# cazorfish

Bangalore

UI Design Guidelines

# Contents

- Typography
- Colour Palette
- 3 UI Structure
  - 3.1 Universal Grid
  - 3.2 Baseline Grid
  - 3.3 Theme Design
  - 3.4 Theme Design with Grid



# Typography

#### Typeface

Font Family - Myriad Pro

- Light
- Light Obliqe
- Regular
- Oblique
- Bold
- Bold Oblique

#### Styles

	12px	14px	18px	21px	28px	42px
Light						
Light Obliqe						
Regular	Aa	Aa	Aa	Aa	Aa	Aa
Oblique						
Bold	Aa	Aa	Aa	Aa	Aa	Aa
Bold Oblique						



#### Styles



#### Line Height

Lorem Ipsum is simply dummy text

Typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centurieses.

Lorem Ipsum is simply dummy text	
	28
Typesetting industry. Lorem Ipsum has been the indus-	
try's standard dummy text ever since the 1500s, when	
an unknown printer took a galley of type and scrambled	0.4
it to make a type specimen book. It has survived not	21
only five centurieses.	



#### Typography Ratio

14рх	300% (3)	42px
14рх	200% (2)	28px
14рх	150% (1.5)	21px
14рх	125% (1.25)	18px
14px	100% (1)	14px
14рх	75% (0.75)	12px

Banner Heading - 42px

Banner Subhead - 28px

Banner Heading & Subhead

line height - 28px

Paragraph Heading - 21px

Paragraph Subhead - 18px

Paragraph Copy - 14px

Paragraph Heading & Subhead

line height - 28px

Paragraph Copy

line height - 21px

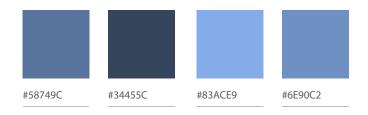


## Colour Palette

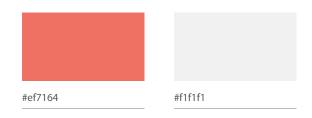
#### **Primary Colours**



#### **Primary Colour Shades**



#### **Secondary Colours**



#### **Font Colours**





### **UI** Elements

#### Form Style

Header, 14px, #34455c

Field name, 14px, #5d6a7d

Text field, 14px, #34455c

Text box

height: 30px

width: 270px

stroke color: #aeb5be stroke thickness: 1px

#### **Button Style**

color:#ef7164 width:90px

height:30px

border-radius: 3px text-size: 12px



Submit



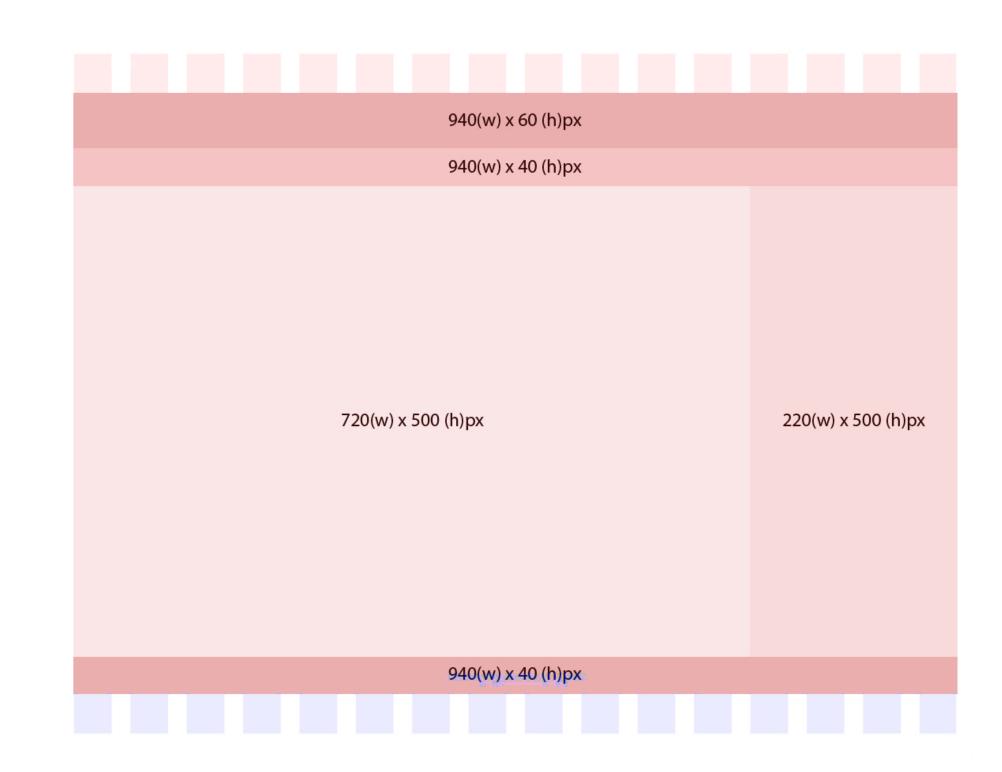
#### 3.1 Universal Grid

Page Grid: 960 pixel

Content Size: 940 (w) x 640 (h) pixel

Colum: 16

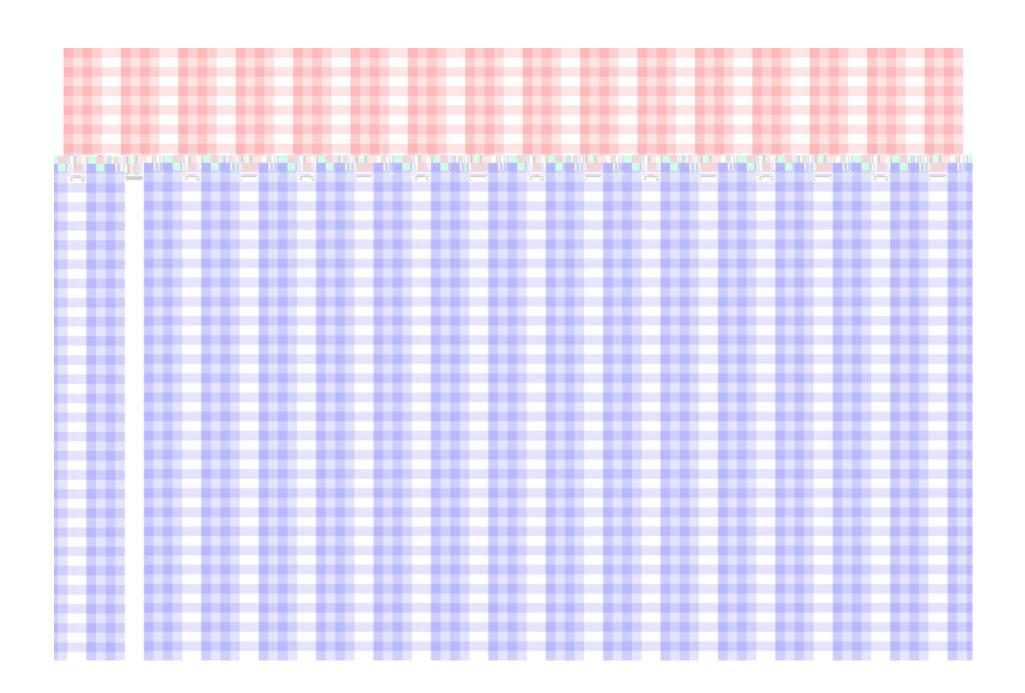
Colum Width: 40px Gutter Width: 20px





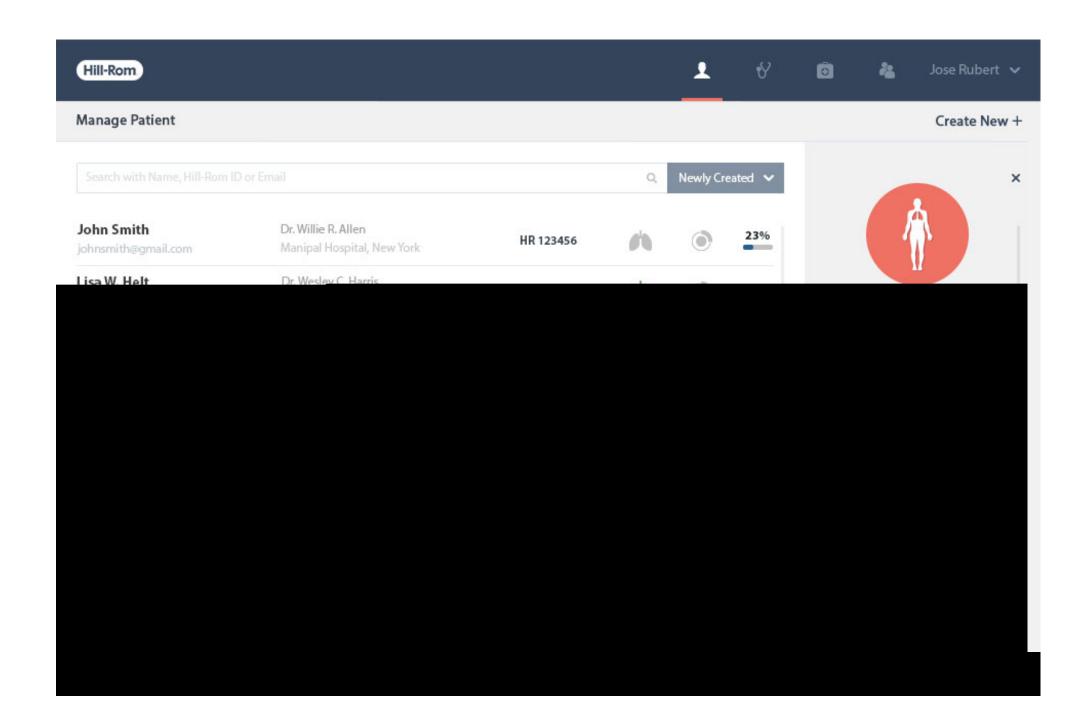
#### 3.2 Baseline Grid

Each block size width: 10px height: 10px





#### 3.3 Theme design





#### 3.4 Theme design with grid

