**A Web Site Style Guide Template**

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| **Design Topic** | **Design Standard** |
| Colors (you using rgb, hex, web-safe, etc.)—what are they? | RGB, RGBA where Applicable, black and grey for backgrounds. White and grey for text. Red and green for flair. |
| File naming conventions (are you using html or htm, for example?) | HTML for pages, PNG for images, mp3 for audio. |
| Tone of voice—friendly, exciting, speaks in first-person, second-person, third-person, neutral? | Friendly and informative, with a hint of snark. |
| Fonts (which ones are you using—what is your font family?) | AtomicAge, Arial, Verdana, Geneva, Sans-serif |
| Layouts – two-column, three-column, headers, footers, etc. | One column,  Header, hor. Nav,  Main,  Footer |
| Imagery – what sizes for graphics? | As large as possible; no set size. Scaled to fit with CSS. |
| Icons (where and what to include) | No icons used. |
| Navigation (where, how, and what to include – i.e., will you use hover effects (what will those look like?)) | Horizontal Nav bar with simple links. |
| Page hierarchy and control – What parts of the document will appear on every page? Who will have control of that? What HTML5 structural elements will be used consistently to refer to basic structural parts of the pages. | Header image, Nav bar, main, footer, background image and |
| How will multimedia elements be incorporated? Will you rely on YouTube embedded videos or something else? | Videos: Embedded YouTube  Audio: Embedded MP3 files. |
| Will headers follow a similar scale pattern, such as all h1s are reserved for the top of the page, etc. | H1 headings used for topics or titles, H2 for sub-topics, and H3 for sub-sub-topics. |
| What font and background colors will apply to specific elements such as headers? | Heading elements will have white text, and use the AtomicAge font. Links, when hovered, will be red and have both an underline and overline on them. |
| What ID and Class names will be re-used for the style sheet to work across all pages? | None; ID and Classes applied where applicable. |
| What will your bullet lists look like (if you are using unordered lists) | Simple, no bullets. |
| Directory structure and organization – how are you set up? | Main directory,  Css directory  Media directory  Images directory  Reviews Directory |
| Version control – how will this be tracked to ensure you aren’t working on different versions of the same file. | Use only one local directy, and let Notepad++ handle it from there. |