BrainFlix Project Style Guide & Components Library

BrainStation®

Type Kit

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

TYPEFACE & WEIGHTS

Avenir Next Regular - 400

Avenir Next Bold - 700

DESKTOP & TABLET TEXT STYLES

Page Header

Text size: 33px | Line height: 44px | Text weight: Bold 700

SECTION HEADER

Text size: 12px | Line height: 20px | Text weight: Bold 700

Subheader

Text size: 14px | Line height: 22px | Text weight: Bold 700

Body Copy

Text size: 14px | Line height: 22px | Text weight: Regular 400

LABELS & BUTTONS

Text size: 12px | Line height: 20px | Text weight: Bold 700

MOBILE TEXT STYLES

Page Header

Text size: 24px | Line height: 32px | Text weight: Bold 700

SECTION HEADER

Text size: 12px | Line height: 20px | Text weight: Bold 700

Subheader

Text size: 13px | Line height: 18px | Text weight: Bold 700

Body Copy

Text size: 13px | Line height: 18px | Text weight: Regular 400

LABELS & BUTTONS

Text size: 12px | Line height: 20px | Text weight: Bold 700

Colors

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

PRIMARY COLORS

BrainFlix-Black: Primary text color.

BrainFlix-Blue: Primary CTA color. Active form field outline color.

Silver: Secondary text color. Text Label color.

White: Background color. CTA text color.

SECONDARY COLORS

BrainFlix-DarkBlack: Video player components.

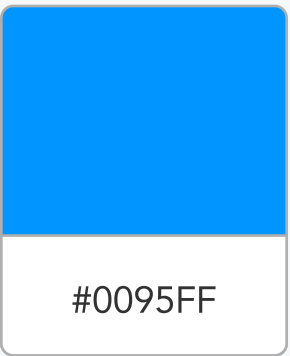**BrainFlix-DarkBlue:** CTA hover state color.

Mercury: Divider line. Form field outline color.

Alabaster: Form field background color.

PRIMARY COLORS

#323232	#0095FF	#AFAFAF	#FFFFFF
BrainFlix-Black	BrainFlix-Blue	Silver	White

SECONDARY COLORS

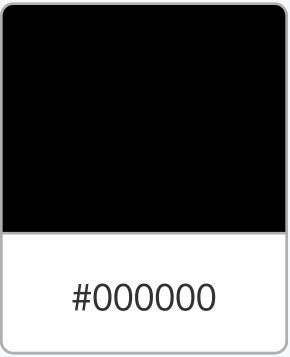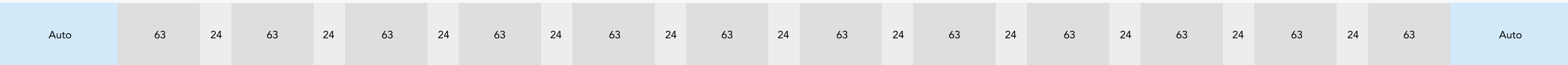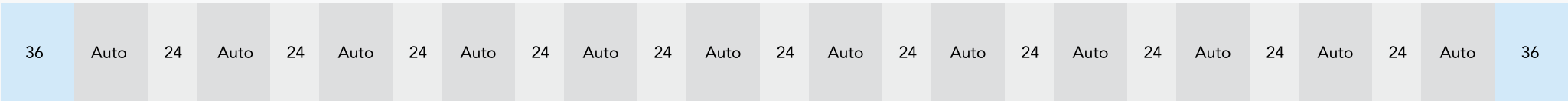| #000000	#0065AD	#E1E1E1	#FAFAFA
BrainFlix-DarkBlack	BrainFlix-DarkBlue	Mercury	Alabaster

Layout Grid

Composed of columns, gutters, and margins, the layout grid ensures that designs adapt to different screen sizes and orientation in order to maintain consistency.
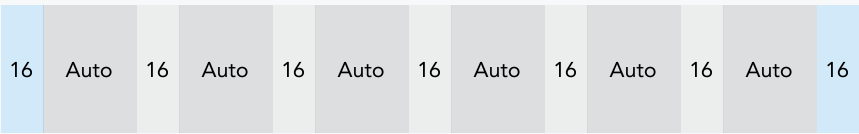
DESKTOP (12 COL) - SCREEN SIZES OVER 1280PX

Auto	63	24	63	24	63	24	63	24	63	24	63	24	63	24	63	24	63	24	63	24	63	Auto

TABLET (12 COL) - SCREEN SIZES BETWEEN 768PX - 1279PX

36	Auto	24	Auto	24	Auto	24	Auto	24	Auto	24	Auto	24	Auto	24	Auto	24	Auto	24	Auto	24	Auto	36

MOBILE (6 COL) - SCREEN SIZES BELOW 767PX

16	Auto	16	Auto	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.

Padding

Padding 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 padding guidelines in combination with the responsive grid layout.

Padding guidelines can be used both vertically and horizontally.

DESKTOP / TABLET

Padding before headlines: 36px

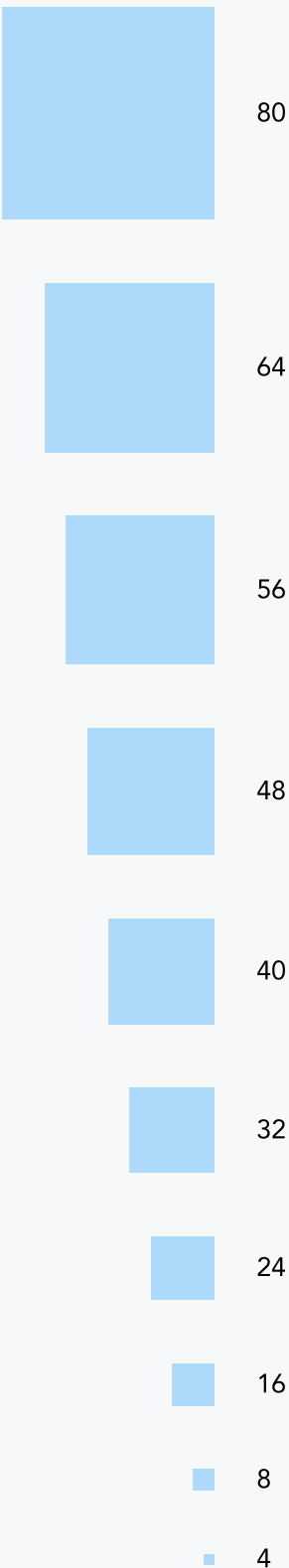Padding after headlines: 24px

Padding between components: 24px
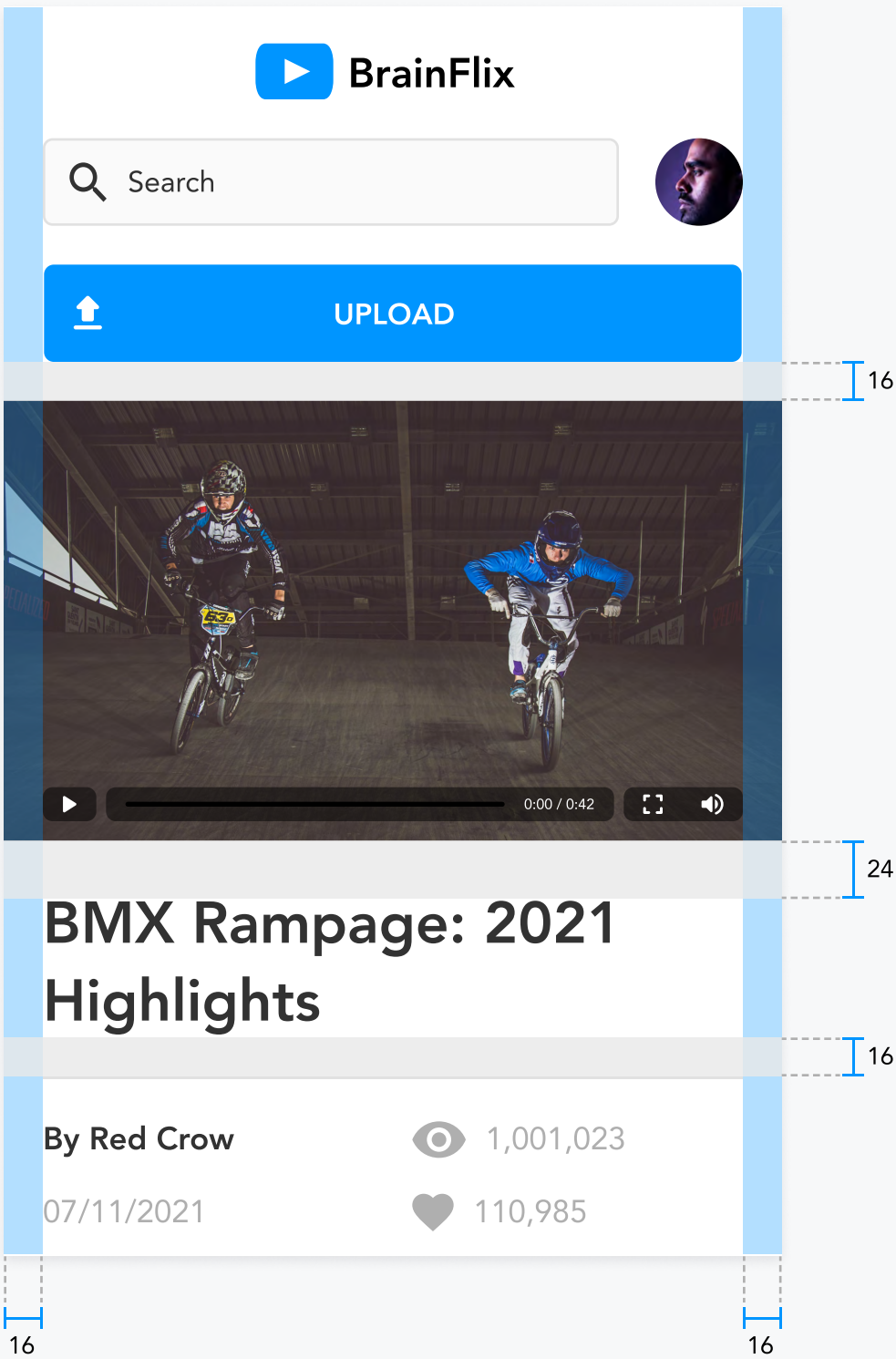
MOBILE

Padding before headlines: 24px

Padding after headlines: 16px

Padding between components: 16px

PADDING INCREMENTS (IN PX)

80

64

56

48

40

32

24

16

8

4

EXAMPLE

Iconography & Call To Actions

ICONS

👁 1,001,023   ♥ 110,985

🔍 Search

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

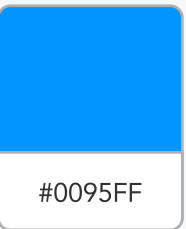The fill color for each icon will always match the color of the text that follows.

BRAINFLIX LOGO

▶ **BrainFlix**

The BrainFlix logo should always be applied on a background of white. For all screen sizes, the logo should not exceed 25px in height, or 120px in width.

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

PRIMARY CTA: DEFAULT

⊞ COMMENT

#0095FF	#FFFFFF
BrainFlix-Blue	White

PRIMARY CTA: HOVER

⊞ COMMENT

#0065AD	#FFFFFF
BrainFlix-DarkBlue	White

BUTTON HEIGHT

The CTA button height will remain 40px throughout all screen sizes.

BUTTON WIDTH

The CTA button width for desktop and tablet will be no less than 150px, and have no less than 32px of padding left & right. The CTA button for mobile should span the entire width of its container.

BUTTON RADIUS

For radius treatment, default to 4px on all corners.

BUTTON ICONS

For icons within buttons, the icon fill color and icon height will be the same as the text that follows.
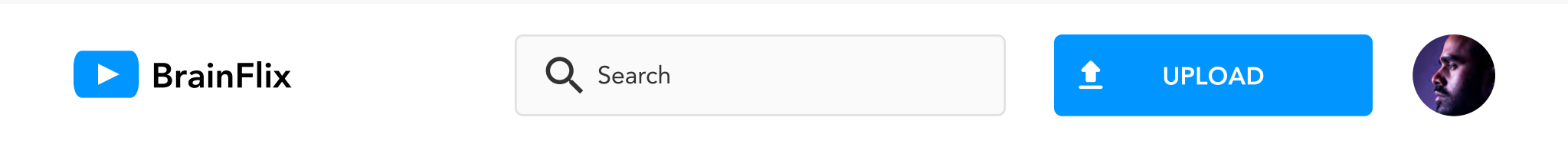
Navigation

This navigation style will be used throughout all pages of BrainFlix. Specific information regarding all components of the navigation can be found on their individual pages of the style guide. For all screen sizes, the height of the navigation bar will be the height of the components, with appropriate padding applied.
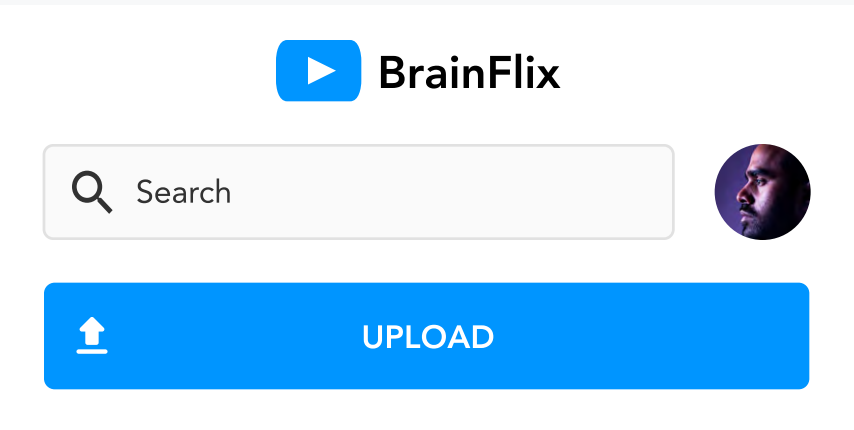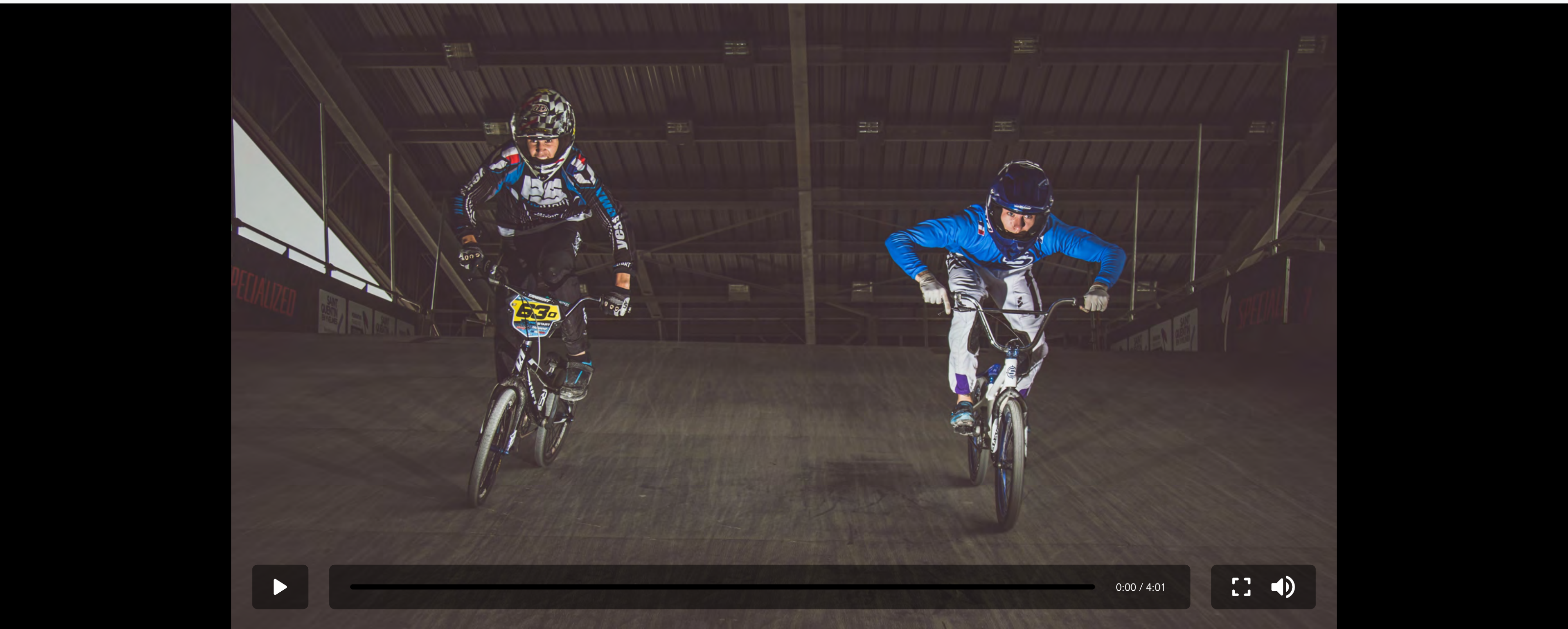
▶ **BrainFlix**   🔍 Search   ⬆ UPLOAD

▶ **BrainFlix**   🔍 Search   ⬆ UPLOAD

▶ **BrainFlix**

🔍 Search

⬆ UPLOAD

Video Player

VIDEO CONTROLS

ICONS

Video icon controls for the video player will always be a white fill color, and placed upon a background of BrainFlix-DarkBlack at 50% opacity.

SCRUBBING CONTROL

The scrubbing icon will be 16px with a white fill color. The scrubber will have a fill color of BrainFlix-DarkBlack, buffer will have a fill color of Silver, and the played video will have a fill color of BrainFlix-Blue

VIDEO PLAYER

If the video does not fill the width of the screen, the background of the video player container should have a fill color of BrainFlix-DarkBlack. The video player should have a 16:9 aspect ratio, regardless of the poster image applied.

Form Fields

The form field height will be no less than 40px on desktop & tablet, and no less than 36px on mobile.

FORM FIELD WIDTH

The form field should be no less than 240px wide, and will not exceed 100% of the width of the container.

FORM FIELD RADIUS

For radius treatment, default to 4px on all corners.

FORM FIELD PADDING

For desktop & tablet screen sizes, default to 16px of padding on all sides. For mobile, default to 12px of padding on all sides.

FORM FIELD LABELS

The space between the form field label and the form field itself will be 4px on all screen sizes.

FORM FIELD BORDER

In a default & filled in state, the form field will have a 1px border using the color Mercury. In an active state, the form field will have a 2px border using the color BrainFlix-Blue. In an error state, the form field will have a 1px border using the color #D22D2D.

DEFAULT STATE

JOIN THE CONVERSATION

Add a new comment

ACTIVE STATE

JOIN THE CONVERSATION

Great video|

FILLED IN STATE

JOIN THE CONVERSATION

Great video!

ERROR STATE

JOIN THE CONVERSATION

Divider

Stroke width: 1px
Fill color: Mercury

Stroke width: 1px
Fill color: Mercury

Stroke width: 1px
Fill color: Mercury

Images

Images will fit within the bounds of their container, and be given a radius treatment of 4px unless specified otherwise.

The image container should be given a background color of Mercury in the event that an image does not load properly.

#E1E1E1

Mercury

Become A Travel Pro In One Easy Lesson

Todd Welch

Avatars

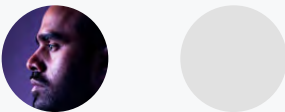Avatar images will have a border radius of 50% applied.

For desktop & tablet screen sizes, the image should be no larger than 40px in both width and height. For mobile screen sizes, the image should be no larger than 36px in both width and height.

The avatar image should have a placeholder color of Mercury applied in the event that an image is not provided.

#E1E1E1

Mercury