## 1. Objectives

This Style Guide provides basic understandings about the visual 'Skin' design for the ALCF Chms Tool. It also makes any future updates to the Skin easy while maintain the consistent look/feel.

Consistency is the key to keep things organized to achieve the best user experience. Elements of a consistent Skin design is comprised of: the layout, the colors, font choices, smaller design elements (such as buttons, graphical treatments, images, etc.)

The Style Guide is structured in individual sections for ease of info finding.
More over, call outs indicated through out the document help unify the naming conventions of various parts of the Skin design.
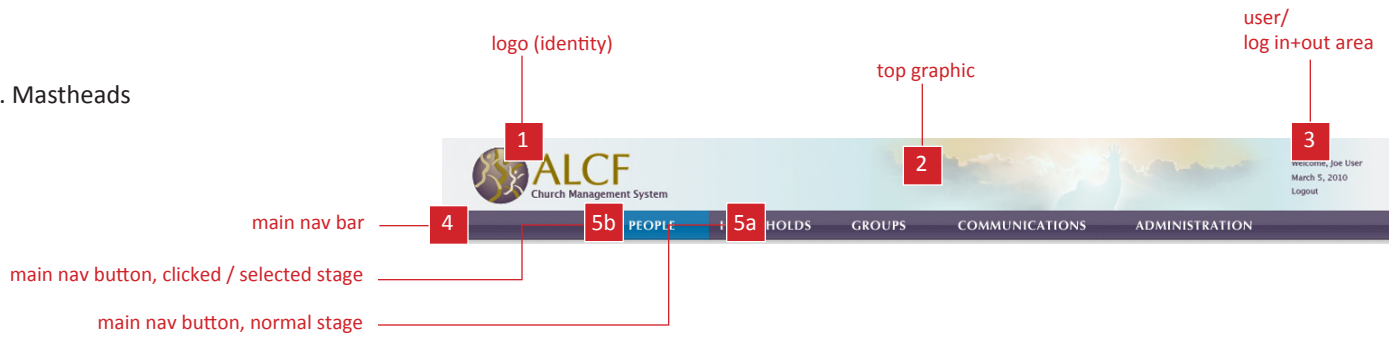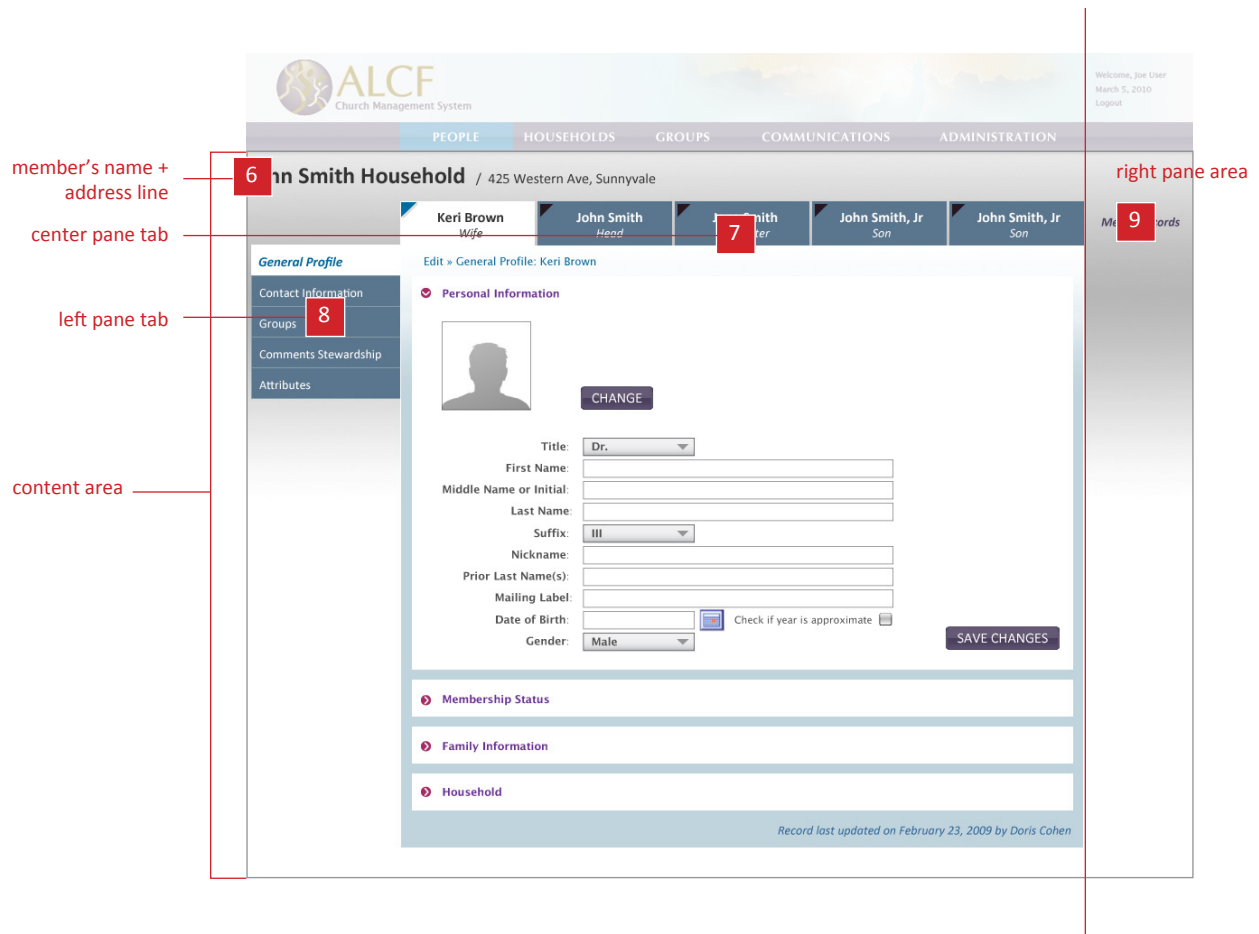
2. Overall Look+Feel
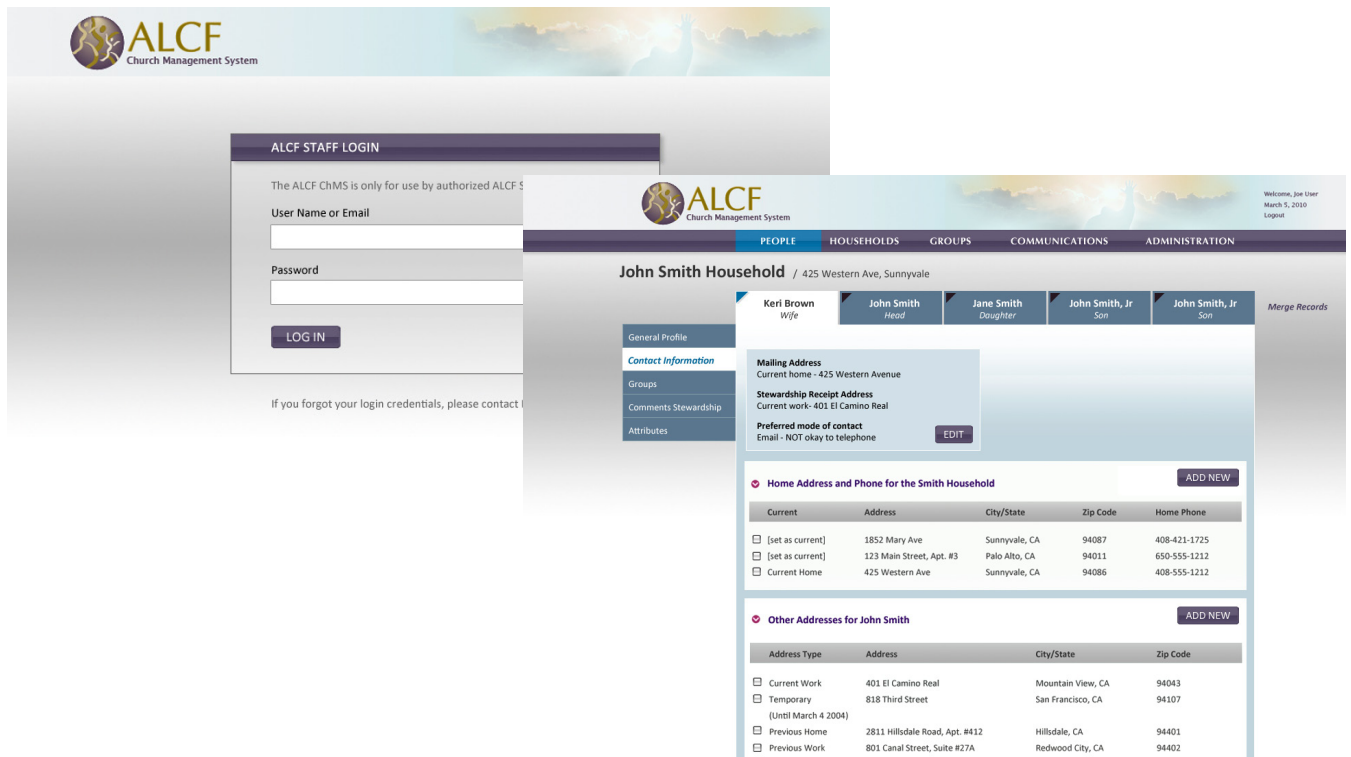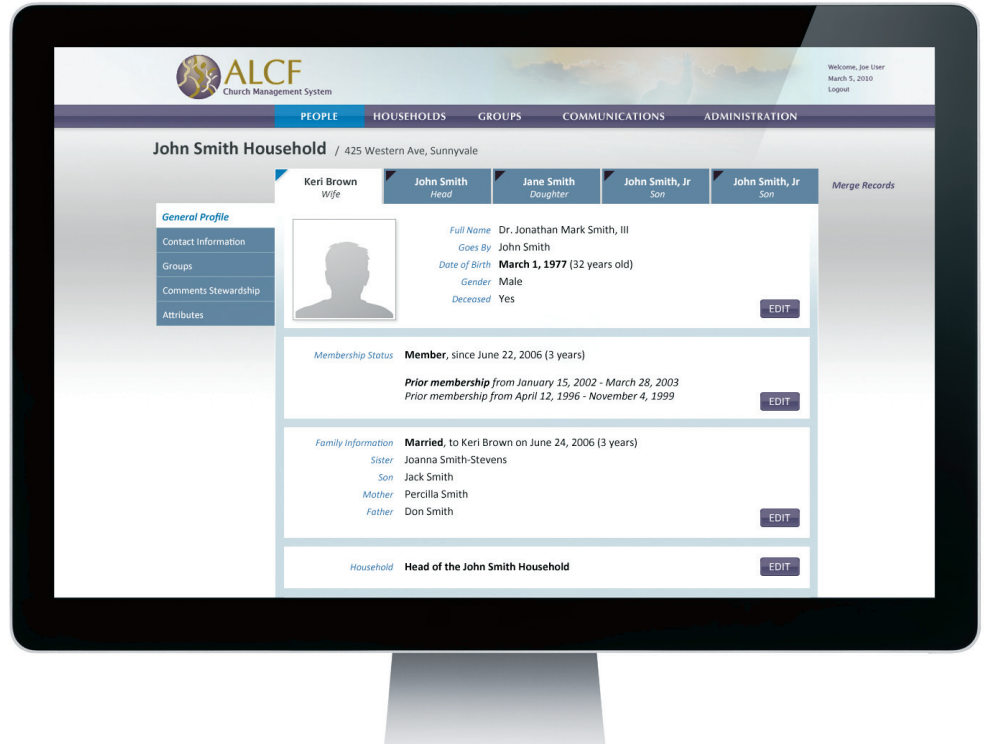
3. Layout Design

See below call-out elements which together make a layout. Layout is the 'blue print' of the Skin look/feel.

3.1. Mastheads

logo (identity)

top graphic

user/
log in+out area

1

2

3

main nav bar

4

5b

5a

main nav button, clicked / selected stage

main nav button, normal stage

PEOPLE   HOLDS   GROUPS   COMMUNICATIONS   ADMINISTRATION

3.2. Content Area

member's name +
address line

6

center pane tab

left pane tab

content area

7

8

9

right pane area

hn Smith Household / 425 Western Ave, Sunnyvale

Welcome, Joe User
March 5, 2010
Logout

PEOPLE   HOUSEHOLDS   GROUPS   COMMUNICATIONS   ADMINISTRATION

Keri Brown
Wife

John Smith
Head

mith
er

John Smith, Jr
Son

John Smith, Jr
Son

Me   ords

General Profile

Contact Information

Groups

Comments Stewardship

Attributes

Edit » General Profile: Keri Brown

Personal Information

CHANGE

Title: Dr.
First Name:
Middle Name or Initial:
Last Name:
Suffix: III
Nickname:
Prior Last Name(s):
Mailing Label:
Date of Birth: ☐ Check if year is approximate
Gender: Male

SAVE CHANGES

Membership Status

Family Information

Household

Record last updated on February 23, 2009 by Doris Cohen

4. Color Palette

4.1. Primary

Main Nav Gradient, Normal

666699   333366

Main Nav Gradient, Selected

227db2   0170a8

Left and Center Tab, Normal

5a768e

4.2. Secondary

Left and Center Tab, Selected

ffffff

Center Pane Gradient BG

c0d4dd   ffffff

Content Area Gradient BG

babcbc   ffffff

Gradient Gray Bars

cecece   adadad

Highlight Headlines

515151   333333
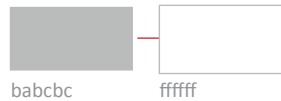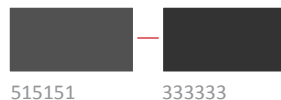
4.3. Tertiary

Special elements, i.e., carrots, bullets

662d91

Highlight Headlines

a42d65

Borders

849ea9
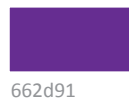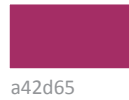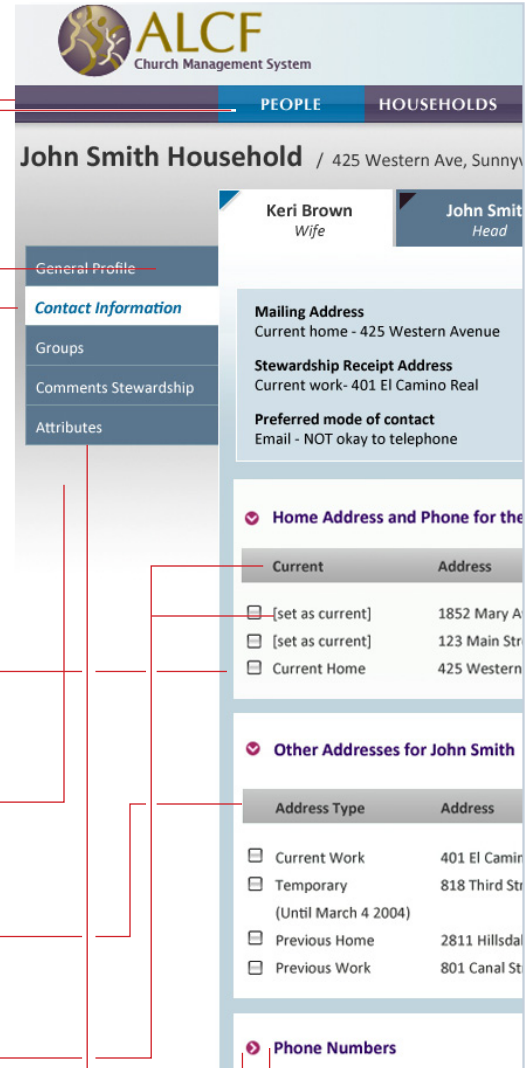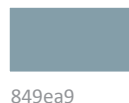
5. Typography

5.1. Type face (Font)

Primary typeface for the Tool is Calibri family:

Calibri Regular

Calibri Bold

Calibri Italic

Calibri Bold Italic

Alternative typeface for the Tool is Arial family:

Arial Regular

Arial Regular

Arial Regular

Arial Regular

Design of Calibri typeface is elegant and has an unique contemporary quality to it while Arial is widely familiarized by many. Both of these type faces are available across platforms.

5. Button Styles

5.1. Main Nav Button Style

| PEOPLE | HOUSEHOLDS | GROUPS | COMMUNICATIONS |

Treatments:　graphical, shaded horizontal bar
Colors:　Gradient Purple combo (666699 fades to 333366) for Normal stage.
Gradient Blue combo (227db2 to 0170a8) for Selected Stage.
(Refer to section 4. Colors)
Font:　Optima Bold, All Caps. White Text. 14 pt size.
Note:　In order to make a clear distinction in hierarchy, this style is reserved for the Main Nav only.

5.2. Primary Button Style

EDIT

SAVE CHANGES

CHANGE

ADD NEW
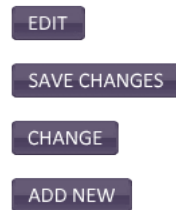
Functions:　Primary buttons serve as call to specific action, such as Edit, Change, Add, Save, etc.
Treatments:　graphical, shaded rectangular shapes with rounded corners
Colors:　Gradient Purple combo (666699 fades to 333366) only.
(Refer to section 4. Colors)
Font:　Calibri Regular (or Arial Regular). All Caps. White Text. 14 pt size.
Note:　In order to make a clear distinction in style hierarchy, this style is reserved for ALL buttons used in the Tool

5.3. Secondary Button Style or Text Link

Log In or **Log Out**
Merge Records

Functions:　Secondary buttons serve as Tool specific purposes, such as Log In/Out.
*Treatments:*　HTML text. No graphical treatments involved.
Colors:　333366 (Purple) or 5a768e (Grayish Blue) (Refer to section 4. Colors)
Font:　Calibri Regular (or Arial Regular). All Caps. White Text. 14 pt size.
Note:　The use of secondary button/text link is at designer's discretion when real-estate is at the essence.

6. Tab System

The Tab Structure is designed to organize information that is pertinent to each member(s) within a household.

center pane tab
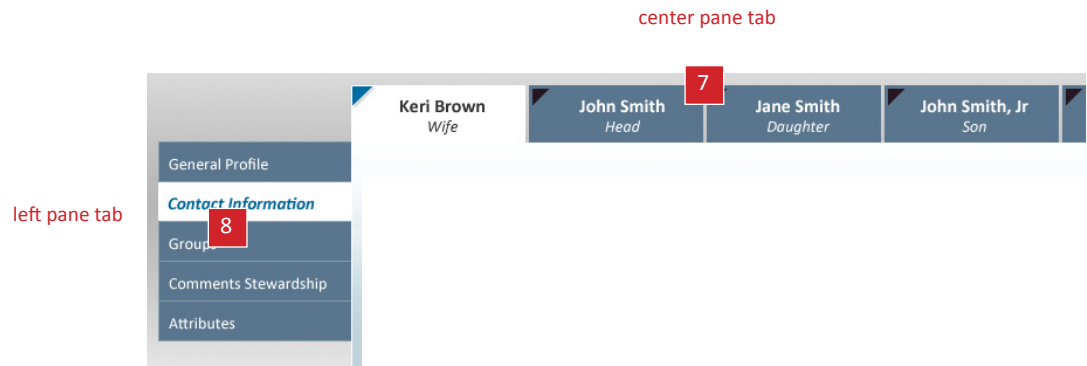
left pane tab

6.1. Center Pane Tab

Functions:	Center Pane Tab holds Member(s) + Title(s) in the household
Treatments:	Non-shaded, rectangular shapes. In each tab, a small arrow with a slight drop shadow resides at the top left corner for visual interest. (See above screenshot for reference)
Colors:	*Unselected Stage*: 5a768e Grayish Blue + 333366 Purple arrow + White Text (See Colors and above screenshot for references)
	Selected Stage: White + 0170a8 Blue arrow + 333333 Dark Gray Text (See Colors and above screenshot for references)
Font:	Name: Calibri Bold (or Arial Bold). Upper and Lower Cases. 14 pt size. Title: Calibri Italic (or Arial Italic). Upper and Lower Cases. 14 pt size.
Note:	In scenario when number of tabs expand beyond the width of the content area, additional tabs could be stacked on top of the existing ones to create a second row of tabs.

6.2. Left Pane Tab

Functions:	Left Pane Tab holds information pertained to each Member (profile, contact info, etc.)
Treatments:	Non-shaded, rectangular shapes. For unselected stage, each tab is outlined by a thin (1 pt) stroke (See above screenshot for reference)
Colors:	*Unselected Stage*: 5a768e Grayish Blue + 849ea9 stroke + White Text (See Colors and above screenshot for references)
	Selected Stage: White + White stroke + 227db2 Bright Blue Text (See Colors and above screenshot for references)
Font:	*Unselected Stage*: Calibri Regular (or Arial Regular). Upper and Lower Cases. 14 pt size.
	Selected Stage: Calibri Italic (or Arial Italic). Upper and Lower Cases. 14 pt size.
Note:	Additional tabs could be added below the previous one in the vertical stacking manner.