

Web Design Style Guide

Web-Smart.Co

Best SEO Agency in Hertfordshire

Create consistent branding across all touchpoints with this comprehensive style guide template. This guide helps you define and document your brand identity, ensuring cohesive visual communication.

Brand Identity

- ' Logo usage guidelines (primary, secondary, variations)
- ' Clear space and minimum size requirements
- ' Approved and prohibited logo treatments
- ' Brand colors (primary, secondary, accent)
- ' Color values (HEX, RGB, CMYK, Pantone)
- ' Typography (primary and secondary fonts)
- ' Font weights and styles to use
- ' Heading and body text specifications

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Visual Elements

- ' Photography style and treatment
- ' Icon design system
- ' Illustration style (if applicable)
- ' Graphic patterns and textures
- ' Border radius and corner styles
- ' Shadow and depth guidelines
- ' Animation and transition timing
- ' Grid system and spacing scale

UI Components

- ' Button styles (primary, secondary, tertiary)
- ' Form input designs
- ' Navigation patterns
- ' Card layouts
- ' Modal and popup designs
- ' Alert and notification styles
- ' Loading states and spinners
- ' Empty states and error messages

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Content Guidelines

- ' Tone of voice (professional, friendly, casual)
- ' Writing style dos and don'ts
- ' Word choice and terminology
- ' Formatting rules for headings
- ' List and bullet point styles
- ' Link styling and hover states
- ' Image caption formatting
- ' Accessibility requirements (WCAG 2.1 AA)

Need Professional Brand Design?

Web-Smart.Co creates cohesive brand identities:

- Logo design and branding packages
- Complete style guide development