cazorfish

Bangalore

UI Design Guidelines

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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
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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

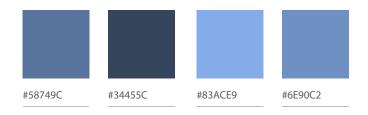


Colour Palette

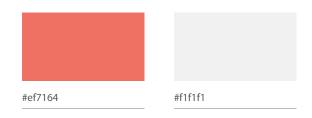
Primary Colours



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



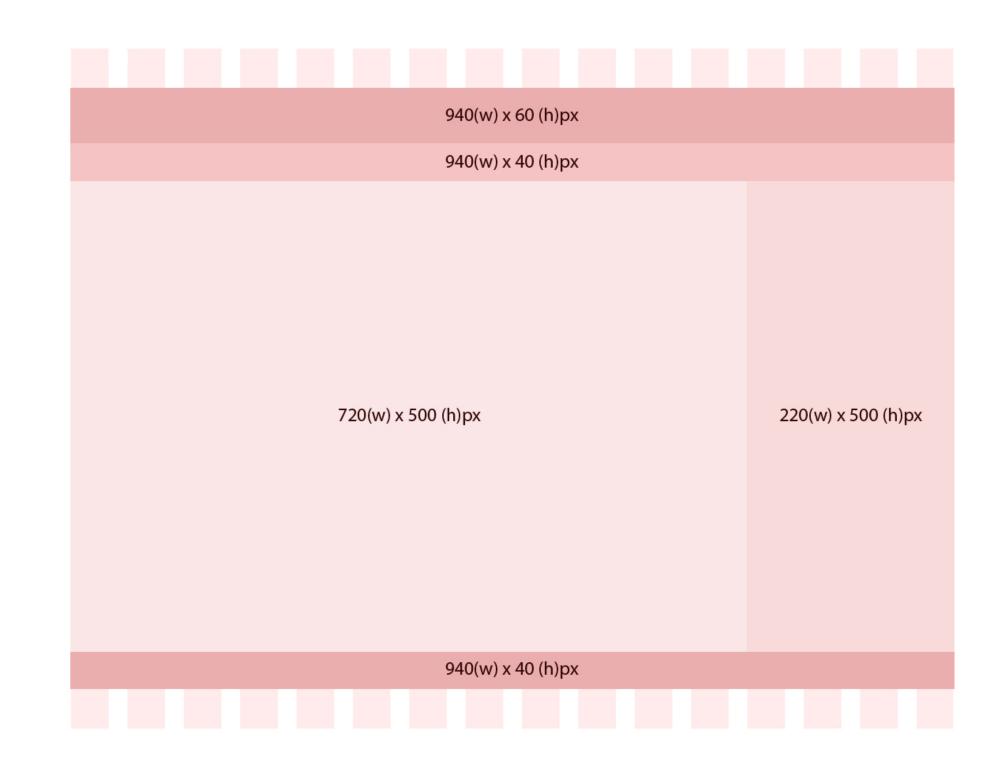
3.1 Universal Grid

Page Grid: 960 pixel

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

Colum: 16

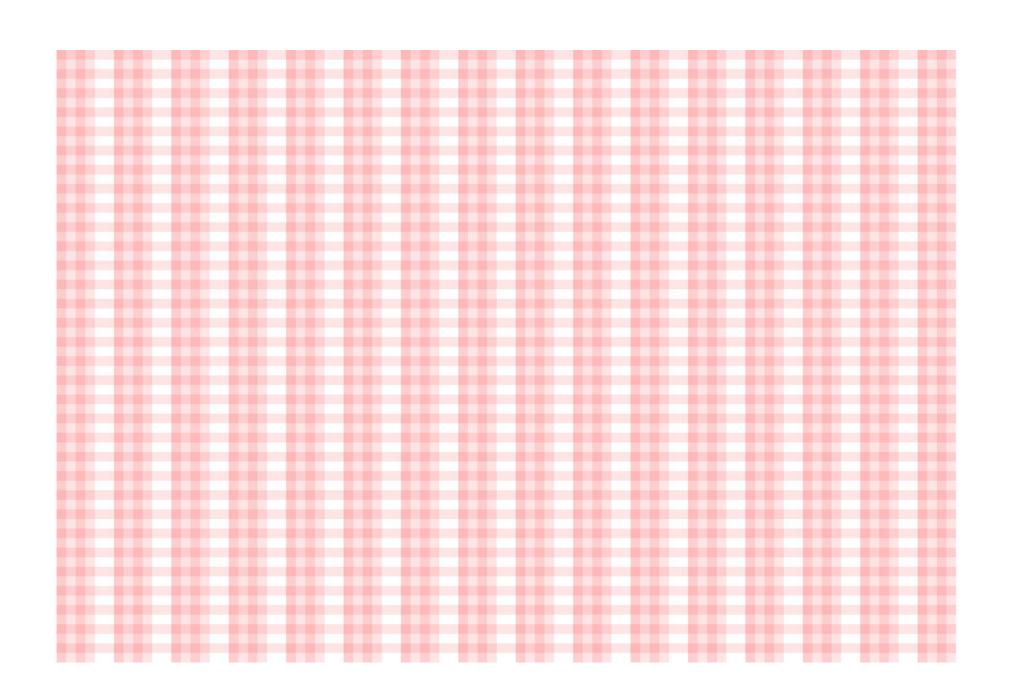
Colum Width: 40px Gutter Width: 20px





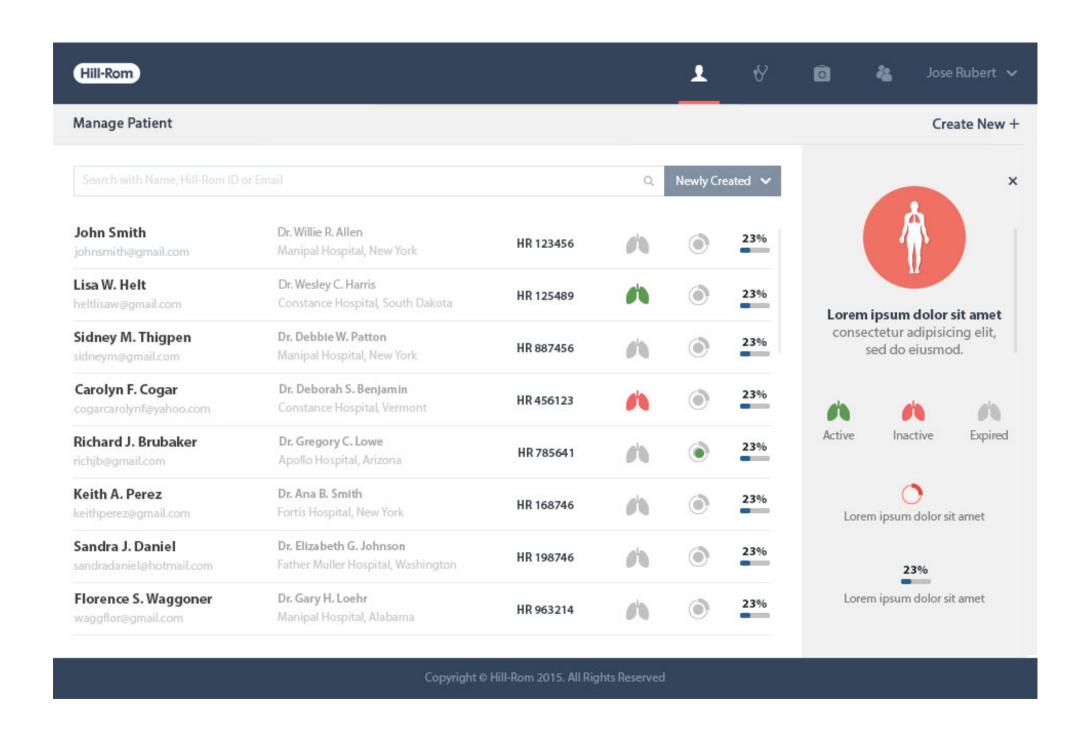
3.2 Baseline Grid

Each block size width: 10px height: 10px





3.3 Theme design





3.4 Theme design with grid



