Jay Software Solutions Style Guide

# Fonts:

Current Styles:

Headlines: Mr. Dafoe – Script (Ideal for adding a human element)

Should be 200-300% the size of body copy

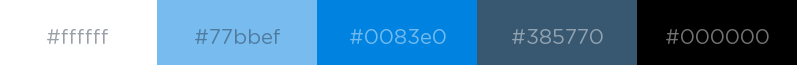
Body: Open Sans Condensed – Humanist Sans Serif (Tension between perfect and imperfect ideal for government or education)

Leading should be 120-150% of body copy size. (line-height: 1.5)

Line Length: 50-75 characters

# Color Scheme:

# Option I:

Option II: 

Primary Colors:

White: hsl(0, 0%, 100%) Simplicity, Cleanliness, Pure

Black: hsl(0, 0%, 0%) Power, Drama, Serious, Bold, Strong

Blue: hsl(205, 100%, 44%) Security, Truth & Stability #0083E0

Pattern: Have Backgrounds get progressively darker and more muted down the page

Option I: The first color is the Primary Blue color and then each section decreases it’s hue and saturation by X where X = original / number of sections. This is an example for five sections:

hsl(205, 100%, 44%) #0083E0

hsl(205, 75%, 33%) #2A73A8

hsl(205, 50%, 22%) #385870

hsl(205, 25%, 11%) #2A3238

hsl(205, 0%, 0%) #000000

Option II: The first color is white, the middle color is the primary blue and the final color is black. The intermediate colors are exactly halfway between.

Look into ~~OmniGraffle~~, ~~Sketch~~ and Balsamiq for wireframing

Use wave.webaim.org to ensure usability