Snaps Project Style Guide & Components Library

Type Kit

The text styles presented here are used exclusively throughout the Snaps designs. Please refer to the guidelines on this screen for desktop, tablet and mobile text styles.

TYPEFACE & WEIGHTS

Newsreader - Regular

Newsreader - Light

Newsreader - Light Italic

Outfit – Medium

Outfit – Light

DESKTOP & TABLET TEXT STYLES

Wordmark

Text size: 40px | Line height: 40px | Text weight: Regular 400

Title / *Title*

Text size: 52px | Line height: 66px | Text weight: Light 300 | Text style: Normal or Italic

Heading

Text size: 24px | Line height: 30px | Text weight: Medium 500

Body Copy

Text size: 20px | Line height: 26px | Text weight: Medium 500 or Light 300

Small Body Copy

Text size: 12px | Line height: 15px | Text weight: Medium 500

Label

Text size: 14px | Line height: 17.5px | Text weight: Medium 500

MOBILE TEXT STYLES

Wordmark

Text size: 32px | Line height: 32px | Text weight: Regular 400

Title / *Title*

Text size: 26px | Line height: 38px | Text weight: Light 300 | Text style: Normal or Italic

Heading

Text size: 18px | Line height: 23px | Text weight: Medium 500

Body Copy

Text size: 12px | Line height: 15px | Text weight: Medium 500 or Light 300

Small Body Copy

Text size: 10px | Line height: 12px | Text weight: Medium 500

Label

Text size: 12px | Line height: 15px | Text weight: Medium 500

Colors

These colors are used for typography, components, branding, and are solid colors at 100% opacity, unless stated otherwise.

PRIMARY COLORS

Black: Primary text color.

Forest Green: Primary accent color. Used for CTAs and icons.

Pistachio: Primary background color.

SECONDARY COLORS

Sea Green: Border color. Optional text color.

Sage: Alternate background color.

White: Alternate text color. Background color for input fields and optional background for tags.

PRIMARY COLORS

#0C1E1A	#1E6655	#EFFAF7
Black	Forest Green	Pistachio

SECONDARY COLORS

#B7CEC9	#E4EFEC	#FFFFFF
Sea Green	Sage	White

Page Layout & Margins

Composed of columns, gutters, and margins, the layout ensures that designs adapt to different screen sizes and orientations in order to maintain consistency. Columns are the vertical blocks in which content should be placed. Gutters sit between columns, creating space between elements. The space that columns and gutters occupy can be combined to create larger areas for content to sit, but the space between content should be, at minimum, the gutter amount. Margins are the space on the far left and right of the layout, ensuring content stays central. Auto represents the remaining space, and is distributed evenly. For screen sizes that are between the defined values, the "auto" values should shrink or grow to adjust.

DESKTOP (12 COL) – SCREEN SIZES OVER 1280PX

| Auto | 80 | 24 | 80 | 24 | 80 | 24 | 80 | 24 | 80 | 24 | 80 | 24 | 80 | 24 | 80 | 24 | 80 | 24 | 80 | 24 | 80 | 24 | 80 | Auto |

TABLET (6 COL) – SCREEN SIZES BETWEEN 768PX – 1279PX

| 24 | Auto | 24 | Auto | 24 | Auto | 24 | Auto | 24 | Auto | 24 | Auto | 24 |

MOBILE (4 COL) – SCREEN SIZES BELOW 767PX

| 16 | Auto | 16 | Auto | 16 | Auto | 16 | Auto | 16 |

DESKTOP screen sizes are defined at 1280px, but are applied to screen sizes 1280px and greater.

TABLET screen sizes are defined at 768px, but are applied to screen sizes from 768px to 1279px.

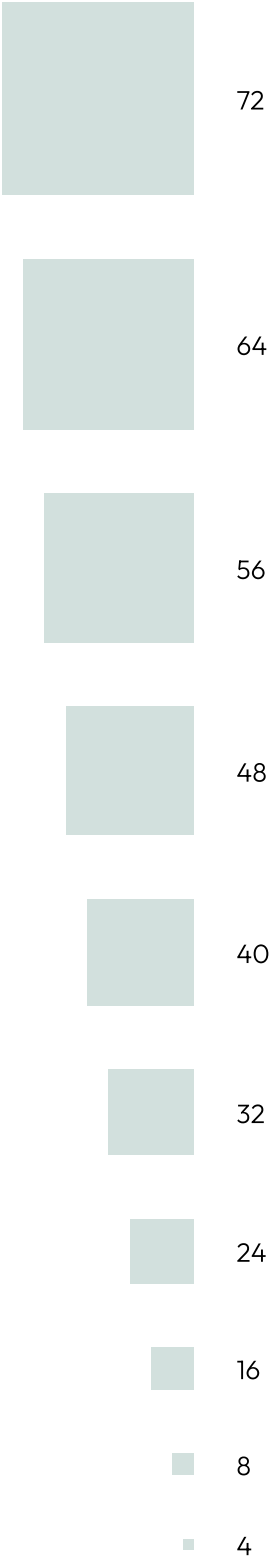MOBILE screen sizes are defined at 320px, but are applied to screen sizes 767px and below.

Element Margins & Padding

Spacing refers to the space between UI elements and are measured in increments of 8px, unless otherwise specified.

To maintain consistency across designs, utilize these general spacing guidelines in combination with the responsive grid layout.

Spacing guidelines can be used both vertically and horizontally.

SPACING INCREMENTS (IN PX)

72

64

56

48

40

32

24

16

8

4

EXAMPLE

Snaps

Filters

24

Our mission:

Provide photographers a space to share photos of the neighborhoods they cherish, *expressed in their unique style.*

48

Greg Hooper

8

New York   Bridge   Skyline   Cars

16

16   8

Iconography & Call To Actions

ICONS

≡ ✕ ♡

The icons used in the designs of this site are pulled from google's material design icon pack.
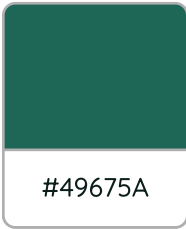
SNAPS LOGO/WORDMARK

Snaps

The Snaps wordmark is also the Snaps logo. The logo should always be the color black and applied on a light background (Pistachio if otherwise not specified).

A CTA is used to prompt action or an immediate response from a user. Follow these guidelines below.
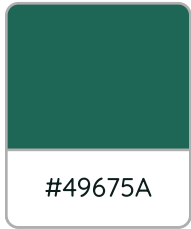
PRIMARY CTA: DEFAULT

Filters ≡

White	Forest Green
#FFFFFF	#49675A

PRIMARY CTA: HOVER

Filters ≡

Forest Green	White
#49675A	#FFFFFF

CTA SPECIFICATIONS

A CTA will have 11px of padding top and bottom, and 22px of padding left and right for desktop and tablet screen sizes. For mobile, A CTA will have 8px of padding top and bottom, and 16px of padding left and right. The CTA height and width will be determined by the padding around the content.

If a CTA has an icon, the icon will be the same height as the text, and spaced 8px apart. The content of the CTA will always be centered.
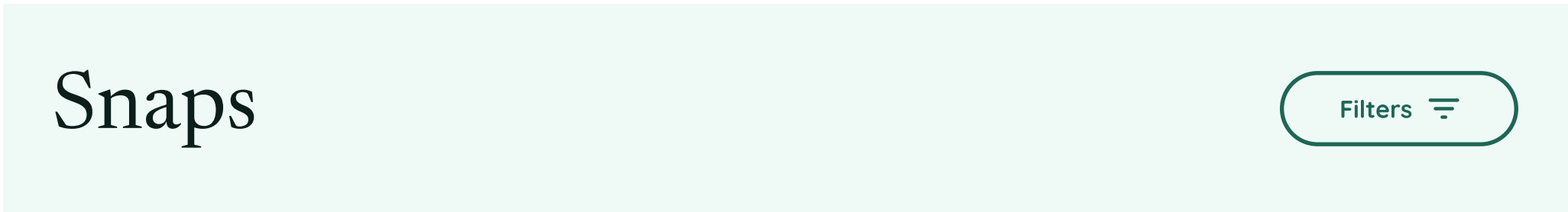
A CTA will have a border radius treatment to have the left and right sides appear perfectly rounded, but the top and bottom to remain flat. A CTA will have a 2px border where necessary.
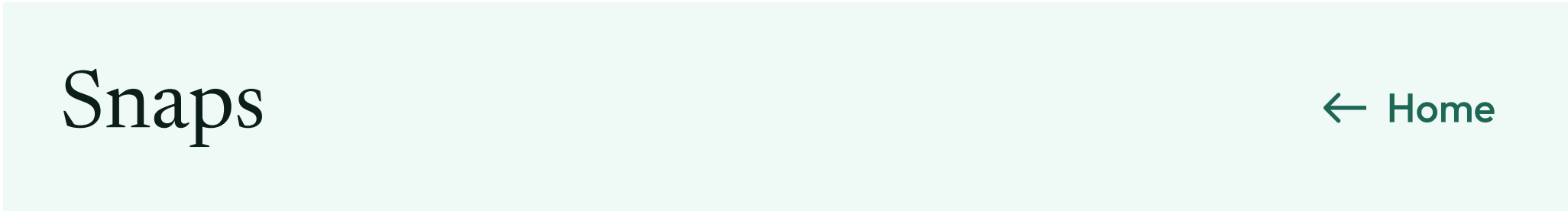
Navigation

For all pages and all screen sizes, the navigation bar will always be fixed to the top of the screen. The Snaps wordmark will always be centered vertically and aligned to the left horizontally on the navigation bar. Any other items on the navigation bar will also be centered vertically, but will be aligned to the far right of the navigation bar. The filter menu will only be accessible on the home page. When not on the home page, a button to direct the user back to the home page will be visible.
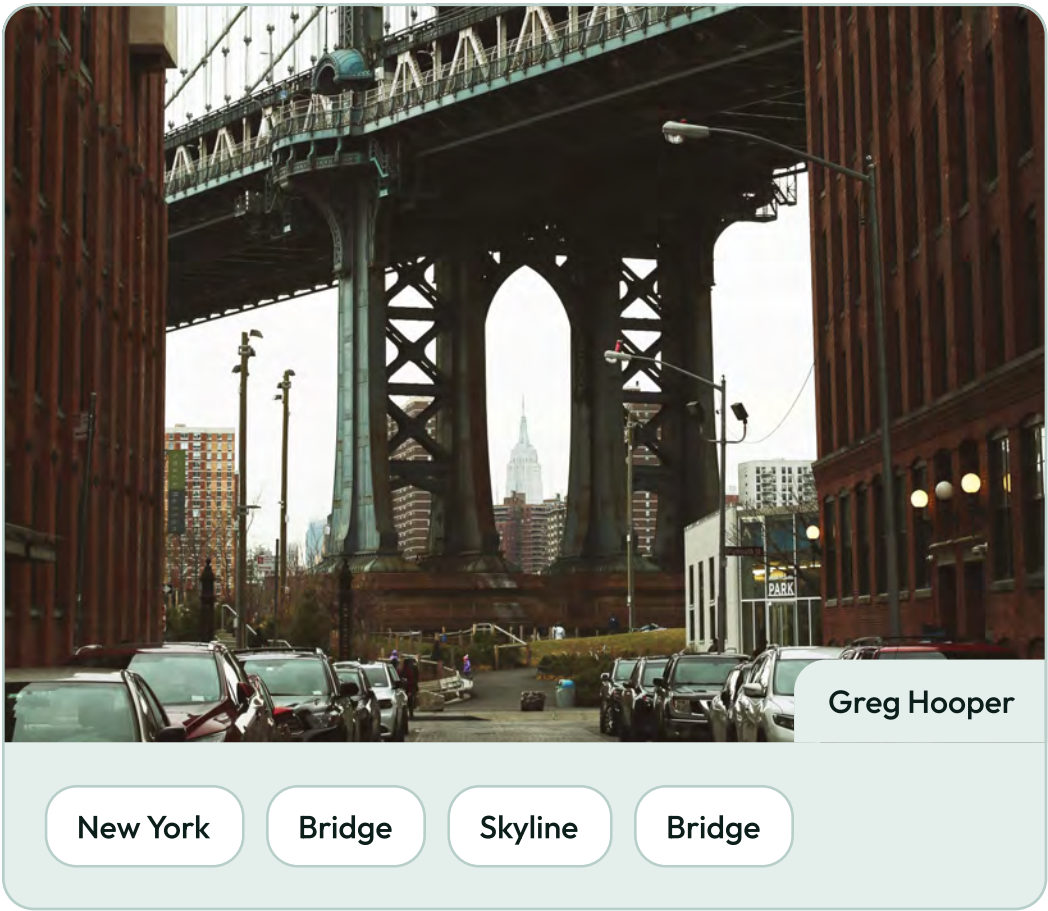
HOME PAGE

Snaps   Filters ≡

ANY OTHER PAGE

Snaps   ← Home

Photo Cards & Tags

PHOTO CARD

New York   Bridge   Skyline   Bridge

The photo cards on the home page include the photo, photographer and any tags associated with the photo.

The photo card will have a background color of Sage and a 1px Sea Green border. At desktop and tablet screen sizes there will be 16px of padding between the content and border, and 8px of padding between elements.

Corners will have a radius treatment of either 12px or 8px depending on the screen size.

At mobile screen sizes, the padding between the content and border will shrink to 8px, the same value as the padding between elements.

TAGS

Tags are used to attach attributes to a photo by the user that uploads the photo. The tags can be used to filter the items in view while on the home page.

Tags can be used multiple ways throughout Snaps, be interactive or not, and appear with different states. Clickable tags will primarily use the color Forest Green, whereas non-clickable tags will primarily use the color Sea Green.

For clickable tags, when a user is hovering over the tag, the tag should appear with a filled state to further indicate to the user that the element is clickable.

	NON CLICKABLE	CLICKABLE
UNFILLED	New York	New York
FILLED	New York	New York

TAG SPECIFICATIONS

A tag will have 8px of padding top and bottom, and 12px of padding left and right for desktop and tablet screen sizes. For mobile, a tag will have 6px of padding top and bottom, and 8px of padding left and right. The tag height and width will be determined by the padding around the text content.

Corners will have a radius treatment of either 12px or 6px depending on the screen size.

A tag will have a 1px border where necessary.

Form Fields

FORM FIELD HEIGHT

The form field height will be no less than 40px on desktop & tablet, and no less than 30px on mobile.

FORM FIELD WIDTH

The form field should be no less than 280px wide, and will not exceed 100% of the width of the container.

FORM FIELD PADDING

For desktop & tablet screen sizes, default to 16px of padding on the left and right sides, 8px on top and bottom. For mobile, default to 8px of padding on all sides.

FORM FIELD LABELS

The space between the form field label and the form field itself will be 8px on all screen sizes.

FORM FIELD BORDER

In a default & filled in state, the form field will have a 2px border using the color Sea Green. In an active state, the form field will have a 2px border using the color Forest Green. In an error state, the form field will have a 2px border using the color #B10606.

DEFAULT STATE

Name

ACTIVE STATE

Name

Greg Hooper

FILLED IN STATE

Name

Greg Hooper

ERROR STATE

Name