GEOMETRY

SHAPES

Use bold, simple, polygonal geometric shapes - rectangles, parallelograms, trapezoids, etc.

USE COLOURED RECTANGLES
as containers for text over backgrounds.

BOX SHADOW

Rectangle containers on top of backgrounds should have a box shadow, with:

horizontal offset: 0px;
vertical offset: 18px;
blur radius: 0px;
spread radius: -6px;

ALIGNMENT

Always be mindful of alignment and symmetry.

Note, for example, how the content in each of these rectangles is vertically centered, and the rectangles on the left half of this page are both centrally-aligned with the rectangle on the right, and vertically centered inside their hexagonal container.

AVOID CURVES
No rounded rectangles, pill shapes, etc.

NOPE   NOPE   YEP

The one exception: circles, rather than squares, are recommended for containing pieces of text, images, and logos that are as wide as they are tall.

NOPE   YEP

Full-width sections, like this footer, should not be rectangular. For bookends, use this hexagonal shape; for banners in the middle of the document, you can use an analogous octagonal shape or a parallelogram. See the website for examples.