The Design Style Guide

Given that a style guide prescribes standards for the display of content, it follows then, that for visually-presented information — a style guide has a significant impact on the way users perceive, and feel, about the brand.

While the designer might develop a look and feel, and choose the colors and typography that will be used to convey a particular brand or mood, it's things like consistency, correctness, and the flow of content that make a site not only easier to read, but also support the overall design objectives.

Summery of our design objectives:

• Presentation of the brand

• Creation of a persona for the brand

• Appeal to the user audience

• A friendly, supportive, empathetic voice/tone

• Use of aspirational photography that expresses positivity

• Friendly and conversational in nature

• Intuitive and relevant

The Creative Process:

Step 1)
Userflow
A high-level plan for how to communicate to a variety of user groups different needs within the site and provide them with desirable options.

STEP 2)
IA/Content Strategy
Create a plan that ensures that the user is not asked to understand too much too soon, nor are they bored or stalled by an experience.

STEP 3)
User Testing
Conduct testing that puts real users in front of in-progress workflows so it can be better understood how content should be delivered.

STEP 4)
Visual Wireframes
Once the overall concept for the look, feel, and substance of the project is decided, a lo-fi
representation of each/every page within the site is created.

STEP 5)
Digital Art Direction
After the strategy, concept, and depth/breadth of the site is know the over-arching look and feel
to all pages is established. This included the art direction for photography, and photographic
style as well as illustration and info graphics.

STEP 6)
UI Prototype Design
Create a series of iterative examples of how things like navigation, page transition, or other,
motion- or interactivity-based features will function.

STEP 7)
Style Guide
After designing the various pages and sections contained within the site, the basic patterns,
typography, color palette and styles are documented and placed into a working style guide.