

## DESIGNING THE STYLE GUIDE

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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.

### ***SUMMARY OF OUR DESIGN OBJECTIVES:***

- Creation of a persona for the brand
- Appeal to the user audience
- Friendly, supportive, empathetic voice/tone
- Use of aspirational photography that expresses positivity
- Friendly and conversational in nature
- Intuitive and relevant
- Presentation of the brand

### ***THE CREATIVE PROCESS:***

#### **STEP 1) - User flow**

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 known 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.