diam in orci vestibulum laoreet. Aliquam mollis augue sed tristique dignissim. Nunc vitae matt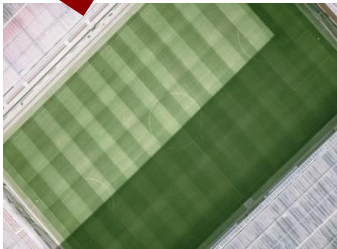is arcu. Consectetur adipiscing elit. In auctor diam at nulla consequat. Nunc vitae mattis arcu. Consectetur adipiscing elit.

Figure Caption

Imagery

IMAGES

First impressions are important and images trigger emotional reactions in users. Use images that are original and relevant to the website purpose.

FILE FORMATS:
- JPEG - suited for photographs and smaller images, degrades with compression
- PNG - suited for larger graphics, uses lossless compression
- SVG – suited high quality images can be scaled to any size
- GIF – animation

RULES:

- Only use relevant images
- Only use good quality images
- Avoid border on images - unless it is necessary to separate image from background
- Use images to create a visual interest
- Maintain colour palette consistency when using multiples image on the same page
- Crop and resize images to suit the page layout

IMAGE SIZE:

- Large images or full-screen background images should be no more than 1 MB.
- Small images can be 300 KB or less.
- Optimise images for faster page upload.

USE OF ICONS
Icons support the interface making it more visually appealing. It reduces the need for long textual explanations.

- Use icons to provide a cue
- Icons help break the content while being informative
- Avoid using too many icons on a single page – unless they are compact group with a purpose
- Use the same design, style and colour palette (maintain consistency)
- Icons are small elements depending on the purpose and position. Address bar favicons for example, start at 16X16 pixels but icons used on the pages can be larger.
- Icons must be sharp and clear. Use an appropriate file format for the type of image used to create icon, these can be raster or vector graphics.