

STYLE GUIDE- MER PROJECT

The purpose of this guide is to keep the design of the MER website consistent in terms of the alignment of items, colours and typography so that the website will be easier to maintain and faster to develop.

Last edited:

May 2021 – Rick van Wijk

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Colours

Note!

The use of other grey tints/shades is allowed. However, make sure these grey tints/shades are used in a consistent way.

BLACK Text and background colour used for sections that are filled with important/call to action content. Can be used as overlay in combination with opacity. Do NOT use as background in combination with lots of paragraph text. #000	DARK BLUE Background colour used to fill sections of homepage and mark text. Can be used as background overlay in combination with opacity. Only use this colour if the contrast with other elements like text or icons is sufficient. #004B82	ORANGE Use as colour for elements like buttons or other elements that need to draw the attention of the user. Do NOT use this colour for big background sections. #D38936	GREY Use this colour for strokes e.g. bordering grid items and greyed out text/elements like filters. In case of applying this colour on text make sure the contrast with the background is sufficient. Do NOT use this colour for filling elements. #707070	LIGHT GREY Use this colour as body background for pages that contain research related content. Do NOT use as background fill in case the content is brief/to the point. #EEEEEE	WHITE Use this colour as text and as background fill. Use this colour to fill icons as well. Avoid using this color for strokes/borders and bordered containers filled with call to action elements. #FFFFFF
<p>In combination with lots of text</p> <p>Where did the data come from? The data of 100 runners was tracked. The data was tracked over multiple runs. This means that each runner went for multiple runs. In total 254 runs.</p> <p>How we tracked the data We planted wearable sensors on the runners. When a runner starts a running session in the app, the sensor generates the tracked data.</p> <p>Used with opacity</p> <p>We explore movement & ...</p> <p>In combination with 'to the point information'</p> <p>Interested in our research?</p> <p>See Output</p>	<p>Low contrast</p> <p>Interested in our research?</p> <p>See Output</p> <p>Used with opacity</p> <p>Create music based on movement</p> <p>High Contrast</p> <p>About</p> <p>We come up with innovative concepts and develop them to create a happier & healthier world. We come up with innovative concepts and develop them to create a happier & healthier world.</p>	<p>Background color of section</p> <p>Interested in the results and conclusions that have been drawn based on data.</p> <p>Graphic view</p> <p>Fill colour draws user's attention</p> <p>About</p> <p>We come up with innovative concepts and develop them to create a happier & healthier world. We come up with innovative concepts and develop them to create a happier & healthier world.</p>	<p>Low contrast</p> <p>Where did the data come from? The data of 100 runners was tracked. The data was tracked over multiple runs. This means that each runner went for multiple runs. In total 254 runs were tracked.</p> <p>How we tracked the data We planted wearable sensors on the runners. When a runner starts a running session in the app, the sensor generates the tracked data.</p> <p>Used as stroke on grouped content</p> <p>Graphic view</p> <p>Greyed out filters</p> <p>Upload date</p> <p>Oldest</p> <p>Nearest</p> <p>This month</p> <p>This year</p>	<p>Combined with brief/to the point content</p> <p>I'm interested in the results and conclusions that have been drawn based on data.</p> <p>Graphic view</p> <p>Used as background for page filled with research</p> <p>Data</p> <p>Interested in the results and conclusions that have been drawn based on data.</p> <p>Graphic view</p>	<p>White sections</p> <p>Interested in our research?</p> <p>See Output</p> <p>Used as background and fill for icons</p> <p>I'm interested in the results and conclusions that have been drawn based on data.</p> <p>Graphic view</p>

Typography

Only one typeface will be needed.

Display Type

Use Roboto as display type

Use this typeface on all elements that need to draw the user's attention e.g. elements like buttons & titles, but also paragraph text. Strictly use this typeface on the home page. Text that is larger than 14pts needs to have Roboto applied:

Body Type

Use Roboto as body/text type

Use this typeface on large blocks of research text.

Research

Our research has shown that by creating the right algorithms we can translate the data of a runner (which is generated by their movement) into live sound and ultimately this allows runners to make their own music. We got to this conclusion by making proof of concepts.

How does this information help us?

With this info we can... Lorem ipsum dolor sit amet consectetur adipiscing elit. Dolores, excepturi fuga! Quibusdam esse eum a eaque sequi laboriosam iste sapiente! Lorem ipsum dolor, sit amet consectetur adipiscing elit. Repellendus, tenetur nesciunt fugiat dignissimos deleniti voluptatum suscipit fuga autem blanditiis ex debitis aliquid ullam, iure quod minus ipsam quisquam totam, explicabo quibusdam praesentium. Consequatur sequi cumque architecto vel incidunt alias. Exercitationem officia tenetur nesciunt nulla libero non. Cumque, reprehenderit repellendus magnam quam odio inventore facilis aspernatur iusto nemo magni non! Perspiciatis officia minima vel explicabo numquam voluptas, iusto a non veritatis quam impedit ipsam atque inventore magnam? Illo possimus eaque aliquid voluptates eum. In explicabo quis minus omnis illum atque quidem recusandae, sed velit facere adipisci labore error asperiores voluptatem cupiditate cum, harum molestiae.

Development

Rules

It's okay to add different fonts to the font-family in case you need an extra font e.g. when you're adding web art to the web platform (when using the Type.js library for instance), but always use the font-family below as a global standard.

Web-Safe Fonts

Add the following web-safe fonts to the font-family property in CSS

```
font-family: Arial, sans-serif;
```

This is how the standard font-family should look like:

```
font-family: 'Roboto', Arial, sans-serif;
```

HTML element	Font size	Font weight/style
H1	2xl or 1.5rem	Medium
H2	xl or 1.25rem	Medium
H3	lg or 1.125rem	Medium
P	base or 1.0rem	Regular
I	base or 1.0rem	Italic

Color Manager

I recommend using the ['Color Manager'](#) extension if you're using VSCode so that you can quickly use the colours of the palette.

Copy colour codes

Black	#000000
Dark Blue	#004B82
Orange	#D38936
Grey	#707070
Light Grey	#EEEEEE
White	#FFFFFF

Onderbouwing

Why use a font super-family?

A super family is a set of typefaces specially designed to look aesthetically pleasing together so you already know the typefaces work well together if used correctly. All the font super-families in Google:

<small>Alegreya — Regular 400</small> Alegreya — Regular
<small>Alegreya Sans — Regular 400</small> Alegreya Sans — Regular
<small>Merriweather — Regular 400</small> Merriweather — Regular
<small>Merriweather Sans — Regular 400</small> Merriweather Sans — Regular
<small>Nunito — Regular 400</small> Nunito — Regular
<small>Nunito Sans — Regular 400</small> Nunito Sans — Regular
<small>Roboto — Regular 400</small> Roboto — Regular
<small>Roboto Slab — Regular 400</small> Roboto Slab — Regular
<small>Roboto Mono — Regular 400</small> Roboto Mono — Regular
<small>Quattrocento — Regular 400</small> Quattrocento — Regular
<small>Quattrocento Sans — Regular 400</small> Quattrocento Sans — Regular

Why use Roboto?

- Roboto is a Google Web typeface family which means it has the best possible support for Google Chrome. There's also an API for other browsers if needed.
- Roboto has no copyright for both commercial and personal use (open source)
- Roboto is a sans-serif typeface and thus suited for content that needs to get more attention from the user e.g. titles.
- Big organizations/enterprises like Google & Android use Roboto as their standard typeface so the users of the MER website are most likely already used to seeing Roboto. Furthermore, it's safe to assume that Roboto has been tested on user experience by these organizations already and thus it's a reliable, appropriate font for the web.
- Although Roboto is a sans serif typeface, it's still suitable for large paragraphs. For example, Roboto is used as standard typeface for paragraphs for Google's developer documentation.
- The message that's trying to be communicated on the MER website to the users is that the MER project is an interesting/cool and useful project that has a ton of useful research available to be used/read by outsiders. Some Sans-serif typefaces like Roboto are able to communicate this message to the users, because it has a modern look yet it is also capable of making large doses of text easy to read.

Why use web-safe fonts and why use Arial and Sans-serif?

It's good practice to add web-safe fonts since they will always be displayed properly on a web page even if these fonts aren't installed on the user's computer.

As a Sans-serif typeface Arial has a modern look and although generally Serif typefaces are more pleasant to read, Arial is still suitable for large blocks of text. This means Arial is ideal to have as a reserve font.

Arial is a Sans-serif typeface so why would you also add 'sans-serif' to the CSS font-family property? In CSS it's best practice to also include Sans-serif just in case Arial isn't installed on the browser and computer of a user or if there's some kind of error. This is unlikely to happen, but a lot of web platforms (e.g. Google Firebase, Arion) still follow this rule just in case.

```
font-family: 'Source Sans Pro',Helvetica,Arial,Lucida,sans-serif;
```

Arion's font-family typefaces

```
font-family: Roboto, "Noto Sans", "Noto Sans JP", "Noto Sans KR", "Noto  
Naskh Arabic", "Noto Sans Thai", "Noto Sans Hebrew", "Noto Sans  
Bengali", Arial, sans-serif;
```

Google Firebase's font-family typefaces

Sources:

- <https://developer.apple.com/design/human-interface-guidelines/ios/visual-design/typography/> - How to use different fonts for different purposes
- <https://www.awwwards.com/20-best-web-fonts-from-google-web-fonts-and-font-face.html> - Google Fonts (including Roboto) are open source and are possible to use on other browsers
- <https://www.10bestdesign.com/blog/what-are-font-super-families-and-what-are-they-good-for/> Why use a font super-family and what font super-families exist
- https://apps.carleton.edu/campus/web-group/assets/Web_Design_Style_Guide_1.0.pdf Inspiration Style Guide
- <https://blog.hubspot.com/website/web-safe-html-css-fonts> Why use web-safe fonts?
- <https://studiokayama.com/5-fonts-that-add-credibility-and-professionalism-to-scientific-research/> Arial is easy to read in small and large blocks of text
- <https://firebase.google.com/docs/build> Google Firebase documentation
- <https://www.arion.run/> Arion