

DEMOPETS

STYLE GUIDE



Hi there! I'm Sammi the Kidh! Welcome to the **Demopets Style Guide**. Here you'll find information on logos, color, typography, button styles, and more! We strive for our website to look **bouncy**, **colorful**, and **exciting**, all while showcasing top design standards. Feel free to take a look around and see what we're all about!

PRIMARY PERSONA

Heather



"All I want is to stay at home with my laptop and a good fantasy book."

About:

- Female
- 16 years old
- High school student (no job/income)
- Wants to become a fiction author
- Bright and cheery but introverted

Likes and dislikes:

- Enjoys reading and writing long stories
- Loves spending time alone
- Dislikes spending free time on things that require a lot of effort

COLOR

DEMOPETS
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#4C2569; rgb(76, 37, 105); C 11% M 27% Y 0% K 59%; dark purple
#9250C5; rgb(146, 80, 197); C 20% M 46% Y 0% K 23%; purple
#F99FFF; rgb(249, 159, 255); C 2% M 38% Y 0% K 0%; magenta
#FFB56C; rgb(255, 181, 108); C 0% M 29% Y 58% K 0%; light gold
#FFDAB6; rgb(255, 218, 182); C 0% M 15% Y 29% K 0%; sand
#FFFFFF; rgb(255, 255, 255); C 0% M 0% Y 0% K 0%; white

Demopets is bright, bold, and fun. Purples and golds bring fantasy to life and complement each other in a way that catches the user's eye, while avoiding being overly distracting by using a full yellow.

Note that dark purple (#4C2569) is meant to be used solely for text and shadow effects, and not for main imagery. The purple (#9250C5), magenta (#F99FF), light gold (#FFB56C), and sand (#FFDAB6) colors are the main colors of the site theme and logos, with white remaining as an accent color and as the main color of backgrounds throughout the site. Most content should have a white background with one of the main four colors as an outline. The only exceptions where white is used as the font color on a darker background are the navigation and pop ups for logging/signing in.

As the site develops other color schemes may be used for varying site themes, but the colors shown here will always be used for the base site for new visitors and for any other branding purposes. The site name/logo should always be displayed in one of the below color schemes on any and all materials, social media posts, updates, etc.

Color use should not be overly uniform but instead each page should include a variety of the available swatches. There are currently no set specifications on which color should be used where when it comes to the contents of a page as far as borders, buttons, icons, links, etc. However, the top logo, hamburger icon, and menu should all be purple (with the purple/magenta logo) rather than the light gold.

TYPOGRAPHY

MARVIN ROUND									
A	B	C	D	E	F	G	H	I	J
K	L	M	N	O	P	Q	R	S	T
U	V	W	X	Y	Z	1	2	3	4
5	6	7	8	9	!	?			

Europa Light									
A	B	C	D	E	F	G	H	I	J
K	L	M	N	O	P	Q	R	S	T
U	V	W	X	Y	Z	1	2	3	4
5	6	7	8	9	!	?			

HEADER, NAVIGATION, AND BUTTON TEXT SHOULD BE WRITTEN IN MARVIN ROUND.

Body text should all be written in Europa Light.

HERE'S A HEADER

Along with a nice portion of body text to view how these fonts pair together. Most body text should be 16pt in size while headers and navigation should be 32pt. The logo at the top of each page is 42pt. Only the logo should have a stroke added.

Marvin Round and Europa Light are both available through Adobe Fonts.

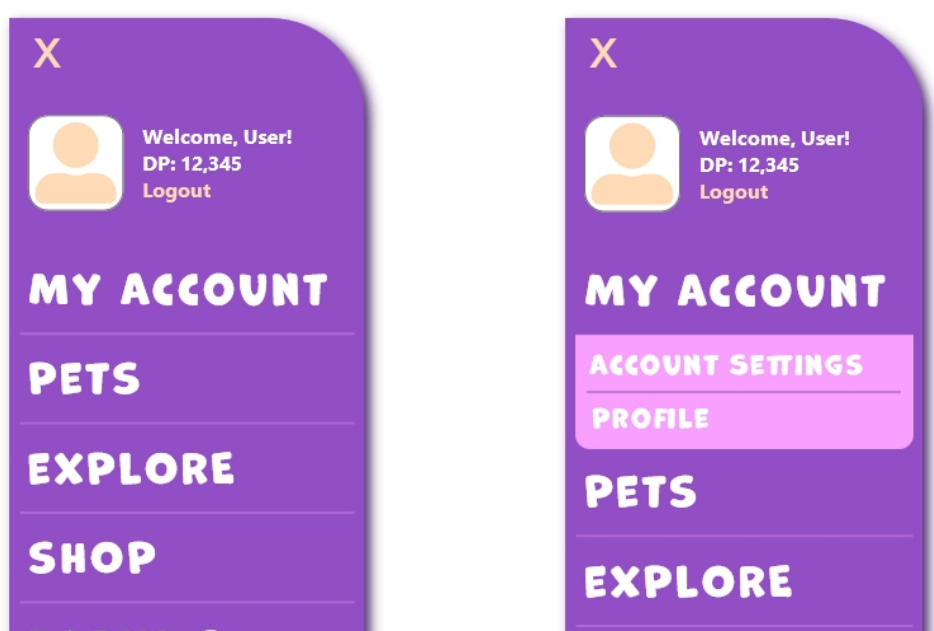
Marvin Round is bouncy and somewhat haphazard without being overtly disorganized. It offers a great complement to the themes of Demopets and works well with the rounded edges used throughout the site's content. Europa is a nice, round sans-serif font that is easy on the eyes and welcoming to users of all ages.

BEHAVIORS

Buttons should all decrease in opacity or change color when hovered over or pressed in order to provide feedback to the user. Links should do the same. Pressing down on an arrow should cause content to scroll smoothly. Scroll boxes with these arrows should be ongoing, with the last piece of content then wrapping back around to the first. The carousel on the home page should allow users to swipe through horizontally with their finger as opposed to pushing a button in order to bring some variety to the actions we have available. The shop page should have one long vertical scroll.



Upon clicking a navigation item, a secondary menu should pop out underneath (if there is anything else available for that section of the navigation to lead to). Clicking again should put the secondary menu away.

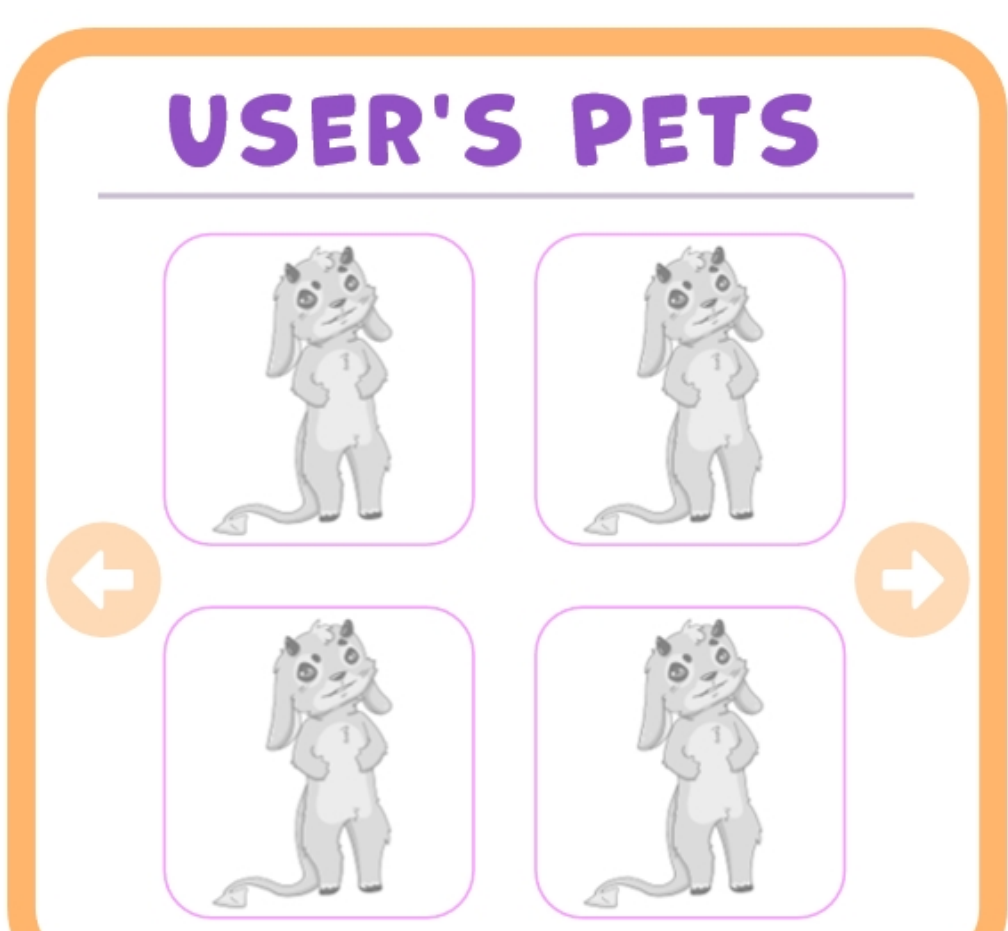


When clicking on smaller images of pets on the "my pets" page or "adopt a pet page", the image should enlarge and expand to show info about that particular pet. The same should happen on a user's profile. This should use a smooth transition. The world map should behave in a similar manner where clicking on certain areas will bring up a larger image of that location and give some information behind it. Clicking on a shop item should bring up a confirmation box to ask if the user wants to buy the item.

The messaging page will default to global chat between all users but should have a tab that allows the user to switch to private messages with friends. This should take place of an ordinary mailing system and eventually be implemented on the desktop version of the website as a pop-up chat box the user can click to open while on any other page of the site.

IMAGERY

All main content areas on the site should have a 10 stroke-width border surrounding them. In keeping with the friendly atmosphere we strive for, all content boxes should have a border radius of 30 for rounded corners. Content like pet images and avatars should have rounded corners as well. There is no set border radius for these- use your best judgement in what looks best based on size and positioning of the image.



Demopets is cartoon-ish in nature, with this being reflected in the art direction of the pets, characters, items, and other content throughout the site. All imagery should be appropriate for teenagers as young as 13, while still being appealing to older teens and adults. Most images should use cel shading and crisp, clean linework. There are no particular guidelines as far as color used in images. Pets themselves will be available in a wide variety of colors as time goes on. However, all base pets must start with the four starter colors shown below- blue, green, yellow, and red. This will allow the "Create a Pet" page to function properly by offering all available base colors for each available species.

