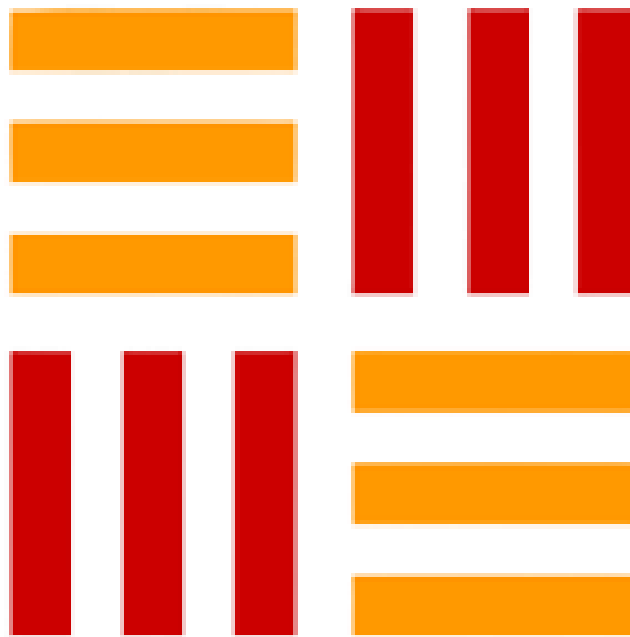


# UD1. Activity 3

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GRAPHIC USER INTERFACE DESIGN PRINCIPLES

# W<sub>eb</sub> S<sub>tyl</sub>e G<sub>uide</sub>



# BLOGG IN



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## The Brand

### Name

The brand name is Blogg In. It is a play on words that phonetically sounds like "blogging" and when written it looks like "log in."

### Logo

#### *Desktop*



#### *Mobile*



The logo is a box divided into 4 sections with 3 bars in each section, two horizontally and two vertically. The style of the entire website will follow this square and rectangular pattern and bars for sections titles and buttons.



Section Title

Topic

Article Title



Button

Button



## Typography



The typography of the website is divided into 2 fonts. One for section titles and headings and article titles and a second one for text paragraphs and texts buttons.

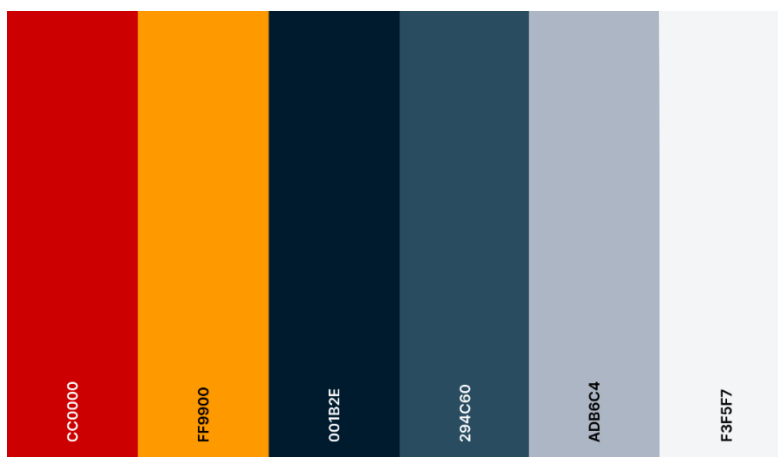
### Bahnschrift family

- Section Title: Bahnschrift Condense 20px
- Titles: Bahnschrift Semi Bold 14px
- Headings: Bahnschrift Semi Bold 28px

### Roboto family

- Text paragraphs 12px
- Text buttons 12px

## Colour Palette



The color palette is composed of 6 colors. 3 main colors for navbars, and sections divisions, 2 colors from the logo, and neutral color for the background of the page.

### Background site color

The background colour is neutral and bright. It facilitates reading and breaks with the white.



**F3F5F7**

### Section title background

Each section title has a background to highlight and force the Layer-Cake pattern.



**294C60**

### Header and footer

The header and footer navigation bars use this background color.



**ADB6C4**

### Icons

The icons are square and the background color is #294C60.



## Buttons

The buttons follow the style of the logo using its colors and with the rectangular shape.

Read

**FF9900**

Font color: F3F5F7

Delete

**CC0000**

Font color: F3F5F7

Blogg in!

**294C60**

Font color: F3F5F7



## Images

On the homepage you will find the previous images of the blogs. Depending on the version there are two resolutions.

### Dektop

200x100 px.



### Mobile

230x130 px.

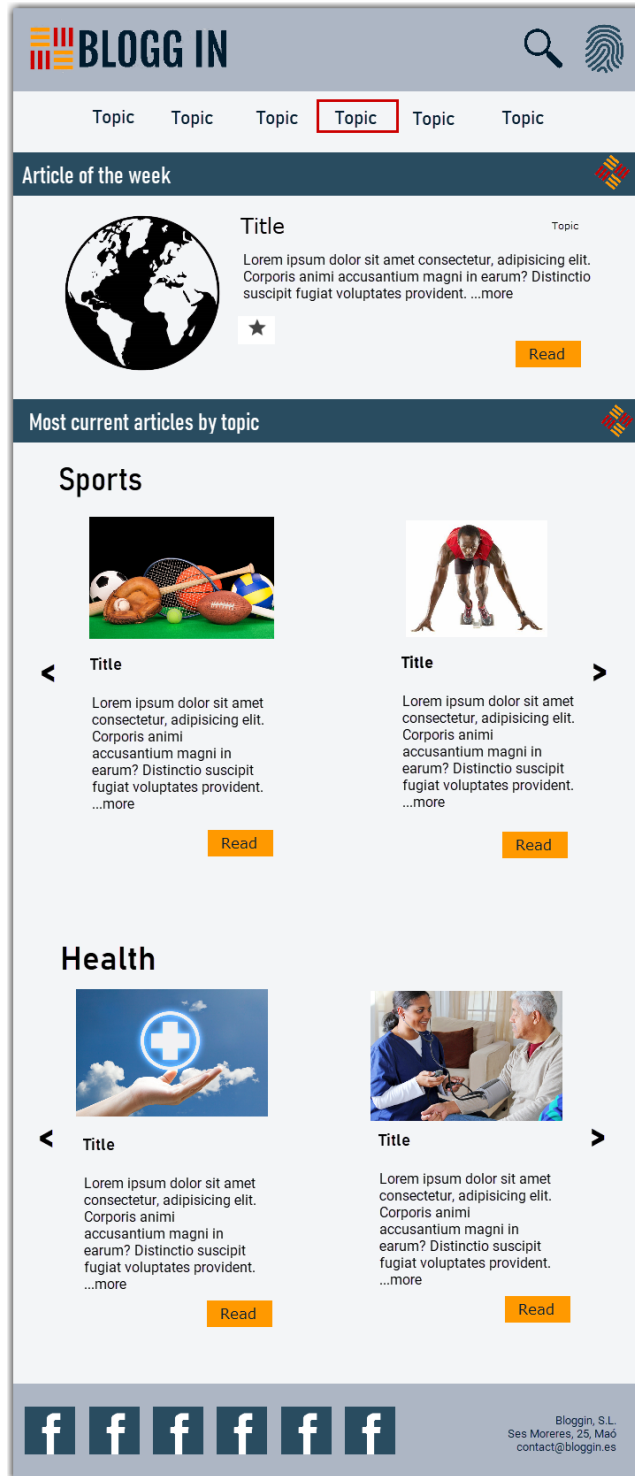




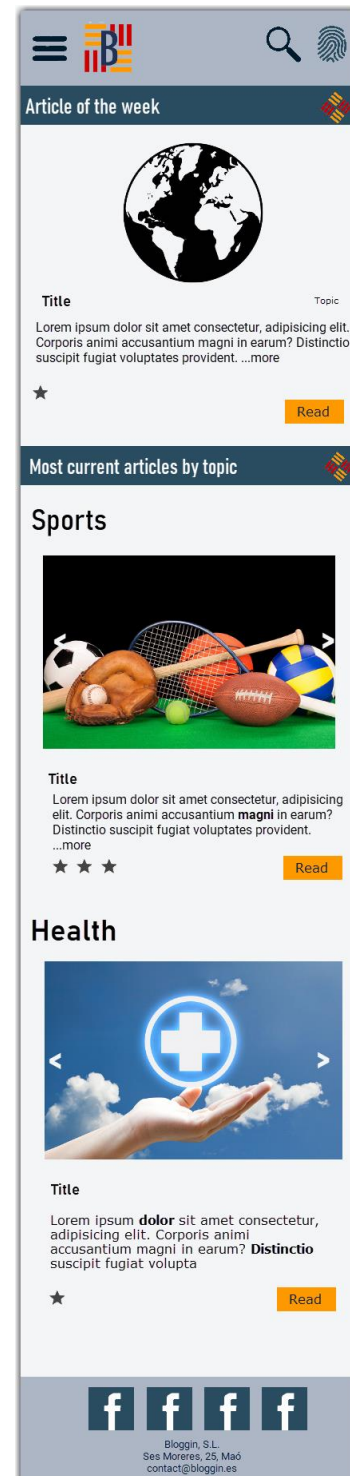
## Home page structure

### Preview

#### Desktop

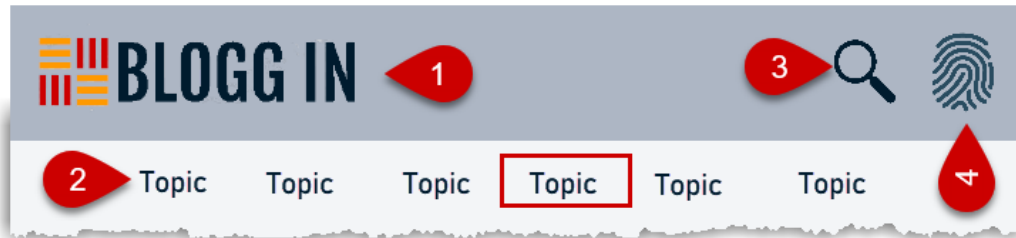


#### Mobile



## Header

### Desktop



- 1 Brand Logo: Al hacer clic sobre él nos lleva a la página de inicio.
- 2 Topics bar: Filter by the clicked topic.
- 3 Search icon: Input that allows us to enter text to filter the content by that criterion.
- 4 Login: Button that requires the username and password to log in to the web

### Mobile



- 1 Brand logo mobile: As in the desktop version, from anywhere on the site you can access the home page by clicking on it.
- 2 Hamburger button: represents de topics bar menu. If click on it, it will open a bar menu and show the different topics. You can select one of them to filter the blogs
- 3 Search icon: Input that allows us to enter text to filter the content by that criterion.
- 4 Login: Button that requires the username and password to log in to the web



## Main

### Desktop & mobile



1 The main is divided into two sections; Article of the week and the rest of the articles classified by topics.

2 Every article has a preview picture, a title and a short summary.

3 It has too an action button (read) that opens the article and it can read it completely.

4 Articles by topic are grouped in a slice and can be changed by swiping with your finger


## Footer


### Desktop




### Mobile



 Footer always visible (sticky bar)

 Social media Icons

 Company details and contact. Clicking on the link opens the contacts page