

Document drafted by Elena Soledad (Salesforce Team)

This document was modified to include only the design guidelines that match our current requirements.

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1. Grid layout

The grid layout is divided in three main sections that are a key element when it comes to web design.

1. **Columns:** Content is placed in the areas of the screen that contain columns. Column width is defined using percentages rather than fixed values, to allow content to flexibly adapt to any screen size. In this project we will consider:
 - a. 8 columns for desktop and tablet screens.
 - b. 4 columns for mobile screens.
2. **Gutters:** The gutters are the spaces that can be found between each column to separate content. Gutter width is defined using percentages rather than fixed values, to allow content to flexibly adapt to any screen size.
3. **Margins:** Margins are the space between content and the four edges of the screen. Margin measures in this project are:
 - a. On desktops, at a breakpoint of **1024px**:
 - i. Top & Bottom: 72px.
 - ii. Right & Left: auto.
 - b. On tablets, at a breakpoint of **768px**:
 - i. Top & Bottom: 72px.
 - ii. Right & Left: auto.
 - c. On mobiles, at a breakpoint of **480px**:
 - i. Top & Bottom:
 - ii. Right & Left:
4. **Padding:** Padding is the space between the content and the four edges of the container. Padding measures in this project are:
 - a. On desktops, at a breakpoint of **1024px**:
 - i. Top & Bottom: 72px,
 - ii. Right & Left: 48px.
 - b. On tablets, at a breakpoint of **768px**:
 - i. Top & Bottom: 72px,
 - ii. Right & Left: 48px.
 - c. On mobiles, at a breakpoint of **480px**:
 - i. Top & Bottom:
 - ii. Right & Left:

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2. Temporary UI regions

Temporary UI regions appear temporarily and do not affect the grid layout. When a UI region is visible, other screen elements aren't interactive. [Example](#).

1. Navigation menu

When the navigation menu is visible it can be hidden by tapping an item in their region or by tapping any space outside. In this project, the navigation menu as a temporary UI regions is only available in the mobile resolution.

2. Modals

When the navigation menu is visible it can be closed only by tapping an item in their region. This is an example of how the modals should looks like.

3. Surface positioning and movement (x/y)

1. Each page of the website must have a background image in a fixed position and only the surface with the content will be scrollable from top to bottom.
2. We won't be using a sticky header since the content that the website provides is pretty straightforward and there's almost no need to use the scrolling movement while navigating.

4. Surface opacity

1. Homepage images have a degraded dark overlay to make the titles easier to read.
2. The darken can be applied to the surface with the purpose of making the content on a surface less prominent. When a temporary UI region appears, the surface and its content must get dark. Drawer example. [Bottom Menu example](#).

5. Spacing methods

The spacing method applied is the 8 point grid principle, which is used to define dimensions, padding and margin of either block or inline elements. This method lets us have a more consistent UI by placing elements into a system displayed grid defined by 8 point increments that is also known as a "hard grid". [Learn more](#) about the 8 point grid principle.

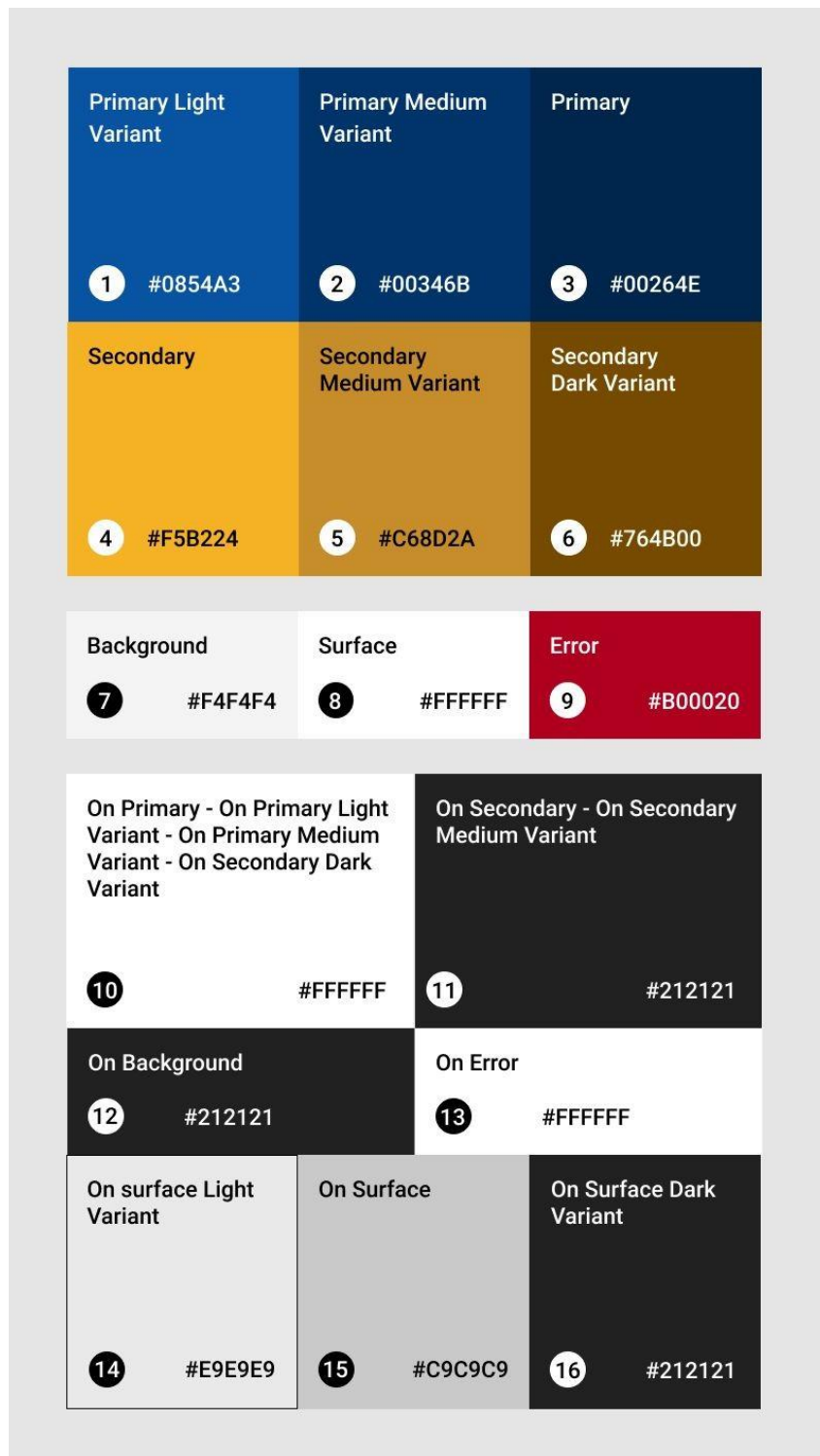
6. Color palette

1. **Primary color:** A primary color is the color displayed most frequently across the system screens and components. For this project is #00264E (3).
2. **Secondary color:** A secondary color produces more ways to accent and distinguish a component. Secondary colors are used for: buttons including inputs like sliders and switches, highlighting selected text, progress bars, links and headlines. For this project is #F5B224 (4).
3. **Variant colors:** The primary and secondary colors can be used to make a color theme for the app, in this case including a primary light variant #0854A3 (1), a primary medium variant #00346B (2), a secondary medium variant #C68D2A (5) and a secondary dark variant #764B00 (6).
4. **Background:** The background color appears behind scrollable content. The background color is #F4F4F4 (7).
5. **Surface:** The surface color affects surfaces of components, such as cards, sheets, forms and menus. For this project surface color is #FFFFFF (8).
6. **Error:** The error color indicates errors in components, such as invalid text in a text field. The baseline error color is #B00020 (9).
7. **“On colors”:** Whenever elements, such as text or icons, appear in front of surfaces or components with the primary, secondary or its variant colors, those elements should use colors designed to be clear and legible against the colors behind them. For example, when a color appears “on” top of a primary color, it’s called an “on primary color.” They are labelled using the original color category (such as primary color) with the prefix “on”. These colors are primarily applied to text, iconography, and strokes. In this project, for elements in front of:
 - a. The primary, primary light variant, primary medium variant, secondary dark variant and error colors the color is #FFFFFF (10)(13).
 - b. The secondary, secondary medium variant and background colors the color is #212121 (11)(12).
 - c. The surface color, the color is #C9C9C9 (15). Also, we have two variants of this color, the light variant and the dark variant (14)(16)

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This is the color palette used considering the previous points:



7. Text legibility

1. Dark text on light backgrounds

Dark text on light backgrounds applies the following opacity levels:

- High-emphasis text has an opacity of 100%
- Medium-emphasis text and hint text have opacities of 60%
- Disabled text has an opacity of 38%

High Emphasis	
100%	#212121
Medium Emphasis	
60%	#212121
Disabled	
38%	#212121

2. Helper text

Helper text gives context about a field's input, such as how the input will be used. It can adopt brand colors, but should be legible. For example, helper text on light backgrounds could apply the following opacity levels and default hexes:

- High emphasis helper: This text uses a hex value #212121 at 100% opacity.
- Default color helper text: This text uses a hex value of #212121 at 60% opacity
- Default error helper text: This text uses a hex value of #B00020 at 100% opacity

High Emphasis	
100%	#212121
Helper Text	
60%	#212121
Error Text	
100%	#B00020

3. Icons and other symbols

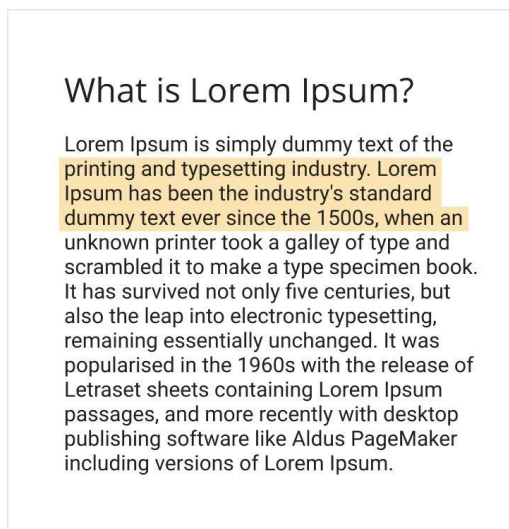
Icons and other elements should be as visible as possible to indicate function or communicate information. For example, dark icons (#212121) or other elements on light backgrounds (#FFFFFF) could apply the following opacity levels:

- a. Active icons have an opacity of 100%
- b. Inactive icons have an opacity of 60%
- c. Disabled icons have an opacity of 38%

Active	
100%	#212121
Inactive	
60%	#212121
Disabled	
38%	#212121

4. Selected text

Selected text should be legible against the selection color, and the selection color should contrast the background color. In this project, the selected text color is an accent of the secondary color with an opacity of 35%.



8. Typography

The next table indicates the type scale uses typeface used in the system for all headlines, subtitles, body, and captions, creating a cohesive typography experience. Hierarchy is communicated through differences in font weight (Light, Medium, Regular), size, letter spacing, and case.

Scale Category	Typeface	Weight	Size (px)	Letter spacing
H1	Open Sans	Regular	95	-1.5
H2	Open Sans	Regular	72	-1.5
H3	Open Sans	Regular	59	-0.5
H4	Open Sans	Regular/Bold	40	0
H5	Open Sans	Regular	34	0
H6	Open Sans	Regular	24	0.5
Subtitle 1	Open Sans	SemiBold/Bold	20	0
Subtitle 2	Open Sans	Bold	16	0
Body 1	Open Sans	Regular	14	0.5

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Body 2	Roboto	Regular	12	0.5
Button 1	Roboto	Medium	16	0.5
Button 2	Roboto	Regular	13	0.5
Caption	Roboto	Regular	12	0.4
OVERLINE	Roboto	Regular	10	1.5

9. Iconography

1. All the icons used in the application must be from the [official material design library](#). Here is a tutorial of how to use these icons into the webpage_ https://www.w3schools.com/icons/google_icons_intro.asp. About licensing: <https://google.github.io/material-design-icons/>.
2. System icons are displayed at least 32px x 32px. And a margin of at least 8px.
3. Social media icons are saved in the following Google Drive folder: <https://drive.google.com/drive/folders/19xaylg99MhVFzjCPmeAESZQGFndBfNAg?usp=sharin>

10. Images

1. All the images used in the application must be from sites that offer free images to download and use for commercial and non-commercial purposes such as [Unsplash](#), [Freepik](#) and [Flaticon](#). Otherwise, the images must be self-created.
More information about [Unsplash licensing](#).
More information about [Freepik licensing](#).
More information about [Flaticon licensing](#).