



SHORTCODE BIBLE

A COMPLETE VISUAL GUIDE

UPDATED: 1/6/17

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INTRODUCTION

Welcome to the ShortCode Bible (“SCB” for short), a comprehensive visual guide that aims to create a balanced, manageable system capable of handling the diverse and complex content and visual elements present in Recovery Brands’ site library and article pages.

This document is meant to serve as both a working inventory and detailed instruction booklet, itemizing a series of design conventions and relationships built specifically for and around Recovery Brands’ most popular and highest performing content pages.

FLEXIBILITY & STABILITY

The ShortCode Bible, ideally, is meant to be more of a “living document” than an unchanging doctrine, simply providing a foundation for the way we approach building and managing all of our sites’ content moving forward.

The specific baseline rules and patterns are built first and foremost to provide much needed inherent and consistent design and technical stability, allowing content elements to effectively interrelate and work cohesively. At the same time, the system also offers controlled variability and diversity within this defined skeletal structure.

While there is an overall aim to keep up a very specific design and code baseline rule set, each site, and each ShortCode itself, is meant to eventually safely deviate and become remixed into and with new and ever changing brands, media, and overall content.

SAFETY-NET DESIGN

One of the most redeeming features in the SCB is, when the system itself is applied, maintained, and updated globally, any one site can then roll back any technically problematic or off brand element to square one, providing a “safe reboot” to be built back up from.

This proposed new convention differs greatly from current practice, which lacks a specific global starting point for any one or set of sites, as well as much needed documentation indicating how and why various sites have historically handled content across the board - the SCB becomes that documentation and starting point.

“Slow Burn” Update Approach

The SCB is meant to be updated and appended over time, but not casually or frequently without conviction. Any addition, subtraction, or rule change in general should be measured against all existing baseline rules thoroughly and aggressively, as to not offset the harmony and balance of the system base.

One seemingly small or minor change can and will effect systems overall, and in-depth cross-checking and testing is a requirement for the SCB to remain a success and well managed system of design and code.

BRANDING

Each site will have specific brand elements that will need effective representation, both in and out of content design. These elements are COLORS and FONTS. The rules below are an easy and managable way to ensure those brands are evenly depicted globally.

SAMPLE BRAND / LOGO

To the right is an example brand we will use for the entire Shortcode Bible, consisting of a Primary Display Font, a Primary and Secondary Color, and a Global Grey (in this case: #FFFFFF). The site brand is a main reference when it comes to the styling of each page element, and therefore, each shortcode. Shortcodes will most often pull directly from a site style guide.



COLORS

Colors across all sites will mostly fall into the following conventions as a starting point: Primary Color, Secondary/Accent Color, and Global Grays. The branded colors on the attached page are only examples, and will change based on individual site branding. Global grays will not change by default.

Primary Colors apply to elements that will draw attention, but are not interactive, such as callout boxes. As individual site shortcodes and brands develop, this color may be applied to more static elements to further this idea of emphasis related to brand reinforcement.

Secondary/Accent Colors also draw attention, but specifically apply to interactive elements, like links and buttons.

FONTS

Each site will, at the very least, consist of a Primary and Secondary font. These two fonts will share the same general relationships:

The Primary Font serves as the strongest tie to the site’s brand, mostly likely taken from the logo itself. It works as more of a Display Font, used for mostly Header Elements.

The Secondary Font serves as the site’s readability backbone, an all-around Body Font, to be used heavily throughout.

Edge Cases Colors

Some colors might present contrast issues when it comes to how branding and readability combine.


*In the many cases of preexisting site branding having to work with vaious Shortcode and Content Text, we can simply change the **Global Gray** used as the text color to improve contrast.*

*For example, if a Primary Brand Color happens to be a bright color rather than the more the more typical dark, **simply switch the text color from light to dark** in cases of a light Primary Color being applied as a background behind text.*

The best way to avoid this issue ideally is to go into branding a website with how brand application will affect text and web styles heavily in mind.


BRAND SPECIFIC COLORS

PRIMARY BRAND COLOR



#003162


- Callout Box Header BG



#003162 - 5% OR 10%


- Text Callout BG

SECONDARY / ACCENT BRAND COLOR



#DC3976


- Link Text



#??????*


*Tertiary Brand Color Handling TBD

GLOBAL GRAYS




#333333

- Headers Text, Callout Text, Quote Text



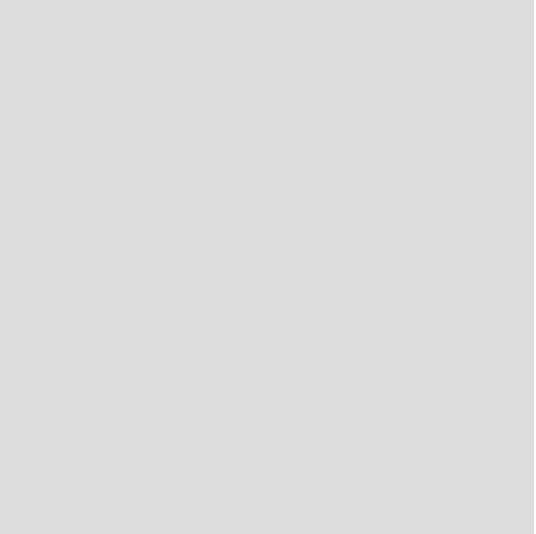
#555555

- Body Text




#999999

- Caption Text



#DDDDDD

- H2 Bottom Border Line, Quote Border Lines



#FFFFFF

- Content BG

BRAND SPECIFIC FONTS

PRIMARY BRAND FONT

Archivo Narrow

- H1, H2, H3

SECONDARY / BODY BRAND FONT

Proxima Nova

- H4, H5, H6, Body

PAGE LAYOUT

This guide is based on an example website template made up of a full Site Container width of 960px, broken down into a two column layout made up of a Primary Main Content Left Column (640px) and a Secondary Sidebar Content Right Column (320px). This layout was chosen to reflect the most common site structure of our site catalogue as the default, and to stress-test a Desktop and Mobile friendly layout.

DESKTOP VS MOBILE

A 320px sidebar, as well as the 320px Inline Content Containers, are all built to better accomodate a rough minimum Mobile Screen width, better ensuring that when shortcode elements stack, the content they contain will be minimally compromised. This pixel unit based approach aims to also compensate the restriction of designing in a static pixel based environment.

PADDING

All content within a content container will have a minimum default padding of 20px. This establishes a global safeguard against site-to-site background color variances, guaranteeing that text and visual elements in the main content area will not awkwardly align flush with the edge of the content area, possibly clashing with a color or pattern site background.

3:1 RATIO

Ideally, our sites would uphold a thirds-based column ratio, including a sites' sidebar content area as one third, but practically, sites will have varying sidebar and main content widths. Therefore, this ratio ideal is more of a guideline or base reference than a hard and fast rule, something to aim towards as applicable, in the vein of visual balance and clear hierarchical page content order.

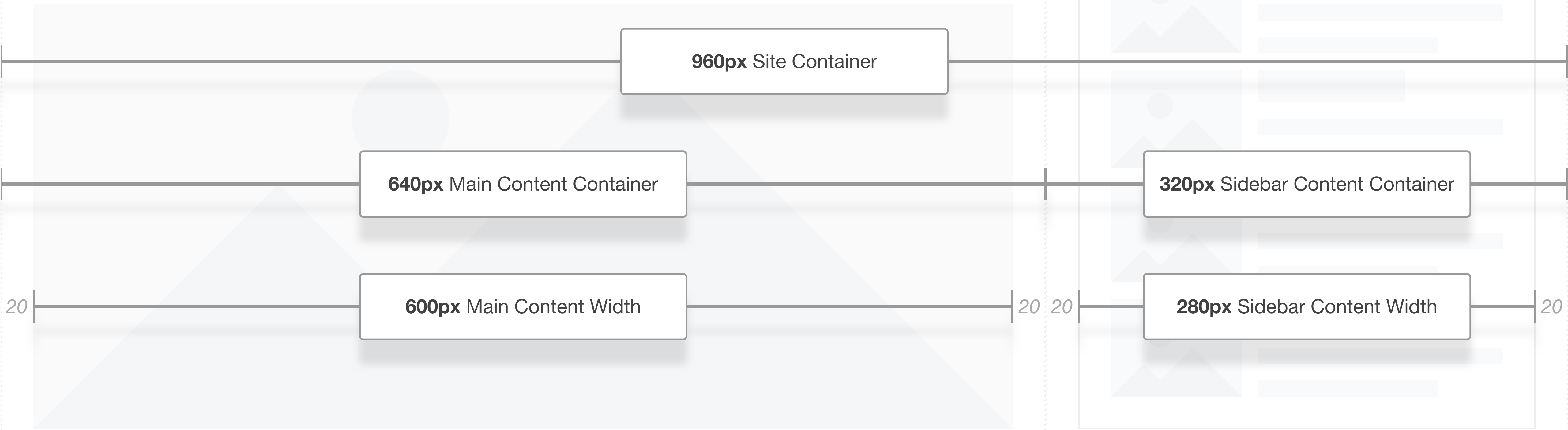
So, generally speaking, the site content area width should be around double that of the sidebar area width. Inline content callouts that align to the right or left of the content area should mimic the width of the sidebar area width, mimicing an overall width that is optimized to fit a mobile screen, by design and by default.

Pixels vs Percentages

Pixels are used as the baseline measurment in this guide for many reasons. That being said, as the Shortcode Bible continues to grow and be tested, some elements may move toward other units of measure as needed, such as inline content having a percentage width rather than a hard pixel width of 320px, perhaps due to a site variance of a large content width that makes the 320px value visually confusing or less effective versus something like a 50% width of the Main Content Container.

The Effects of Alcohol on the Brain Over Time

Written by **Andrew Santos** | Edited by **Biblo Baggins** | Published on Apr. 30th, 2016 | Updated on Sept. 30th, 2016

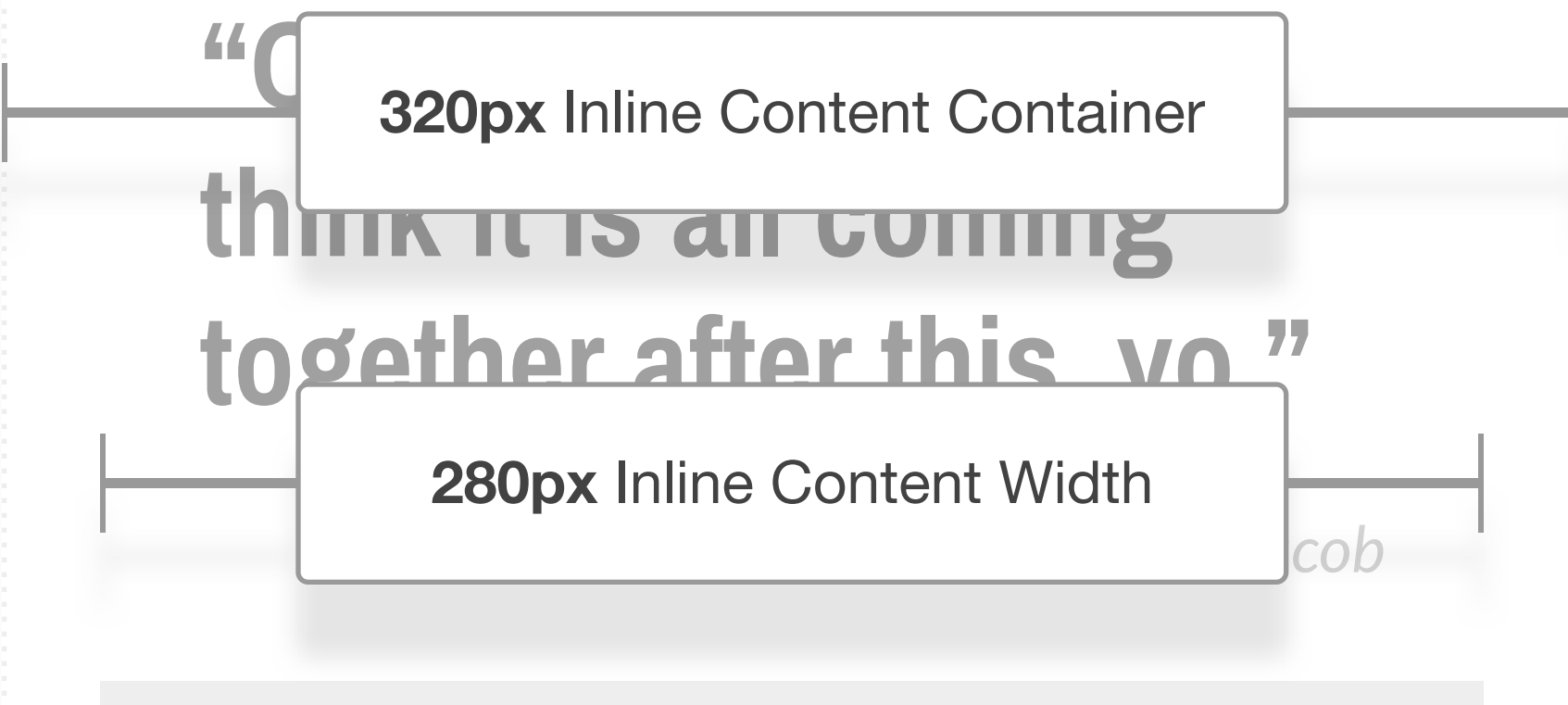


Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam rutrum enim augue, vel bibendum felis tincidunt at. Quisque ullamcorper lectus in justo luctus commodo. Vivamus sollicitudin ultricies urna nec feugiat. Quisque volutpat erat non mi faucibus maximus. Nullam commodo, enim quis mattis vestibulum, sapien sapien maximus augue. Vivamus sollicitudin ultricies urna nec feugiat. Nullam commodo, enim quis mattis vestibulum, sapien sapien maximus augue. Vivamus sollicitudin ultricies urna nec feugiat. Quisque volutpat erat non mi faucibus.

| Table of Contents | |
|------------------------------------|--------------------------------|
| • What is Alcohol? | 320px Inline Content Container |
| • What is a Brain? | 280px Inline Content Width |
| • What is a Brain? | 280px Inline Content Width |

What is Alcohol?

Ut porta vel felis nec dignissim. Mauris ac tristique nisi, a auctor elit. Aenean consectetur vestibulum sem ac facilisis. Duis semper, libero viverra sollicitudin dictum, augue ipsum dictum leo, ut semper libero ex nec ligula. Maecenas et elementum ex, quis pretium enim. Morbi augue turpis, malesuada a eros sed, sagittis pretium lorem. Link Example, metus sed

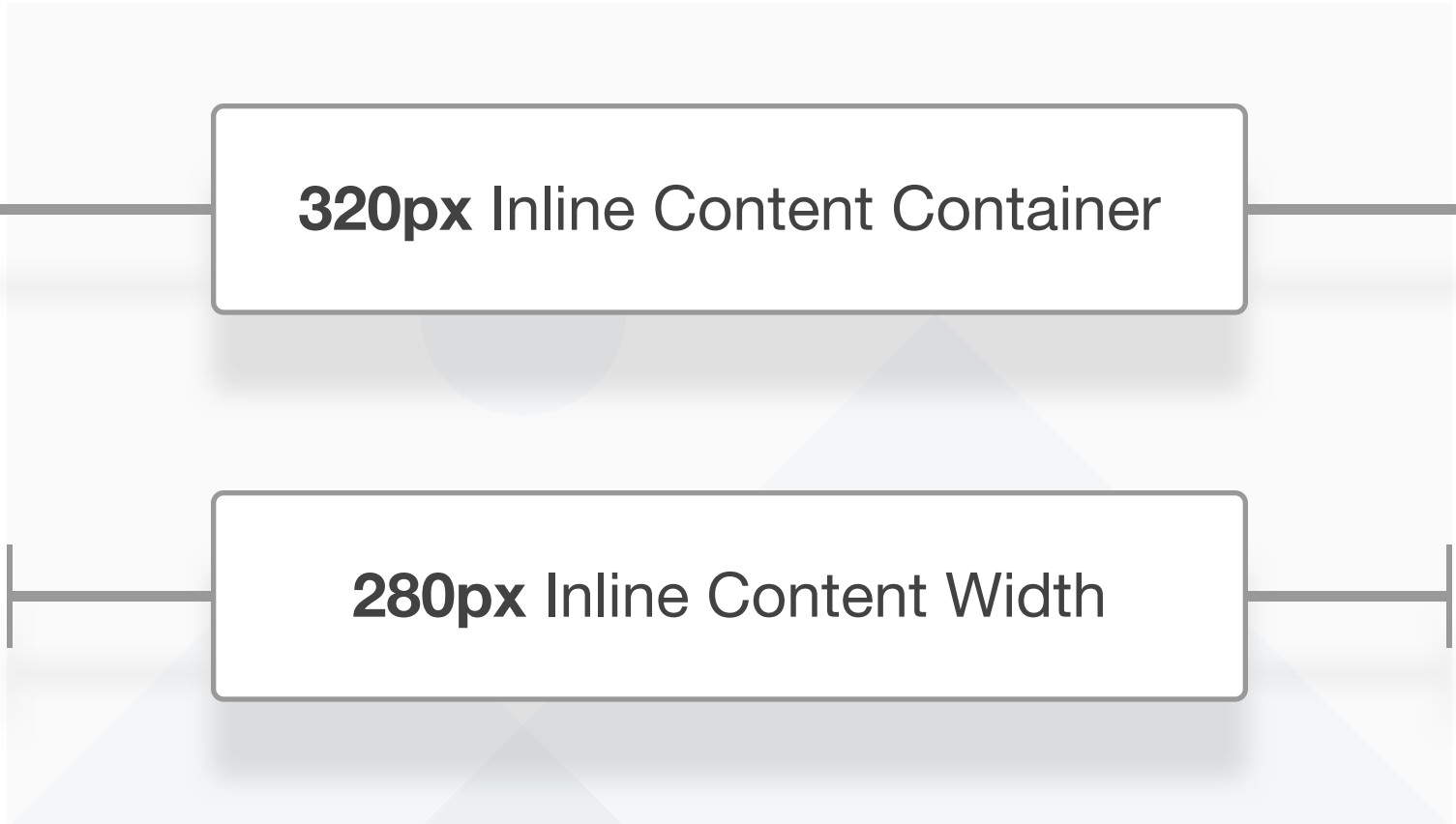


Nulla luctus, nulla ac interdum egestas, magna mauris iaculis purus, id lobortis mauris mauris gravida erat. erdiet auctor velit.

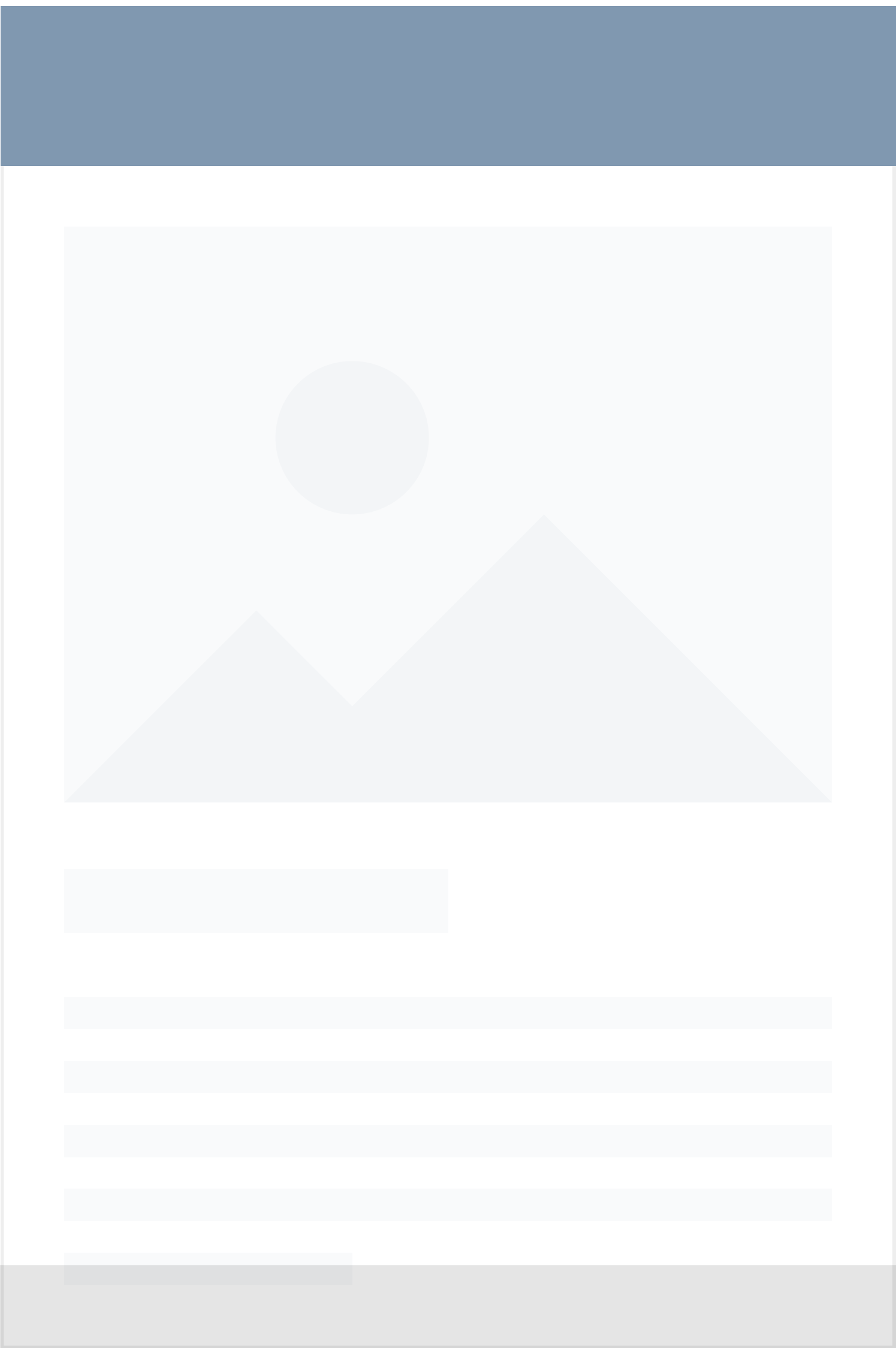
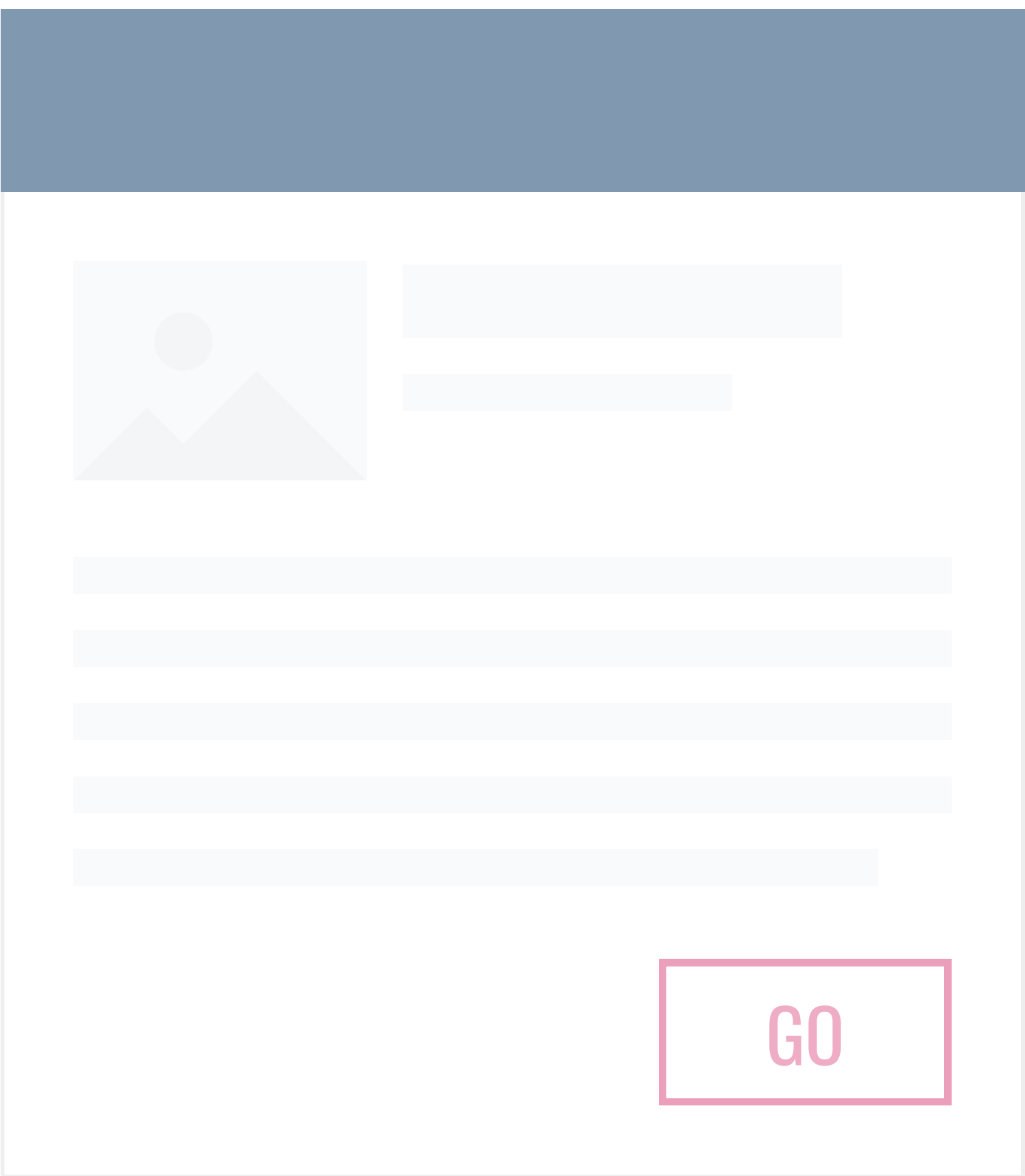
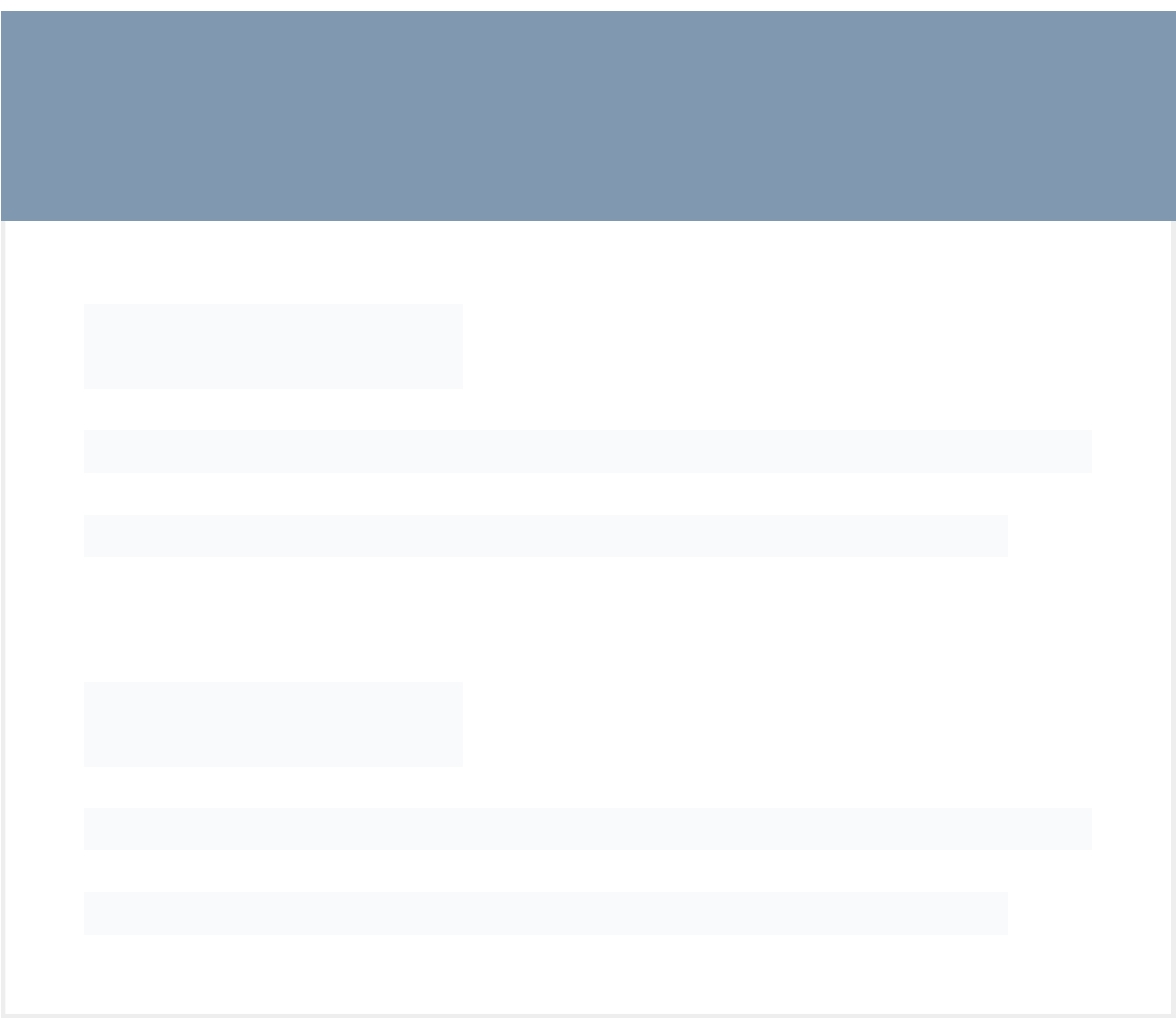
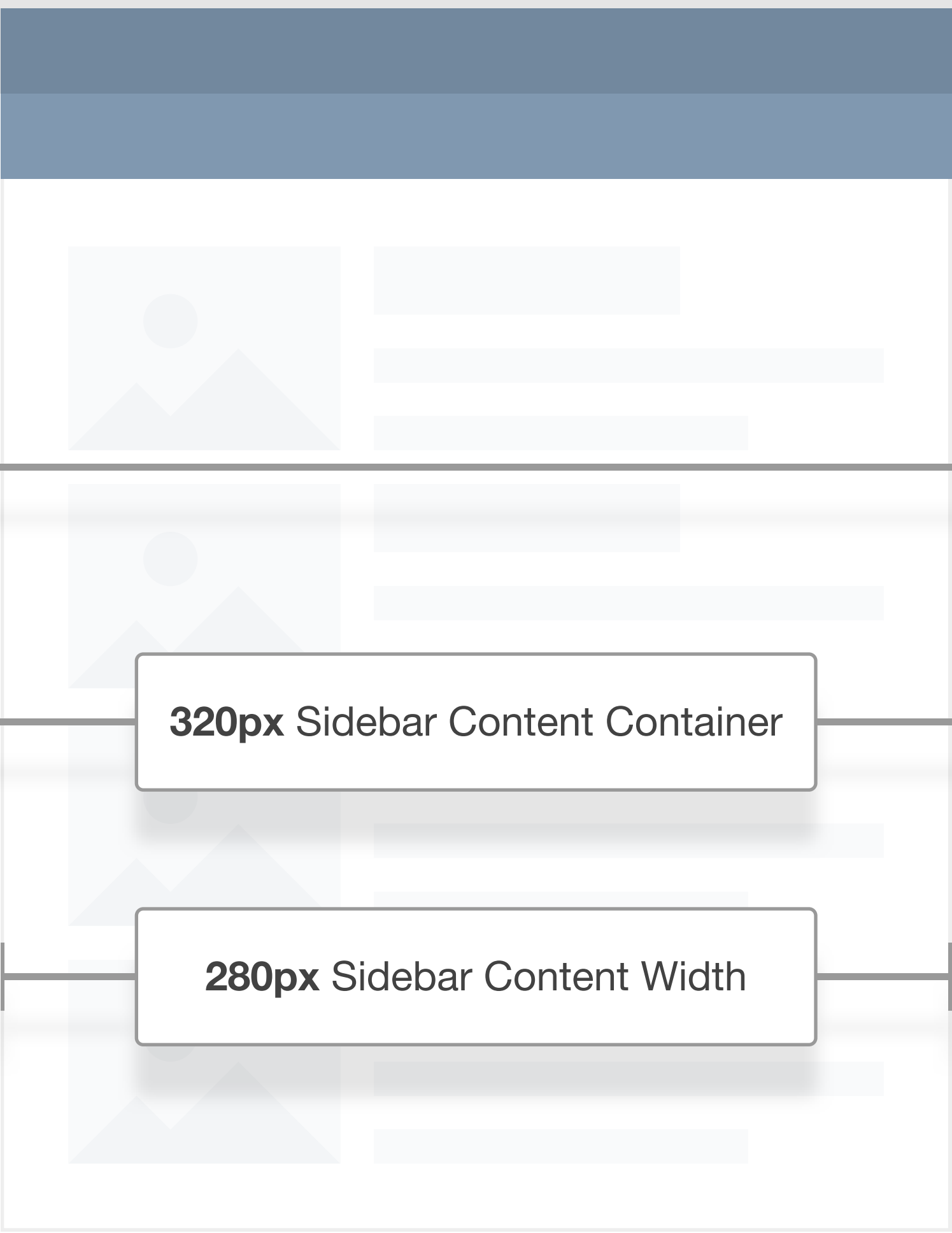
dictum leo, ut semper libero ex nec ligula. Maecenas et elementum ex, quis pretium enim. Morbi augue turpis, malesuada a eros sed, sagittis pretium lorem.

Types of Alcohol

Maecenas et elementum ex, quis pretium enim. Morbi augue turpis, malesuada a eros sed, sagittis pretium lorem. Phasellus molestie, metus sed vehicula dignissim, quam justo fermentum quam, at fringilla eros risus quis orci. Integer at magna in odio tristique sagittis. Nulla luctus, nulla ac interdum egestas, magna mauris iaculis purus, id lobortis mauris mauris gravida elementum ex, et elementum ex, quis pretium enim. Morbi augue turpis, malesuada a eros sed, sagittis pretium lorem. Phasellus molestie, metus sed vehicula dignissim, quam justo fermentum



T. Perdue, R. Sherba, B. Gersper, N. Martt.



TEXT

While each site will consist of at least 1-2 unique fonts dictated by site brand, they will all by default follow the same rules and relationships relating to size, margin, padding, line height, and more. This helps establish needed consistency across sites, and also serves as a safeguard ensuring that any site can be reverted back to a default state if errors, inconsistencies, or complete site redesigns occur.

MEASURING UNITS

All text is measured in pixel values, and generally is divisible by 5px*, similar to all other shortcode elements. This makes it more manageable to remember how text relates to other text and visual elements in general; everything is simply divisible by 5.

**Any text under size 15px will either be size 13px or size 11px, depending on shortcode context. Line height for such elements will still be divisible by 5, but may have other special variances.*

HEADERS(H1,H2,H3)

The H1, H2, and H3 elements will inherit the Primary Font (typically a Bolded Display Font) to help enforce the site brand, and create basic visual hierarchy. All pages start with the H1 element, the top most element in the content area of an article page, which starts a pattern for subsequent Headers (see right). H2 elements all have a bottom border to establish new main sections of content easily, and also relate to the Table of Contents Shortcode.

| Primary Font Family | | color = #333 |
|---------------------|----------------------------------|--------------|
| H1 | size = 30px / line height = 35px | |
| H2 | size = 25px / line height = 30px | |
| H3 | size = 20px / line height = 25px | |

HEADERS(H4,H5,H6)

The H4, H5, and H6 elements will use the Secondary Font, Bolded, to increase readability, as several Display Fonts will become difficult to read at smaller sizes. These three elements, particularly the H5 and H6, are used very rarely, and often can be repurposed as callout content, or otherwise.

| Secondary Font Family | | color = #333 |
|-----------------------|----------------------------------|--------------|
| H4 | size = 15px / line height = 20px | |
| H5 | size = 13px / line height = 15px | |
| H6 | size = 11px / line height = 10px | |

PARAGRAPH TEXT

Defaults are size 15px, with 25px line height, normal font weight, and a color value of #555, regardless site-to-site variables such as font family or brand colors. Top and bottom margins for paragraph blocks should be 25px. The cross site consistency here helps ensure ease of readability. A preferred default for paragraph text is a #FFF content area background color, to help maintain a globally sufficient contrast ratio between text and background.

| Secondary Font Family | | color = #555 |
|-----------------------|----------------------------------|--------------|
| ¶ Text | size = 15px / line height = 25px | |

This is an H1 Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum at augue id odio ultricies faucibus non at ligula. Nam finibus bibendum nunc vitae pulvinar. \

This is an H2 Section Header

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum at augue id odio ultricies faucibus non at ligula. Nam finibus bibendum nunc vitae pulvinar.

This is an H3 Sub Section Header

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum at augue id odio ultricies faucibus non at ligula. Nam finibus bibendum nunc vitae pulvinar.

This is an H4 Sub Sub Section Header

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum at augue id odio ultricies faucibus non at ligula. Nam finibus bibendum nunc vitae pulvinar.

This is an H5 Sample (Rarely Used)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum at augue id odio ultricies faucibus non at ligula. Nam finibus bibendum nunc vitae pulvinar.

This is an H6 Sample (Rarely Used)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum at augue id odio ultricies faucibus non at ligula. Nam finibus bibendum nunc vitae pulvinar.

This is Body Text.

This is Bold Body Text.

This is Italic Body Text.

[This is Link Text.](#)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum at augue id odio ultricies faucibus non at ligula. Nam finibus bibendum nunc vitae pulvinar. Donec gravida purus elit. Duis quis porttitor mauris. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum at augue id odio ultricies faucibus non at ligula. Nam finibus bibendum nunc vitae pulvinar. Donec gravida purus elit. Duis quis porttitor mauris. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum at augue id odio ultricies faucibus non at ligula. Nam finibus bibendum nunc vitae pulvinar. Donec gravida purus elit. Duis quis porttitor mauris.

```
h1, h2, h3 {
font-weight: bold;
font-family: Archivo Narrow; /* Primary Font*/
margin-top: 45px; /* h1 N/A */
margin-bottom: 25px;
color: #333;
}
```

```
h1 {
font-size: 30px;
line-height: 35px;
}
```

```
h2 {
font-size: 25px;
line-height: 30px;
}
```

```
h2.underline {
border-bottom: 2px solid #DDD;
display: flex; /* needs testing */
}
```

```
h3 {
font-size: 20px;
line-height: 25px;
}
```

```
h4,h5,h6 {
font-weight: bold;
font-family: Proxima Nova; /* Secondary Font*/
margin-top: 45px;
margin-bottom: 15px;
color: #333;
}
```

```
h4 {
font-size: 15px;
line-height: 20px;
}
```

```
h5 {
font-size: 13px;
line-height: 15px;
}
```

```
h6 {
font-size: 11px;
line-height: 10px;
}
```

```
p {
font-weight: normal;
font-family: Proxima Nova; /* Secondary Font*/
font-size: 15px;
line-height: 25px;
margin-top: 25px;
margin-bottom: 25px;
color: #555;
}
```

```
a {
font-weight: bold;
color: #DC3976; /* Secondary Brand Color*/
}
```

```
a:hover, a:active {
font-weight: bold;
text-decoration: underline;
color: #DC3976; /* Secondary Brand Color*/
}
```

LISTS

Lists are a bit temperamental in that they can produce varying results making the transition from its ideal static design to its code based output. With that in mind, default browser list handling is the baseline for the SCB, with variances being established on a case by case basis, as a result of visual errors or technical difficulties.

That being said, some basic conventions can be followed which go beyond standard built in browser handing of lists. They will adress font size, unique line heights, and margins.

FONT SIZE

Font Size for Lists will mirror the paragraph stylng that the list appears in. Main Content Area List Font Size with be that of the Main Content Area Paragraph Styling: 15px. When a list is present in a Box Callout, it will reflect the paragraph text size of Box Callouts: 13px.

LINE HEIGHT

Like Font Size, the Line Height of list text will mirror the Paragraph Text of its parent. Main Content Area List Line Height will be that of the Main Content Area Paragraph Styling: 25px. Box Callout List Line Height will reflect the Paragraph Line Height of Box Callouts: 20px.

SPACING: MARGINS, PADDING, & BEYOND

Spacing here is a bit diferent than other elements, in that they will NOT reflect the paragraph styling surrounding a list. Instead, there will be a global 10px spacing between each list bullet item. This helps best handle the unique line break relationships with both longer, multi-line list items and short, uni-line and partial line list items, visually grouping them effectively in varied contexts.

Lists themselves will receive a standard 25px top and bottom margin in the Main Content Area, and a standard 20px within Box Callout, TOC, and blank elements.

Bullet Styles! Or Lack There Of...

List bullet styling should be simple and basic, inheriting default browser settings whenever possible. This means no fancy or unique symbols for bullets, like checkmarks, flags, etc. This helps keep lists elements, which already come with unique challenges in formatting and layout, from becoming too tricky technically and visually tacky.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum at augue id odio ultricies faucibus non at ligula. Nam finibus bibendum nunc vitae pulvinar. Donec gravida purus elit. Duis quis porttitor mauris. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum at augue id odio ultricies faucibus non at ligula.

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- Donec gravida purus elit. Duis quis porttitor mauris. Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Vestibulum at augue id odio ultricies faucibus non at ligula.

Donec gravida purus elit. Duis quis porttitor mauris. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum at augue id odio ultricies faucibus non at ligula. Nam finibus bibendum nunc vitae pulvinar. Donec gravida purus elit. Duis quis porttitor mauris. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

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Vestibulum at augue id odio ultricies faucibus non at ligula. Nam finibus bibendum nunc vitae pulvinar. Donec gravida purus elit. Duis quis porttitor mauris. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum at augue id odio ultricies faucibus non at ligula. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum at augue id odio ultricies faucibus non at ligula. Nam finibus bibendum nunc vitae pulvinar. Donec gravida purus elit. Duis quis porttitor mauris. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum at augue id odio ultricies faucibus non at ligula. Maecenas et elementum ex, quis pretium enim. Morbi augue turpis, porttitor malesuada a eros sed, sagittis pretim orem.

This is a Text Box Callout. It is meant to be an inline element, insterted in the middle of text blocks, rather than at the begining of them.

- Nulla luctus, nulla ac interdum
- Nulla luctus, nulla ac luctus
- Nulla ac interdum
- fdsfsdfsdfs
- cdsfsdfs

```
ul, ol {
list-style: circle outside;
}
```

```
li {
color: #555;
font: normal normal normal 15px/25px Proxima Nova;
margin: 0 0 10px 0;
}
```

COLUMNS:
Columns are a tricky consideration as far as Shortcodes go. For simplicity's sake, they should only be used when handling Lists, on a case-by-case (or site-to-site) basis. They will need some unique stress testing...

```
simple-box-callout ul, ol {
list-style: circle outside;
}
```

```
simple-box-callout li {
color: #333;
font: normal normal normal 13px/20px Proxima Nova;
margin: 0 0 10px 0;
}
```


TITLE AREA

Title Areas currently vary from site to site, some with featured images, others with author and date bylines, some with both and some with neither. Regardless, each site should conform to some basic guidelines across the board, to create uniformity while also providing different options for different site needs.

TITLE

The title, an H1 element, will always be the top most element on an article page, and most likely will follow the SCB default styling (Some sites already have complex H1 areas that may persist). The Title’s top margin edge should be flush with sidebar content when possible, along with adequate space from the site nav area above it.

Spacing of Elements

The minimum vertical spacing among any of the Title Area elements will be the standard vertical spacing of 25px.

This may change in special cases, such as an H2 element appearing below a Featured Image, in which the H2 element would carry a top margin of 45px.

BYLINE

The Byline is a catch-all for any content related to the author, editor, contributors, etc. as well as publishing dates and updates. It mimics some text styling from Captions and Sources Lists. It also has line separators both above and below it, using vertical lines with two spaces on either side of each distinct text element (Author, Editor, Date Published, etc.).

The line separators will share the global line color #DDD by default, with a solid 1px width. 25px of padding will exist both above and below this element, measured from the text rather than the line elements.

FEATURED IMAGE

The featured image will appear below the Title and Byline (when applicable) and appear full width only. It serves as a visual beginning to an article, but will be selected on a case by case basis, per site or per page (depending on a parent site’s predetermined conventions). Table of Contents elements will appear BELOW this image, as to not confuse the flow of a page and avoid inconsistent attempts at balancing different shortcodes occupying the same vertical space.

Lagacy Images Issues

Some images that are currently on our sites are sized specifically for their current containers, which be quite small. For each site that is converted to the SCB, a page by page image audit will need to occur to ensure that our site images are of an adequate base-size, which can be scaled up or down for varied usage.

Title Section with Author Line & with Image

Written by **Andrew Santos** | Edited by **Biblo Baggins** | Published on Apr. 30th, 2016 | Updated on Sept. 30th, 2016



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum at augue id odio onec gravida purus elit. Duis quis porttitor mauris. Duis quis porttitor mauris. Lorem ipsum dolor sit amet, adipiscing elit. Finibus bibendum nunc vitae pulvinar. Donec gravida purus elit.

Title Section with Author Line & without Image

Written by **Andrew Santos** | Edited by **Biblo Baggins** | Published on Apr. 30th, 2016 | Updated on Sept. 30th, 2016

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum at augue id odio onec gravida purus elit. Duis quis porttitor mauris. Duis quis porttitor mauris. Lorem ipsum dolor sit amet, adipiscing elit. Finibus bibendum nunc vitae pulvinar. Donec gravida purus elit.

Title Section without Author Line & with Image



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum at augue id odio onec gravida purus elit. Duis quis porttitor mauris. Duis quis porttitor mauris. Lorem ipsum dolor sit amet, adipiscing elit. Finibus bibendum nunc vitae pulvinar. Donec gravida purus elit.

Title Section without Author Line & without Image

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum at augue id odio onec gravida purus elit. Duis quis porttitor mauris. Duis quis porttitor mauris. Lorem ipsum dolor sit amet, adipiscing elit. Finibus bibendum nunc vitae pulvinar. Donec gravida purus elit.

```
h1 {
  color: #333;
  font: normal normal bold 30px/35px Archivo Narrow;
  margin: 0 0 25px 0;
}
```

```
byline {
  border-bottom: 1px solid #DDD;
  border-top: 1px solid #DDD;
  color: #999;
  font: italic normal regular 11px/15px Proxima Nova;
  margin: 15px 0 15px 0;
  padding: 10px 0 10px 0;
}
```

```
byline a {
  color: #DC3976;
  font: italic normal bold 11px/15px Proxima Nova;
}
```

```
image.featured {
  margin: 25px 0 25px 0;
  width: 100%;
}
```

NOTE:
Margins for the Byline element are based on its text area, NOT including padding and borders, so some code math may need to happen to ensure correct spsacing visually.

NOTE:
When there is no Byline, the spaing between a Featured Image and the Title should be the standard 25px spacing.

NOTE:
When there is no Byline, the spaing between the H1 Title and other elements should be the standard 25px spacing.

TABLE OF CONTENTS

Some sites regularly use an automated Table of Contents (TOC) element, usually populated by H2 content. It is best to handle these elements consistently on a site-to-site basis, due to their high variability in vertical length from page-to-page. Therefore, the choice of being always left aligned, right aligned, or full width, should be a site-wide rule, not just something determined from page-to-page based on surrounding content. This helps page content navigation build consistent UX patterns for the user, as well as eliminate extra design time per page.

RIGHT / LEFT INLINE

Inline TOC Shortcodes are made up of a few elements from other Shortcodes and SCB rules. They mimic the Complex Box Callout conventions as far as having a Box Title element (reading “Table of Contents” by default), as well as Complex Box Callout text size, list conventions, and margins and padding - Right aligned TOC boxes have 20px Left Margin, and Left aligned have 20px Right Margin, both with 25px Bottom Margin.

Mobile Break

On Mobile, the TOC element will always appear above elements that are vertically adjacent to them on Desktop. Full Width TOC elements will simple truncate and stack in the proper order of H2 sections.

TOC line items will be determined as either ordered or unordered lists as a site-wide rule, based on sites’ content and conventions.

FULL WIDTH

Full width TOC shortcodes are used on some of our current sites, and are carried over as an option moving forward. They work best with an ordered list, as to make it clear that the reading order is first down, then left (see example).

They work well for sites that may typically have complex body content immediately following the TOC, keeping visual elements and hierarchy clear and ordered, rather than varied based on inline content type.

An example of this issue would be a site that often starts articles with Inline Quotes:

Two Shortcode elements sharing a vertical space, but with varying vertical heights, can easily cause some messy and confusing layouts, but having one of these elements act as more of a consistent and dominant visual anchor, based on its importance and specific use on site, clarifies this potential visual inconsistency.

This is an H1 Title

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Table of Contents

- **H1 Title**
- **H2 Section 1**
- **H2 Section 2**
- **H2 Section 3**
- **Sources**

```
.toc.right {
float: right;
margin: 0 0 25px 20px;
width: 280px;
}

.toc.title {
background: rgba ( 0, 49, 98, 1.0); /* #003162 @ 100% */
color: #FFF;
font: normal normal bold 20px/25px Archivo Narrow;
padding: 10px 20px 10px 20px;
}

.toc.body {
border: 1px solid #DDD;
padding: 20px;
}

.toc ul, ol {
list-style: circle outside;
}

.toc li a {
color: #DC3976;
font: normal normal bold 13px/20px Proxima Nova;
margin: 0 0 10px 0;
}
```

This is an H1 Title

Table of Contents

- **H1 Title**
- **H2 Section 1**
- **H2 Section 2**
- **H2 Section 3**
- **Sources**

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```
.toc.left {
float: left;
margin: 0 20px 25px 0;
width: 280px;
}

NOTE:
The TOC Shortcode and the Complex Box Callout
Shortcode are very similar, as they are built on the same
visual and organizational principles.
```

This is an H1 Title

Table of Contents

- | | |
|------------------------|------------------------|
| 1. H1 Title | 4. H2 Section 3 |
| 2. H2 Section 1 | 5. Sources |
| 3. H2 Section 2 | |

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```
.toc.left {
margin: 25px 0 25px 0; /* margins may be inherited */
width: 100%;
}

COLUMNS:
Columns are a tricky consideration as far as Shortcodes
go. For simplicities sake, they should only be used when
handling Lists, on a case-by-case (or site-to-site) basis.
They will need some unique stress testing...
```


SIMPLE TEXT BOX CALLOUT

One simple visual element has been used historically as a contextual aside to our site content, calling out a simple factoid or highlighting a related but distinct blurb. That element is known as a Box Callout.

Over time, these elements gradually grew into full blown sub sections, attempting to contain complex elements such as columned lists, stacked images and icons, headers and sub headers, quotes, button links, and more, all creating increased visual clutter and lack of clear heirarchy and intent...

The Simple Text Callout Box shown here is aimed to bring the original idea back to basics, clearly and easily, by better defining its usage and appropriateness through clear visuals and restricted sub elements. Images, quotes, videos, columns, etc. are not allowed in this element, as they now appear elsewhere.

COLOR

Text color in Callout elements is always #333 (similar to Header text) as to better distinguish it against the size of main body paragraph content surrounding it, as well as to help separate it from whatever background color happens to occur behind it. This background color will be either 5% or 10% of the Primary Brand Color (depending on best contrast and brand representation) wich helps give the callout area emphasis and reenforce the site brand throughout article pages.

#003162 - 100%

5%

OR

10%

While the 10% version shows off a bit more of the brand hue, the readability is a bit muddled by the decrease in contrast. Becasue the 5% version still allows the hue to come through and tie to the brand, it is the better choice.

TEXT

Text in any Callout element will follow similar conventions, with only one Header element option (a special box-based H tag) at size 15px, bold, along with main body text at 13px. These elements have a line height of 20px. Bolding, Italicizing, Lists, and Text Links are allowed.

Box Callout Text Rule

Both Simple AND Complex Box Callout Body Text is globally size 13px by default, with a 20px line height and 20px vertical paragraph margin, color #333.

PADDING & MARGINS

A unique feature that helps set Simple Text Box Callouts apart visually is the increased inner padding at 30px, all around. The outer margins are the typical 25px top and bottom, and also have 20px left and / or right, depending on if the element in inline aligned left, inline aligned right, or full width.

Paragraph breaks are 20px high for normal and headers, and 10px high for list items.

Inline vs Paragraph Break

In phase one of the SCB, this Shortcode will always be nested within paragraph content blocks, rather than starting at a paragraph or other element breaking point. This aims to create further variety among Shortcode usage, as well as to minimize issues with variances in top and bottom margins per shorcode type.

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This is Importante Nulla luctus, nulla ac interdum egestas

This is a Text Box Callout. It is meant to be an inline element, insterted in the middle of text blocks, rather than at the begining of them.

- Nulla luctus, nulla ac interdum
- Nulla luctus, nulla ac luctus,
- Nulla ac interdum

non at ligula. Nam finibus bibendum nunc vitae pulvinar. Donec gravida purus elit. Duis quis porttitor mauris. Duis quis porttitor mauris. Lorem ipsum dolor sit amet, adipiscing elit. Finibus bibendum nunc vitae pulvinar. **Donec gravida purus elit.** Duis quis porttitor mauris. Lorem ipsum dolor sit amet, consec tetur adipiscing elit.

Nulla luctus, nulla ac interdum egestas, magna mauris iaculis purus, id lobortis mauris mauris gravida erat. Vestibulum nec est **molestie, hendrerit** dui sed, **ultricies** nulla. Nulla luctus, nulla ac interdum egestas, magna mauris iaculis purus, id lobortis mauris mauris gravida erat. *Maecenas et elementum ex, quis pretium enim.*

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This is a Text Box Callout. It is used for content that will contain no images or rich media, or even a header.

Body Text is what these shortcode are made to hold: **bold** or *italic* text, **text links**, and ordered or unordered lists.

```
.simple-box-callout.right {
background: rgba ( 0, 49, 98, .05 );    /* #003162 @5% */
padding: 30px;
margin: 25px 0 25px 20px;
width: 280px;
}
```

```
.simple-box-callout p {
color: #333;
font: normal normal regular 13px/20px Proxima Nova;
}
```

```
.simple-box-callout.left {
background: rgba ( 0, 49, 98, .05 );    /* #003162 @5% */
padding: 30px;
margin: 25px 20px 25px 0;
width: 280px;
}
```

```
.simple-box-callout.header {
color: #333;
font: normal normal bold 15px/20px Proxima Nova;
margin: 0 0 20px 0;
}
```

```
.simple-box-callout ul. ol {
list-style: circle outside;
}
```

```
.simple-box-callout li {
color: #333;
font: normal normal normal 13px/20px Proxima Nova;
margin: 0 0 10px 0;
}
```

```
.simple-box-callout.full {
background: rgba ( 0, 49, 98, .05 );    /* #003162 @5% */
padding: 30px;
margin: 25px 0 25px 0;
width: 100%;
}
```

NOTE:
Ideally, text elements at the top or bottom within a box will lose any extra margin or padding in order to appear flush with the global 30px innder padding of the box.

COMPLEX BOX CALLOUT

The Complex Box Callout is meant to serve as the next-level box callout, above the Simple Text Box Callout, in that it allows more varied elements within it and carries more visual and contextual weight. These elements require a title (which occupies its own heading box), at least some body description text (also in its own box), and the option of including one featured image.

This Shortcode is relatively simple overall, with the real value found in the distinct and bold presentation and handling of variable content within it. The inclusion of an image along with the weight of the heavy branded title area brings significantly more attention to this element than other shortcodes.

TITLE

A Title is required when using this Shortcode, as it boldy emphasizes and defines the special content being highlighted. The title area’s padding is 20px left and right, 10px top and bottom, and the title’s text styling mimics H3 elements, but with a color of #FFF (when set over dark backgrounds). The background color is the Primary Brand Color at 100% by default.

Global Relations!

These and similar callout-like elements almost always have 25px top and bottom margins, as well as 20px left and/or right margins (depending on alignment). The SCB makes much use of rule repetition and building familiar relational patterns among Shortcodes in order to increase consistency and managability!

IMAGES

Images are optional but very useful in this Shortcode, as they help draw the eye and instantly support various concepts visually. Images will always take the full width of an inline right or left aligned Complex Callout Box (minus 20px of inherent padding) and will always appear directly below the Title Area, before any body text. *Only one image is allowed per Box Callout.*

Images - Full Width

When this Shortcode is Full Width, an image aligns right within the Body Content Box, retaining the predetermined image width value from the inline right or left version (which is 280px by default - 320px with 20px right / left padding). Body text will wrap around this image as needed.

BODY TEXT

Body text is size 13px, color #333, line height of 20px and vertical margin of 20px, mimicing Simple Box Callout Body text and TOC text. Bolding, Italics, Lists and Link Text are allowed.

Text Styles

Complex Box Callouts can handle all of the text styling options availibale in the Simple Text Box Callout, including bolding, italicizing, text links, and lists.

PADDING & MARGINS

The outer margins are the typical 25px top and bottom, and also have 20px left and / or right, depending on if the element is inline aligned left, inline aligned right, or full width. Paragraph breaks are 20px high for normal and headers, and 10px high for list items.

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Callout Box w/o Image - Left with a Two Line Title


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Callout Box w/ Image - Full Width



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Callout Box w/o Image - Full Width

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```
.complex-box-callout.right {
float: right;
margin: 0 0 25px 20px;
width: 280px;
}
```

```
.complex-box-callout.title {
background: rgba ( 0, 49, 98, 1.0); /* #003162 @ 100% */
color: #FFF;
font: normal normal bold 20px/25px Archivo Narrow;
padding: 10px 20px 10px 20px;
}
```

```
.complex-box-callout.body {
border: 1px solid #DDD;
padding: 20px;
}
```

```
.complex-box-callout img {
color: #333;
font: normal normal regular 13px/20px Proxima Nova;
width: 100%;
}
```

```
.complex-box-callout p {
color: #333;
font: normal normal regular 13px/20px Proxima Nova;
}
```

```
.complex-box-callout.left {
float: left;
margin: 0 20px 25px 0;
width: 280px;
}
```

TITLE LENGTH:
Titles can be up to two lines, but any more and the element becomes too visually cluttered and confusing.

```
.complex-box-callout ul, ol {
list-style: circle outside;
}
```

```
.complex-box-callout li {
color: #333;
font: normal normal normal 13px/20px Proxima Nova;
margin: 0 0 10px 0;
}
```

```
.complex-box-callout.full {
margin: 25px 0 25px 0;
width: 100%;
}
```

```
.complex-box-callout.header {
color: #333;
font: normal normal bold 15px/20px Proxima Nova;
margin: 0 0 20px 0;
}
```

IMAGE HANDLING:
Images in full width complex callouts retain width value from their inline counterparts, with text elements wrapping around them as needed. This helps minimize ineffective layout variances caused by extreme image widths.

QUOTES

Visually highlighting Quotes is a modern staple in web content presentation, and this trend comes in many different flavors and fashions. In the SCB, we will aim to simplify and distinguish a few key versions of this technique for regular use. Also, to keep these variants organized and manageable, we will categorize Quotes as follows: Pull Quotes, Sourced Quotes, and Unsourced Quotes.

PULL QUOTE

A Pull Quote as defined in the SCB is a highlighted excerpt from the current article on page, presented separately somewhere within the article itself. A Pull Quote can appear before or after its actual inline occurrence, based on the intended contextual impact to the user. They do not use quote marks or a source, ever.

SOURCED QUOTE

A Sourced Quote will appear similar to a Pull Quote, but will always have wrapping, inline quotes, as well as a clearly displayed Source underneath the actual Quote. These simple but effective visual differences help keep these elements related, but distinguishable.

UNSOURCED QUOTE

Similar to the other quotes, but this time having quote marks and no source. This Shortcode will most likely be used very rarely, if at all.

SHARED STYLING

All Quotes are built to appear visually related, with a few key distinguishers among them. By default, each Quote will have a top and bottom line border element, which helps establish an implied spacial box around the quote text and help fight against jagged text areas clashing. This element is 5px wide, solid, and color #DDD (a Global Gray).

The Quote Text itself borrows from H2 element styling (specifically: color #333, size 25px, line height 20px, etc.)

Quotation Marks

Rather than using image file based graphic representations of Quotation Marks, which can be static and inflexible, the SCB keeps things simple by simply having the user type out the marks in the copy itself. This helps make the usage of Pull Quotes vs. Sourced and Unsourced Quotes very specific and intentional.

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“And here is one more for good measure: #YOLO!!! Haha I always wanted to say something like that...”

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Ut et eros dignissim, finibus lectus sed, interdum eros. Integer et magna placerat, pharetra libero at, pharetra erat. Duis accumsan ut lectus quis porta. Mauris ac ultricies enim. Donec sit amet elit sed felis auctor tempus ac non ante.

It isn’t what is read on the page that matters, but rather, what you write on our own page.

```
.quote {
border-top: 5px solid #DDD ;
border-bottom: 5px solid #DDD;
}
```

```
.quote.right {
float: right;
padding: 20px;
margin: 25px 0 25px 20px;
width: 280px;
}
```

```
.quote.text {
font: normal normal bold 25px/20px Archivo Narrow;
color: #333;
}
```

```
.quote.left {
float: left;
padding: 20px;
margin: 25px 20px 25px 0;
width: 280px;
}
```

```
.quote.source {
font: italic normal regular 13px/20px Proxima Nova;
color: #999;
margin: 10px 0 0 0;
}
```

NOTE:
All Quotes mimic H2 element text styling when it comes to font family, size, line height, and color, by default.

```
.quote.full {
padding: 20px;
margin: 25px 0 25px 0;
width: 100%;
}
```


IMAGES & VIDEO

Images are a basic requirement for each site in order to easily and valuably break up heavy text-based content. As a start, image formatting will also be basic, but also versatile, allowing left and right aligned text wrapped options, as well as a more dominating full width version, both with the ability to add captions beneath. Video, though inherently more complex than static images, will follow similar handling conventions as images.

RIGHT / LEFT ALIGNED

Images will take on the same basic handling as other callout elements like Box Callouts and Quotes, with Right Aligned Images getting 20px Left Margin, Left Aligned Images getting 20px Right Margin, and both versions with 25px top and bottom margin, but vary slightly beyond that.

Because images at times need captioning for various reasons, such as image attribution or just further image content for the reader, caption text handling must be present in the shortcode. The styling is subtle as to not become a distraction, with a size of 11px, line height of 15 and top margin of 10px from the image above, always text aligned left.

FULL WIDTH

Full Width Images are pretty straightforward, they simply span the entire content area. The handling of this width should happen dynamically, so any image uploaded will adjust to any content width. This means that a minimum image size will need to be established per site as to ensure the highest image quality and also also versatility in image use variation on-the-fly.

Image Height

As of now, image height is not restricted to any specific rule or dimension, but may become standardized either in future design guides or programmatically, as needed, either per site, or globally across all sites. Image height should be considered from a design perspective in context of content flow, per use.

VIDEO

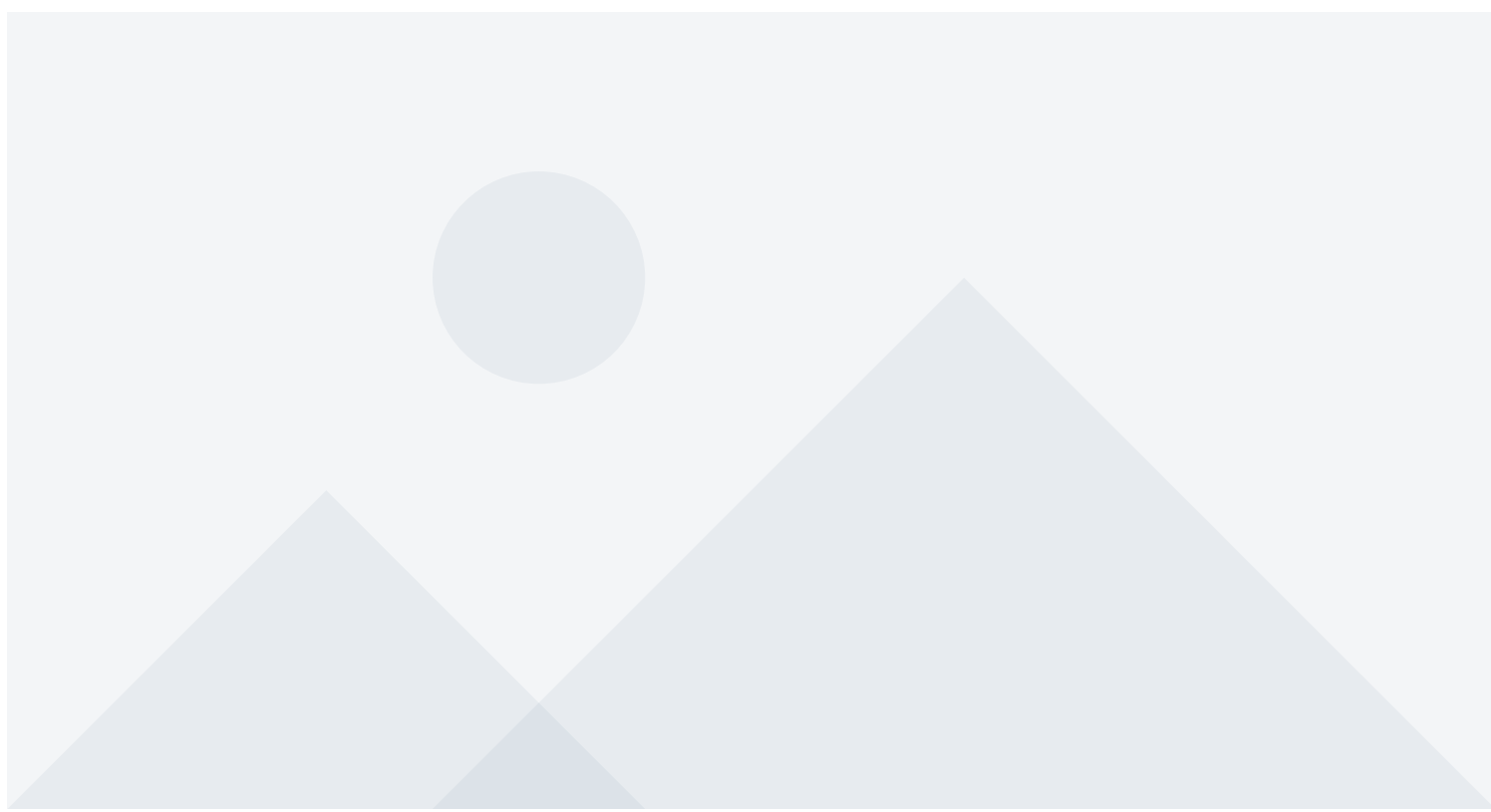
Video should always appear as a full width element, as its complex dynamic content warrants more visual space and heirarchy, and visual details may be lost at smaller sizes. It will follow the same conventions as images.

Video Complexity

Standardizing the width of video elements helps minify the variances in various video source embed properties. Further rules can be determined based on our most frequent video source sites'

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T. Perdue, R. Sherba, B. Gersper, N. Martt.

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non at ligula. Nam finibus bibendum nunc vitae pulvinar. Donec gravida purus elit. Duis quis porttitor mauris. Duis quis porttitor mauris. Lorem ipsum dolor sit amet, adipiscing elit. Finibus bibendum nunc vitae pulvinar. Donec gravida purus elit. Duis quis porttitor mauris. Lorem ipsum dolor sit amet, consec tetur adipiscing elit.



T. Perdue, R. Sherba, B. Gersper, N. Martt. Drug abuse trends in the Cincinnati region. Ohio Substance Abuse Monitoring Network, June 2013. Web. 6 October 2015.

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Ut et eros dignissim, finibus lectus sed, interdum eros. Integer et magna placerat, pharetra libero at, pharetra erat. Duis accumsan ut lectus quis porta. Mauris ac ultricies enim. Donec sit amet elit sed felis auctor tempus ac non ante.

```
image.right {
float: right;
margin: 0 0 25px 20px;
min-width: 280px;
max-width: 50%;
}
```

```
image.left {
float: left;
margin: 0 20px 25px 0;
min-width: 280px;
max-width: 50%;
}
```

```
image.caption {
font: italic normal regular 11px/15px Proxima Nova;
color: #999;
text-align: left;
margin: 10px 0 25px 0;
}
```

```
image.left {
margin: 25px 0 25px 0;
width: 100%;
}
```

```
image.caption {
font: italic normal regular 11px/15px Proxima Nova;
color: #999;
text-align: left;
margin: 10px 0 25px 0;
}
```

SOURCES

Not all sites or pages will have a Sources section, but if so, this shortcode should be used. It aims to both differentiate and deemphasize itself from the main content, helping to visually indicate that the article has come to a close, as well as that the user is now arrived at purely supplementary information.

END ARTICLE MARK

As is standard in many print magazines, a strong but simple visual indicator is sometimes used to indicate the last sentence in an article. In the example, an font based Square Symbol using the site's primary color is used as such. This can be included on a site by site case basis.

DIVIDER LINE

To be used in conjunction with the End Article Mark, alone, or not at all, this 1px high full width line is another visual separator indicating the end of the article. It receives a large 45px top and bottom margin to help this emphasis. It inherits the same conventions as the parent site's byline line element.

"SOURCES:" LABEL

This header label will follow the styling of a site's H3 element: default 45px top margin, 25 bottom margin, Bold, size 20px, line height 25px, etc.

ORDERED LIST

This element is the most unique to the Sources Shortcode, aimed to help keep this area take less space in instances of long source lists and overall make more scanable to the user. It mimics Box Callout List shortcodes in some ways, but not all. This element is by default size 13px, line height of 20px, and body text color #555.

Lists are Hard...

This Shortcode CSS will particularly need Q&A in the code phase in order to produce ideal results both in design output and clean code handling of lists.

lectus eu, congue elementum elit. Donec volutpat tortor quis sollicitudin placerat. Quisque iaculis elit vitae purus viverra cursus. Sed quis fringilla enim, imperdiet auctor velit. **Donec ac ipsum** nec purus tincidunt pretium. Quisque another link here sollicitudin risus orci, at aliquet urna tincidunt in. Phasellus feugiat sapien libero, a fringilla metus faucibus lobortis.

Pretium enim. Morbi augue turpis, malesuada a eros sed, sagittis pretium lorem. Link Example, metus sed vehicula dignissim, quam justo fermentum quam, at fringilla eros risus quis orci. Integer at magna in odio tristique sagittis. Nulla luctus, nulla ac interdum egestas, magna mauris iaculis purus, id lobortis mauris mauris gravida erat. Vestibulum nec est molestie, hendrerit dui sed, ultricies nulla. Donec ex leo, vulputate a pretium enim. Morbi augue turpis, malesuada a eros sed, sagittis pretium lorem. **Link Example**, metus sed vehicula dignissim, quam justo fermentum quam, at fringilla eros risus quis orci. Integer at magna in odio tristique sagittis. Nulla luctus, nulla ac interdum egestas, magna mauris iaculis purus, id lobortis mauris mauris gravida erat. ■

Sources:

1. T. Perdue, R. Sherba, B. Gersper, N. Martt. **Drug abuse trends in the Cincinnati region**. Ohio Substance Abuse Monitoring Network, June 2013. Web. 6 October 2015.
2. N. Caldwell, T. Srebotnjak, T. Wang, R. Hsia. **“How much will I get charged for this?”** Patient charges for top ten diagnoses in the emergency department. PLoS ONE 8(2): e55491, 2013. Web. 9 October 2015.
3. G. Claxton, C. Cox, M. Rae. **The cost of care with marketplace coverage**. The Henry J. Kaiser Family Foundation, February 2015. Web. 9 October 2015.
4. L. Zamosky. Ambulances: **Basic info about a service you may take for granted**. Los Angeles Times, 26 January 2014. Web. 9 October 2015.
5. CAREOperative. **Healthcare Bluebook: Medical services**. CAREOperative, 2015. Web. 9 October 2015.
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7. A. Pfuntner, L. Wier, C. Steiner. **Costs for hospital stays in the United States**. Healthcare Cost and Utilization Project, December 2013. Web. 9 October 2015.
8. U.S. Centers for Medicare & Medicaid Services. **Why health coverage is important: Protection from high medical costs**. USA.gov. Web. 9 October 2015.
9. Fox News Associated Press. **Heroin addicts face barriers to treatment**. Fox News, 7 April 2014. Web. 9 October 2015.
10. K. LaMance. **Heroin state and federal penalties**. LegalMatch.com. Web. 13 October 2015.

NOTES:
The end-article block element is barrowed from many print magazine conventions, as is an optional element on a site-to-site basis. It inherits the site’s Primary Brand Color, and is a font-based symbol.

.sources-area {
top-border: **1px solid #DDD**;
padding-top: **45px**;
margin: **45px 0 25px 0**;

.sources-area.title {
color: **#333**;
font: **normal normal bold 20px/25px Archive Narrow**;
margin-bottom: **25px**;
}

NOTES:
This Shortcode CSS will particularly need Q&A in the code phase in order to produce ideal results both in design output and clean code handling of lists. The following code is a rough starting point:

sources-area ol {
list-style: **outside**;
}

sources-area li {
font: **italic normal regular 13px/20px Proxima Nova**;
color: **#555**;
margin: **0 0 10px 0**; /* Unique spacing */
}

BULLET HANDLING and Q&A TBD...
sources-area li { /* Subject to Change */
display: **block**;
-webkit-margin-before: **0em**;
-webkit-margin-after: **0em**;
-webkit-margin-start: **0px**;
-webkit-margin-end: **0px**;
-webkit-padding-start: **20px**;
list-style-position: **outside**;
}

SIMPLE VARIATIONS

While this guide aims to simplify elements down into a basic and servicable visual system across all sites, local variants of global rules may be desired over time or as site redesigns and branding updates occur. In those instances, there are some basic visual updates that can happen on a site that allow more visual diversity and brand development which don't also compromise overall visual systems.

COLOR INJECTION

Site-wide elements that make use of Global Grays, such as various Lines and Line Dividers, Callout Box Backgrounds, and even Headers, can make use of the site's Primary Brand Color. Header Text can take this color at 100% while Box Backgrounds and Lines can take it at 5-10% (matching the Simple Box Callout BG).

Using the Secondary Brand Color in this way is HIGHLY DISCOURAGED, as the Secondary/Accent Color is to be associated with INTERACTIVE ELEMENTS as a rule, and undoing this conventions creates UX inconsistency and possible site wide user confusion.

LINE TYPES

Lines are used graciously throughout the SCB, as one of the most simple and effective content separation tools, and are typically solid and a subtle Global Gray, as to not become too distracting. While this works well as a default, some site branding might benefit from varying the color, style, and weight of these lines.

CSS EFFECTS

Elements like Box Callouts don't have to only make use of solid line borders as defining separation elements - things like subtle shadows, rounded corners, or subtle patterned backgrounds can help make a site brand more unique and diverse.

MORE...

Modifications like the above can be quick, simple and effective diversifiers that help enrich individual sites within the general structure put forth in the SCB. The SCB is a MVP base style structure, meant to be remixed and built upon, and serve as a foundation that can be reverted to. As long as new conventions are applied consistently and appropriately throughout a site, and are well documented.

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“It isn’t what is read on the page that matters, but rather, what you write on our own page.”

- John Jacob

```
.element.variant {
  color: #E47F00; /* Primary Color on Quote Text */
}
```

This is an H2 Section Header

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum at augue id odio ultricies faucibus non at ligula. Nam finibus bibendum nunc vitae pulvinar. Sorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum at augue id odio ultricies faucibus non at ligula. Nam finibus bibendum nunc vitae pulvinar.

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```
.element.variant {
  border-bottom: 3px dotted #FFA2A2; /* Brand Injection */
}
```

Callout Box w/ Image - Left

Donec ex leo, vulputate a lectus eu, congue elementum elit. **Donec volutpat** tortor quis sollicitudin placerat. Phasellus feugiat sapien libero, a fringilla metus faucibus lobortis. Integer a ornare ante.

Sorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum at augue id odio ultricies faucibus non at ligula. Nam finibus bibendum nunc vitae pulvinar.

lonec gravida purus elit. Duis quis porttitor mauris. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum at augue id odio ultricies faucibus non at ligula.

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```
.element.variant {
  border-radius: 10px 0 10px 0;
  box-shadow: 0 0 20px rgba(0,0,0,.5);
}
```

Sorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum at augue id odio ultricies faucibus non at ligula. Nam finibus bibendum nunc vitae pulvinar. lonec gravida purus elit. Duis quis porttitor mauris. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum at augue id odio ultricies faucibus non at ligula. lonec gravida purus elit. Duis quis porttitor mauris. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum at augue id odio ultricies faucibus non at ligula. Nam finibus nunc ipsum dolor sit.

Callout Box w/ Image - Right

Ut turpis elit, finibus et tincidunt eget, tristique imperdiet enim. **Donec ornare vitae orci at dignissim.**

```
.element.variant.title {
  background-color: rgba(135, 130, 148, 1.0);
}
```

```
.element.variant.body {
  background-image: url("semi_trans_example.png");
  background-color: rgba(135, 130, 148, 0.5);
}
```


TIME FOR MOBILE!

The Shotcode Bible is built from the ground up with both Mobile and Desktop in mind, working together as a cohesive unit. The rules in every Shortcode are meant to be able to flex and truncate down to Mobile Screens as seamlessly as possible, with elements like text size, line heights, widths, margins and paddings, all capable of being efficient, optimal, and universal across platforms.

GLOBAL PADDING

Both the desktop and mobile versions of the Main Content Area are, according to the SBC, intended to have a built-in 20px global padding. This helps in certain ways for desktop in cases of varying site backgrounds causing conflicts when no padding exists within the Main Content Area, but also helps the Mobile design as well.

This same Main Content Area should become the Full Width, Primary Content Area on Mobile devices. This convention creates a safeguard of at least 20px padding on any device, and removes leftover visual elements from a site's desktop experience, such as a sliver of site background color that easily becomes ineffective and creates clutter on a Mobile device.

Leftovers

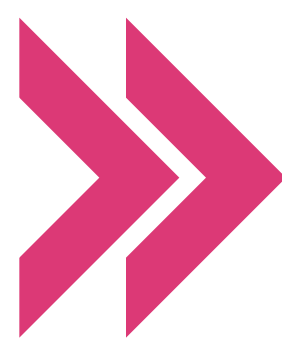
The handling and elimination of any and all leftover padding and margins when transitioning from desktop to mobile will be an ongoing effort. The ideal should be a minimal, clear, and effective stream of content and information to the user, built on strategic visual patterns that have underlying meaning and systematic technical structure.

VERTICAL HIERARCHY

Shortcode elements are meant to only share vertical space with non-shortcode elements, both on Desktop on Mobile. So, a Right Aligned TOC Shortcode will always be inline with simple text elements, never parallel with a Left Aligned Image Shortcode (or any other Shortcode). This helps create simple and clear hierarchy among content, from a UX perspective, and a technical one. It also helps restrict the over-usage of Shortcodes, ensuring a user will only ever experience a certain amount of complex visuals at any given time within an article as one scrolls.

This idea is basically forced further on Mobile devices, where only one element, Shortcode or otherwise, is present in a vertical space as content is scrolled through; a one column content convention. Creating a content handling system around this technical difference, rather than against it, helps make the SCB more versatile and utilitarian.

The Effects of Alcohol on the Brain Over Time



Written by **Andrew Santos** | Edited by **Biblo Baggins** | Published on Apr. 30th, 2016 | Updated on Sept. 30th, 2016



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Table of Contents

- **What is Alcohol?**
- **What is a Brain?**
- **Combine Those Two Topics and See**

What is Alcohol?

Ut porta vel felis nec dignissim. Mauris ac tristique nisi, a auctor elit. Aenean consectetur vestibulum sem ac facilisis. Duis semper, libero viverra sollicitudin dictum, augue ipsum dictum leo, ut semper libero ex nec ligula.

“Oh, DEFINITELY! I think it is all coming together after this, yo.”

- John Jacob

Maecenas et elementum ex, quis pretium enim. Morbi augue turpis, malesuada a eros sed, sagittis pretium lorem. Link Example, metus sed

Nulla luctus, nulla ac interdum egestas, magna mauris iaculis purus, id lobortis mauris mauris gravida erat. erdiet auctor velit.

dictum leo, ut semper libero ex nec ligula. Maecenas et elementum ex, quis pretium enim. Morbi augue turpis, malesuada a eros sed, sagittis pretium lorem.

Types of Alcohol

Maecenas et elementum ex, quis pretium enim. Morbi augue turpis, malesuada a eros sed, sagittis pretium lorem. Phasellus molestie, metus sed vehicula dignissim, quam justo fermentum quam, at fringilla eros risus quis orci. Integer at magna in odio tristique sagittis. Nulla luctus, nulla ac interdum egestas, magna mauris iaculis purus, id lobortis mauris mauris gravida elementum ex,

et elementum ex, quis pretium enim. Morbi augue turpis, malesuada a eros sed, sagittis pretium iorem. Phasellus molestie, metus sed vehicula dignissim, quam justo fermentum quam, at fringilla eros risus quis orci. Integer at magna in odio tristique sagittis. Nulla luctus



T. Perdue, R. Sherba, B. Gersper, N. Martt.

The Effects of Alcohol on the Brain Over Time

Written by **Andrew Santos** | Edited by **Biblo Baggins** | Published Apr. 30th, 2016 | Updated Sept. 30th, 2016

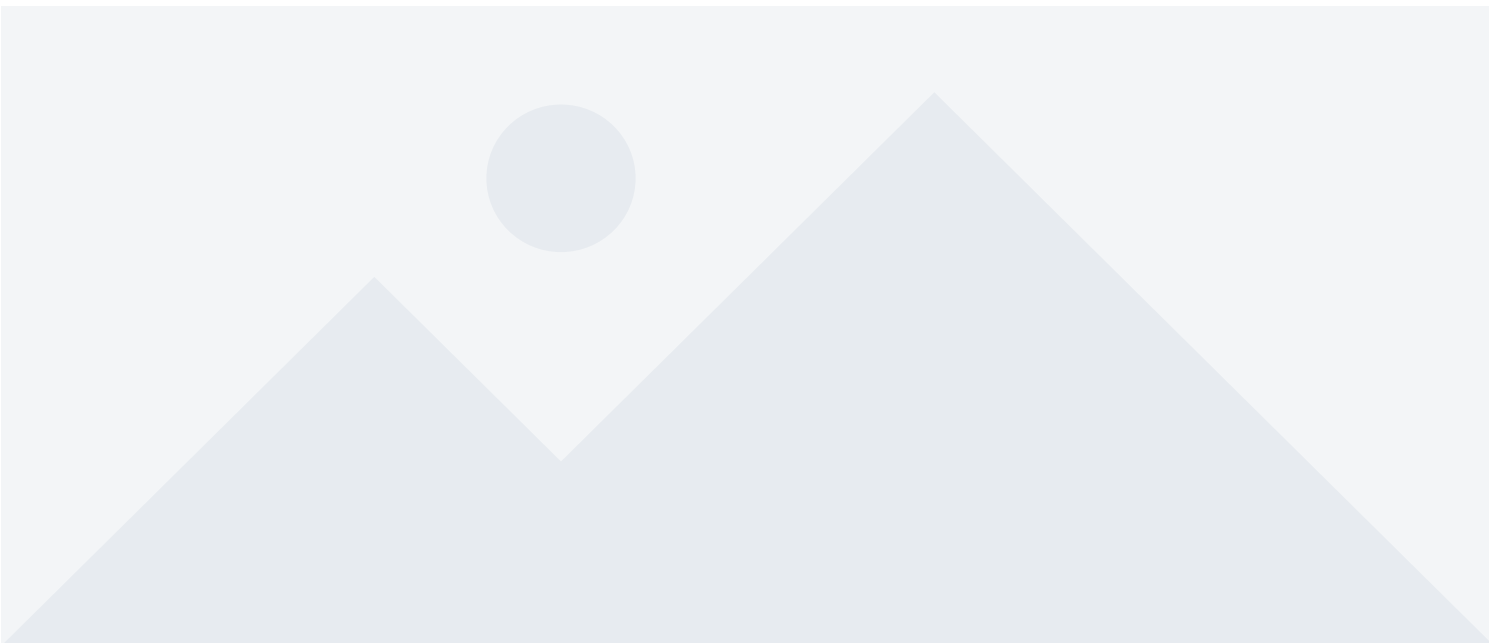


Table of Contents

- **What is Alcohol?**
- **What is a Brain?**
- **Combine Those Two Topics and See**

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What is Alcohol?

Ut porta vel felis nec dignissim. Mauris ac tristique nisi, a auctor elit. Aenean consectetur vestibulum sem ac facilisis. Duis semper, libero viverra sollicitudin dictum, augue ipsum dictum leo, ut semper libero ex nec ligula. Maecenas et elementum ex, quis pretium enim. Morbi augue turpis, malesuada a eros sed, sagittis pretium lorem. Link Example, metus sed

Nulla luctus, nulla ac interdum egestas, magna mauris iaculis purus, id lobortis mauris mauris gravida erat. erdiet auctor velit.

“Oh, DEFINITELY! I think it is all coming together after this, yo.”

- John Jacob

MORE MOBILE

Mobile is simply the truncated and stacked presentation of content, and the SCB is built with low friction responsiveness in mind from the ground level. All inline content Shortcodes are designed around widths comparable to most mobile device sizes, and full width elements simply scale down and mimic their inline element counterparts, with a safe global 20px padding from any screen edge.



This is an H1 Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum at augue id odio ultricies faucibus non at ligula.

This is an H2 Section Header

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum at augue id odio ultricies faucibus non at ligula.

This is an H3 Sub Section Header

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum at augue id odio ultricies faucibus non at ligula.

This is an H4 Sub Sub Section Header

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum at augue id odio ultricies faucibus non at ligula.

This is an H5 Sample (Not Used)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum at augue id odio ultricies faucibus non at ligula.

This is an H6 Sample (Not Used)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum at augue id odio ultricies faucibus non at ligula.

This is Body Text. **This is Bold Body Text.**

This is Italic Body Text. **This is a Text Link.**



Ut porta vel felis nec dignissim. Mauris ac tristique nisi, a auctor elit. Aenean consectetur vestibulum sem ac facilisis. Duis semper, libero viverra sollicitudin dictum, augue ipsum dictum leo, ut semper libero ex nec ligula. ■

Sources:

1. T. Perdue, R. Sherba, B. Gersper, N. Martt. **Drug abuse trends in the Cincinnati region.** Ohio Substance Abuse Monitoring Network, June 2013. Web. 6 October 2015.
2. N. Caldwell, T. Srebotnjak, T. Wang, R. Hsia. **“How much will I get charged for this?”** Patient charges for top ten diagnoses in the emergency department. PLoS ONE 8(2): e55491, 2013. Web. 9 October 2015.
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5. CAREOperative. **Healthcare Bluebook: Medical services.** CAREOperative, 2015. Web. 9 October 2015.
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“When a wise person thinks up an new idea, they often keep it to themselves, rather than immediately spread it. When a foolish person thinks up something, they spread it until there is nothing left.”

- John Jacob

Ut porta vel felis nec dignissim. Mauris ac tristique nisi, a auctor elit. Aenean consectetur vestibulum sem ac facilisis:

- Duis semper, libero viverra sollicitudin dictum, augue ipsum dictum leo, ut semper libero ex nec ligula.
- Maecenas et elementum ex, quis pretium enim. Morbi augue turpis, malesuada a eros sed, sagittis pretium lorem.
- Vestibulum at augue id odio ultricies faucibus non at ligula. Nam finibus bibendum nunc vitae pulvinar.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum at augue id odio ultricies faucibus non at ligula. Nam finibus bibendum nunc vitae pulvinar. Ut porta vel felis nec dignissim. Mauris ac tristique nisi, a auctor elit. Aenean con sectet

This is an H1 Title

Written by **Author McWriter** | Edited by **Edit McBackspace**



Table of Contents

- H1 Title
- H2 Section 1
- H2 Section 2
- H2 Section 3

This is an H2 Section Header with Header Styles

Lorem ipsum dolor sit amet, consectetur
 adipiscing elit. Vestibulum at augue id
 odio ultricies faucibus non at ligula. Nam
 finibus bibendum nunc vitae pulvinar.

This is an H3 Sub Section Header

Lorem ipsum dolor sit amet, consectetur
 adipiscing elit. Vestibulum at augue id
 odio ultricies faucibus non at ligula. Nam
 finibus bibendum nunc vitae pulvinar.

This is an H4 Sub Sub Section Header

Lorem ipsum dolor sit amet, consectetur
 adipiscing elit. Vestibulum at augue id
 odio ultricies faucibus non at ligula. Nam
 finibus bibendum nunc vitae pulvinar.

This is an H5 Sample (Not Used)

Lorem ipsum dolor sit amet, consectetur
 adipiscing elit. Vestibulum at augue id
 odio ultricies faucibus non at ligula. Nam
 finibus bibendum nunc vitae pulvinar.

This is an H6 Sample (Not Used)

Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Vestibulum at augue id
odio ultricies faucibus non at ligula. Nam
finibus bibendum nunc vitae pulvinar.

commodo. Vivamus sollicitudin ultricies
urna nec feugiat. Quisque volutpat erat
non mi faucibus maximus.

This is an H2 Check Out the Images In Here!

Vivamus sollicitudin ultricies urna nec feugiat. Quisque volutpat erat non mi faucibus maximus. Nullam commodo, enim quis mattis vestibulum, sapien sapien maximus augue. Nullam commodo, enim quis mattis vestibulum, sapien sapien maximus augue.

T. Perdue, R. Sherba, B. Gersper, N. Martt.

Ut porta vel felis nec dignissim. Mauris ac
tristique nisi, a auctor elit. Aenean
consectetur vestibulum sem ac facilisis.
Duis semper dictum, augue ipsum dictum
leo, ut semper libero ex nec ligula.

Maecenas et elementum ex, quis pretium enim. Morbi augue turpis, malesuada a eros sed, sagittis pretium lorem.

Vivamus sollicitudin ultricies urna nec feugiat. Quisque volutpat erat non mi ultricies urna nec feugiat. Quisque erat

consectetur vestibulum sem ac facilisis. Duis semper, libero viverra sollicitudin dictum, augue ipsum dictum leo, ut semper libero ex nec ligula. Maecenas et elementum ex, quis pretium enim. Morbi augue turpis, malesuada a eros sed, sagittis pretium lorem. [Link Example](#), metus sed

Nulla luctus, nulla ac interdum egestas,
magna mauris iaculis purus, id lobortis
mauris mauris gravida erat. erdiet auctor
velit.

**This is Importante Nulla luctus,
nulla ac interdum egestas**

This is a Text Box Callout. It is meant to be an inline element, insterted in the middle of text blocks, rather than at the beginning of them.

- Nulla luctus, nulla ac interdum
- Nulla luctus, nulla ac luctus,
- Nulla ac interdum

Ut porta vel felis nec dignissim. Mauris ac
tristique nisi, a auctor elit. Aenean
consectetur vestibulum sem ac facilisis.
Duis semper, libero viverra sollicitudin
dictum, augue ipsum dictum leo, ut semper
libero ex nec ligula.

Maecenas et elementum ex, quis pretium enim. Morbi augue turpis, malesuada a eros sed, sagittis pretium lorem.

Callout Box w/ Image - Right

Donec ex leo, vulputate a lectus eu,
congue elementum elit. Phasellus feugiat
sapien libero, a fringilla metus faucibus
lobortis. Integer a ornare ante. Ut turpis
elit, finibus et tincidunt eget.

Aenean consectetur vestibulum sem ac facilisis. Maecenas et elementum ex, quis pretium enim. Morbi augue turpis, malesuada a eros sed, sagittis pretium lorem. Duis semper, libero viverra sollicitudin dictum, augue ipsum dictum leo, ut semper libero ex nec ligula. Ut porta vel felis nec dignissim. Mauris ac tristique nisi. a auctor elit. Aenean consectetur

MOVING FORWARD

The ShortCode Bible is, at heart, a continuous work in progress; it is not meant to be a universal catch-all to any and all content related design issues and management woes, but instead, a supplement. The actual implementation, regular usage, and (most importantly) periodic updating of the documentation and system itself will ideally help better our global site management overall, as we all together begin to look to the same set of shared values and conventions in our content handling methods, rather than work apart and sporadically as individual, seemingly unrelated issues come up.

The main aim of the SCB is to drive Recovery Brands towards a better unification of our processes and our goals, through transparent and available documentation that can be evaluated and suggested upon by various roles within the company. This feedback is then to be filtered by our various experts and applied through their various talents and specialties, all to further promote a sense of harmonious organization and qualitative authority in the presentation of our content.

Bill Gates once proclaimed that “Content is King.” The ShortCode Bible aims to build on that idea by treating our own unique content with the same reverence; to give it great care and intricate handling, as to best prepare it to be expertly delivered to the audiences that increasingly seek it out for guidance.

