# CEMA Style Guide v1.0

## 1. Design Philosophy

The CEMA MediaHub website should maintain a professional and academic aesthetic while ensuring modern web accessibility standards. The design must balance institutional credibility with an approachable and engaging user experience.

## 1.1 Core Design Principles

• Consistency: Uniform design elements across pages.

• Usability: Intuitive navigation and high readability.

• Accessibility: Adherence to WCAG 2.1+ guidelines.

• Performance: Fast load times and responsive interactions.

• Scalability: Ability to accommodate future features and content.

## 1.2 Design References

• CEMA Africa Website: cema-africa.uonbi.ac.ke – Provides inspiration for academic branding and formal presentation.

• CEMA MediaHub Website: cema-mediahub.onrender.com – Demonstrates a modern, media-focused layout.

• CEMA Colour Palette: Refer for detailed brand colors.

## 2. Typography System

### 2.1 Font Implementation

/\* Base font stack \*/  
:root {  
 --font-primary: 'Raleway', system-ui, -apple-system, sans-serif;  
 --font-secondary: Arial, sans-serif;  
}  
  
body {  
 font-family: var(--font-primary);  
 line-height: 1.6;  
}

### 2.2 Type Scale (Mobile First)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Element** | **Font Size** | **Line Height** | **Weight** | **Color** |
| H1 | 2rem | 1.2 | 600 | #27aae1 |
| H2 | 1.75rem | 1.3 | 600 | rgb(59,62,67) |
| H3 | 1.5rem | 1.4 | 500 | rgb(59,62,67) |
| Body Text | 1rem | 1.6 | 400 | #333333 |
| Navigation | 0.875rem | 1.4 | 700 | Current context |
| Button Text | 1rem | 1.4 | 600 | #FFFFFF |

## 2.3 Text Alignment Guidelines

• **H1:** Typically, center-aligned when used in hero sections or on landing pages. Left-aligned for section headings within content pages.

• **H2 & H3:** Default to left alignment to maintain consistency and readability.

• **Body Text:** Preferably left-aligned; consider justified alignment for longer text blocks.

• **Navigation & Button Text:** Centered within their containers.

## 3. Color System (See CEMA colours.pptx for full palette)

### 3.1 Core Color Variables

:root {  
 /\* Primary \*/  
 --cerulean: #27aae1;  
 --tangerine: #fe7501;  
   
 /\* Neutrals \*/  
 --onyx: rgb(59,62,67);  
 --pearl: #fdfdfd;  
 --mist: #f4f4f4;  
   
 /\* System \*/  
 --success: #28a745;  
 --warning: #ffc107;  
 --error: #dc3545;  
}

### 3.2 Application Matrix

|  |  |  |  |
| --- | --- | --- | --- |
| Context | Default | Hover | Active |
| Primary Button | var(--cerulean) | var(--tangerine) | Darken 15% |
| Secondary Button | var(--tangerine) | Darken 10% | Darken 20% |
| Navigation Links | Current color | var(--cerulean) | var(--tangerine) |
| Text Links | var(--cerulean) | var(--tangerine) | Darken 15% |

## 4. Layout & Spacing

### 4.1 Grid System

.media-grid {  
 display: grid;  
 gap: 2rem;  
 grid-template-columns: repeat(auto-fit, minmax(300px, 1fr));  
 padding: 1.5rem;  
}

### 4.2 Spacing Scale

- Base Unit: 8px

- Scale: 0.25 | 0.5 | 1 | 1.5 | 2 | 3 | 4

## 5. Component Library

### 5.1 Media Card Specifications

Reusable components for a cohesive design.

.media-card {  
 padding: 1.5rem;  
 border-radius: 8px;  
 background: var(--pearl);  
 box-shadow: 0 2px 8px rgba(0,0,0,0.08);  
 transition: transform 0.2s ease-in-out;  
}  
  
.media-card:hover {  
 transform: translateY(-0.25rem);  
}

## 6. Responsive Design

Design using a mobile-first approach with breakpoints for different screen sizes.

### 6.1 Breakpoint Strategy

/\* Small devices (landscape phones) \*/  
@media (min-width: 576px) { ... }  
  
/\* Medium devices (tablets) \*/  
@media (min-width: 768px) { ... }  
  
/\* Large devices (desktops) \*/  
@media (min-width: 992px) { ... }  
  
/\* Extra large devices \*/  
@media (min-width: 1200px) { ... }

## 7. Accessibility Standards

### 7.1 Contrast Ratios

- Normal Text: 4.5:1 minimum

- Large Text: 3:1 minimum

- UI Components: 3:1 contrast border

### 7.2 Focus States

\*:focus-visible {  
 outline: 2px solid var(--tangerine);  
 outline-offset: 2px;  
}

## 8. Documentation References

• CEMA Colour Palette: Refer to the attached PDF.

• CEMA Africa Website: cema-africa.uonbi.ac.ke

• CEMA MediaHub: cema-mediahub.onrender.com

• Icon Library: static/images/icons/

• Component Library: static/js/components/

## 9. Implementation Notes

• Use CSS Custom Properties for theme consistency.

• Maintain an 8px Baseline Grid for vertical rhythm.

• Optimize images, minify CSS/JS, and enable lazy loading.

• Ensure cross-browser testing for consistent rendering.

• Utilize responsive images and code splitting where possible.

## 10. Footer & Additional Formatting Guidelines

## 10.1 Footer Formatting

The footer should provide clear navigation and essential information while maintaining a clean aesthetic.

* **Layout:**
  + Use a grid or flex layout to organize content into columns.
  + Include links to key sections, contact information, social media icons, and legal notices.
* **Style:**
  + Background: A neutral color (e.g., var(--mist) or a darker neutral like var(--onyx) for contrast).
  + Text: Use a smaller font size (e.g., 0.875rem) with a high contrast color.
* **Spacing:**
  + Ample padding (e.g., 2rem top and bottom) to ensure clarity and separation from main content.

## 10.2 Additional Formatting & Component Guidelines

* **Image Formatting:**
  + Use responsive image techniques (srcset, <picture>) for optimal loading.
  + Apply subtle drop shadows or borders for emphasis when needed.
* **Button & Link Styling:**
  + Ensure buttons have clear hover, focus, and active states.
  + Use consistent border-radius and padding to create a unified look.
* **Whitespace & Layout:**
  + Utilize whitespace effectively to avoid clutter.
  + Align content consistently using the established grid and spacing scale.
* **Animation & Transitions:**
  + Use CSS transitions for hover and focus states to provide feedback.
  + Keep animations subtle and performant.
* **Text Transformations:**
  + For navigation, consider uppercase or small-caps to reinforce hierarchy.
  + Use letter-spacing adjustments for headings to improve legibility.

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