

# Alpheios Style Guide

If you have any questions, email support-alpheios@troyweb.com

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## Logo

### General

The Alpheios logo is used subtly. There are 3 forms of the logo in use: a full light version, a full dark version, and a simplified logo mark. The mark is used in the headers of the desktop popup and panel, while the full versions are used in the main navigation of both the desktop and mobile views of the website.

### Space Requirements

Keep a minimum padding around the logo of 15px; scale it down to fit as needed.



### Light vs. Dark Logo Usage

**Note:** The following logo and background combinations are formatted for AA compliant accessibility



Use the **dark logo** on backgrounds in **White** or **Powder Blue**

**Note:** You may use **either** variation of the logo on backgrounds in the standard **Grey**



**Note:** Use the **light logo** on backgrounds in **Midnight Blue**, **Turquoise** and **Charcoal**



# Colors

## Usage Guidelines

- White, Midnight Blue and Powder Blue are used for backgrounds. Turquoise, Orange and Yellow should not be used for section backgrounds.
- Orange and Yellow are the primary colors to be used for buttons.
- Powder Blue is generally used to denote the interactive element related to the current page.
- Turquoise is generally used for header/footer bars. (Website, popup, panel, PWA)
- White should be used for the first section of each page on the website. Sequential pages should rotate in the order of Powder Blue, Midnight Blue, White.

## Natural Colors

<b>Grey</b>	#757575
<b>Light Grey</b>	#E6E6E6
<b>White</b>	#FFFFFF

## Primary Brand Colors

### Midnight Blue

#0E2233

## Interactive States

### Hover

#1B374F  
drop shadow

### Pressed

#C64906  
inner shadow

### Turquoise

#185F6D

### Hover

#124D59  
drop shadow

### Pressed

#093943  
inner shadow

### Orange

#C64906

### Hover

#F27431  
drop shadow

### Pressed

#C64906  
inner shadow

### Yellow

#FFC24F

### Hover

#FFD27D  
drop shadow

### Pressed

#FFC24F  
inner shadow

### Powder Blue

#BCE5F0

### N/A

### N/A

# Typography & Link Styling

The fonts being used are **Source Serif Pro** and **Source Sans Pro**.

Both are Google fonts. The weights being used are Black, Bold, and Regular.

## Desktop / Tablet

**H1, 36 px, Black Serif**

**H2, 28 px, Bold Serif**

**H3, 22px, Regular Sans**

H4, 18px, Regular Serif

*H5, 16px, Bold Italic Sans*

Body, 16px, Regular Sans

## Mobile

**Mobile H1, 26 px, Black Serif**

**Mobile H2, 24px, Bold Sans**

**Mobile H3, 18px, Bold Sans**

Mobile H4, 18px, Regular Serif

*Mobile H5, 16px, Bold Italic Sans*

Mobile Body, 16px, Regular Sans

Tool Tip Text, 12px, Regular Sans (Grey)

## Button

Button Text, 16 px, Bold Sans

## Link Styling

### Default Link Styles



### On Hover Link Styles



# Buttons

## General

The **border radius** of all buttons is **10px**, borders with a **stroke** are approximately **1px wide**

Also: The touch target of a button / icon should be at least **44px by 44px** for ease of use.

	Default State	Hover State	Pressed State
Primary Button	<a href="#" style="background-color: orange; color: white; padding: 10px 20px; border-radius: 10px;">Get Started Now</a>	<a href="#" style="background-color: orange; color: white; padding: 10px 20px; border-radius: 10px;">Get Started Now</a>  <b>Add:</b> box-shadow: 0px 4px 4px rgba(0, 0, 0, 0.25);  <b>Change:</b> Background: Hover Orange	<a href="#" style="background-color: orange; color: white; padding: 10px 20px; border-radius: 10px;">Get Started Now</a>  <b>Add:</b> box-shadow: 0px 4px 4px rgba(0, 0, 0, 0.25), inset 0px 4px 4px rgba(0, 0, 0, 0.1);  <small>*Remove the drop shadow.</small>
Secondary Button	<a href="#" style="background-color: yellow; color: darkblue; padding: 10px 20px; border-radius: 10px;">Install Browser Extension</a>	<a href="#" style="background-color: yellow; color: darkblue; padding: 10px 20px; border-radius: 10px;">Install Browser Extension</a>  <b>Add:</b> box-shadow: 0px 4px 4px rgba(0, 0, 0, 0.25);  <b>Change:</b> Background: Hover Yellow	<a href="#" style="background-color: yellow; color: darkblue; padding: 10px 20px; border-radius: 10px;">Install Browser Extension</a>  <b>Add:</b> box-shadow: 0px 4px 4px rgba(0, 0, 0, 0.25), inset 0px 4px 4px rgba(0, 0, 0, 0.1);  <small>*Remove the drop shadow.</small>
Tertiary Button	<a href="#" style="background-color: transparent; border: 1px solid #0070C0; color: #0070C0; padding: 10px 20px; border-radius: 10px;">See Feature Details →</a>	<a href="#" style="background-color: transparent; border: 1px solid #0070C0; color: #0070C0; padding: 10px 20px; border-radius: 10px;">See Feature Details →</a>  <b>Change:</b> Remove border properties Background Color: Turquoise  <b>Add:</b> box-shadow: 0px 4px 4px rgba(0, 0, 0, 0.25);	<a href="#" style="background-color: transparent; border: 1px solid #0070C0; color: #0070C0; padding: 10px 20px; border-radius: 10px;">See Feature Details →</a>  <b>Add:</b> box-shadow: 0px 4px 4px rgba(0, 0, 0, 0.25), inset 0px 4px 4px rgba(0, 0, 0, 0.1);  <small>*Remove the drop shadow.</small>

## Buttons Cont.

### Social Media Buttons

Social media buttons include an icon and a label.

Default State



Height: 70px;  
Width: 90px;  
Text Style: Button  
Text Color: Turquoise

Hover State



**Change:**  
Remove border properties  
Background Color: Turquoise  
**Add:**  
box-shadow: 0px 4px 4px rgba(0, 0, 0, 0.25);

Pressed State



**Add:**  
box-shadow: 0px 4px 4px rgba(0, 0, 0, 0.25), inset 0px 4px 4px rgba(0, 0, 0, 0.1);

### “Enter Reader” Button

The “Enter Reader” flag is used as a link to the Alpheios Reader from main navigation menu on desktop. The reader flag shrinks when the user scrolls and the nav becomes sticky.

Default State



Hover State



Pressed State



.readerButtonReaderText {  
font-family: Source Sans Pro;  
font-style: normal;  
font-weight: normal;  
line-height: 18px;  
font-size: 18px;  
text-align: center;  
Color: Yellow

Default Sticky State



Hover Sticky State



Pressed State



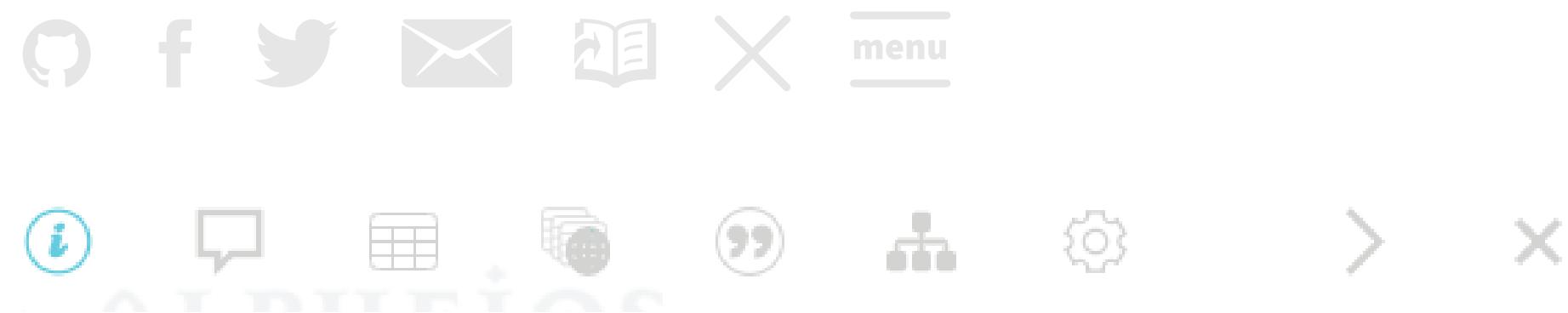
# Icons / SVGs

## Icons

The touch target of a button / icon should have a height of at least **44px x 44px** for ease of use. The icon itself does not need to be 44px in height, but its clickable area should.

The general style of icons is “outlined”, except for the social media icons. Those are more “solid”.

 — The box may not always be visible, but it should be clickable.

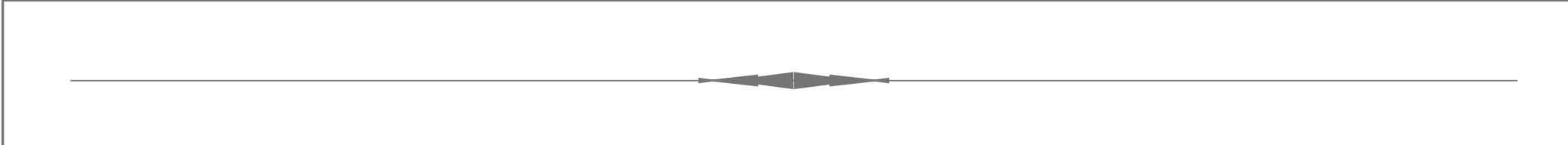


νήπιος οι κακάρισς τηρητόντος πελμάτο	X
τῶν ἀμφέν γε θεά θύγατρε Διός, εἰπέ και	10
ποτίνιον: αὐτάρ ὁ τοῦτον αἴρετο βόστιμον ἡμαρ.	
εἶπον μὲν πάντες, δοσι φύγον αἴρουν ὅλεθρον,	
οὐκού δέουν πόλεισον τε περιευγότες ἀδε θύλασσαν	
τοῦ δολού νόστου κεχρημένον ἡδε γυναικός	
νήπιον τοῦτο Καλύψω δια θεάων	
ἐν φοστού λαμπροτο, λαδαιμένη πόστη ἔναι.	15
ἀδεστρούσος ἡλθε περιπλομένων ἐνιαυτών,	
τοῦ οὐρανού τοῦ θεού οικονδε νέεσθαι	
εἴτε θακέν, οὐδε ἔνθα πεσμυρένος ἵεν δέολαν	
κατατελεῖται οὐσιασθαι θεού δ' ἐλέαιρον ἄπαντες	
νοσφινοστασιανος; ὁ δ' ἀσπερχες μενέαινεν	20
ποτίνιον θάροντι πάρος την γαταν τικεσθαι.	
οὐδετερος Αἰροπας μετεκίαθε τηλόθι ἔσντας,	
Αἰροπας τοι σύχθα δεδαται, ἔσχατοι ἀνδρῶν,	
οὐδεν διδομενοι Υπεριόνος οι δ' ανιαντος,	
οὐδετερος τον τε και ἀρνιων ἐκατόμβης.	
ενοδο ο γ επερλετο δαιτι παρήμενος; οι δε δὴ	25
Grammar	
Options	

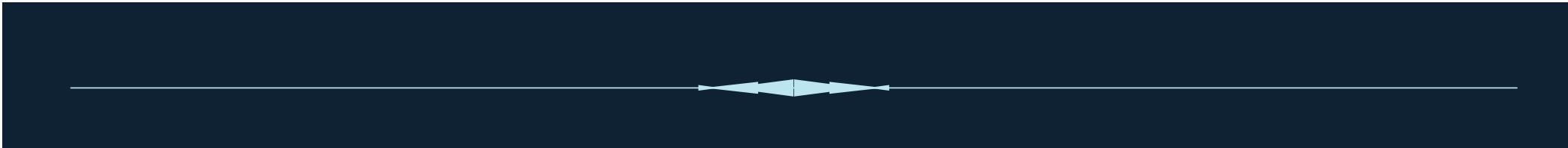
## Flourish

The decorative flourish is used to break up content within a section. It is meant to be used in place of a standard HR.

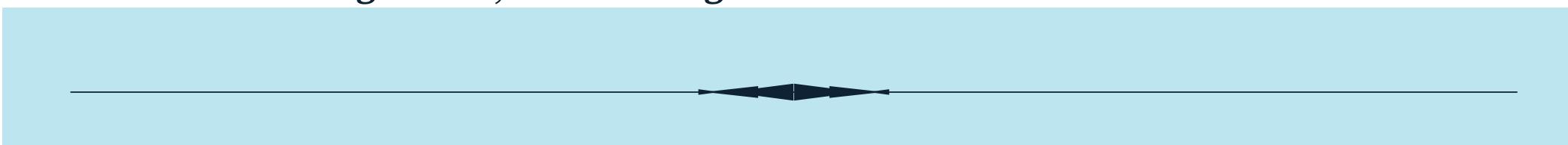
On **White backgrounds**, use a **Grey flourish**.



On **Midnight Blue backgrounds**, use a **Powder Blue flourish**.



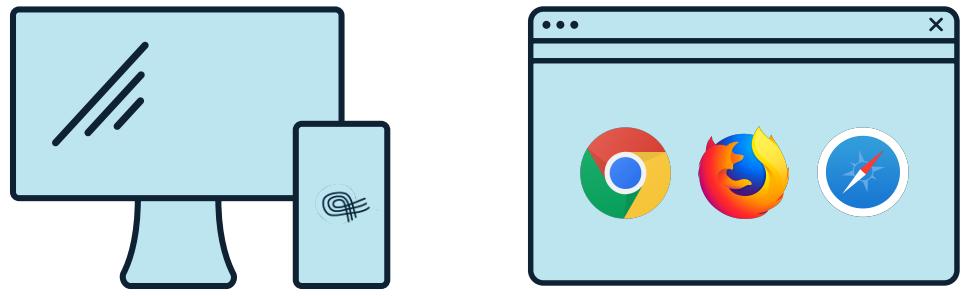
On **Powder Blue backgrounds**, use a **Midnight Blue flourish**.



## Icons / SVGs Cont.

### Device Vectors

These vectors are used to represent the different ways by which a user can access the Alpheios Reading Tools.



### Falling Books

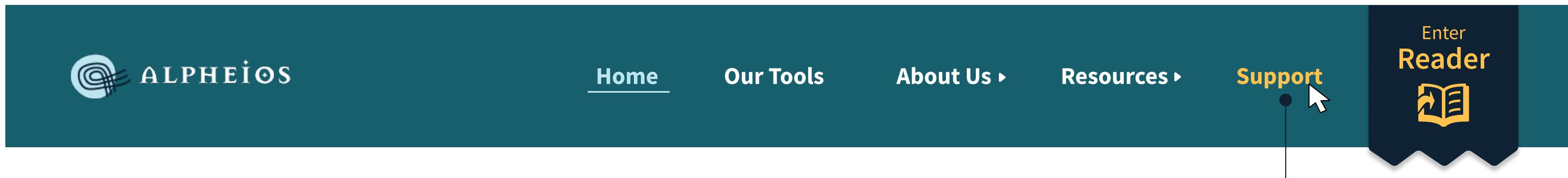
These falling books are SVGs that are decoratively used as part of the background images. They are transparencies, and their color varies by background.



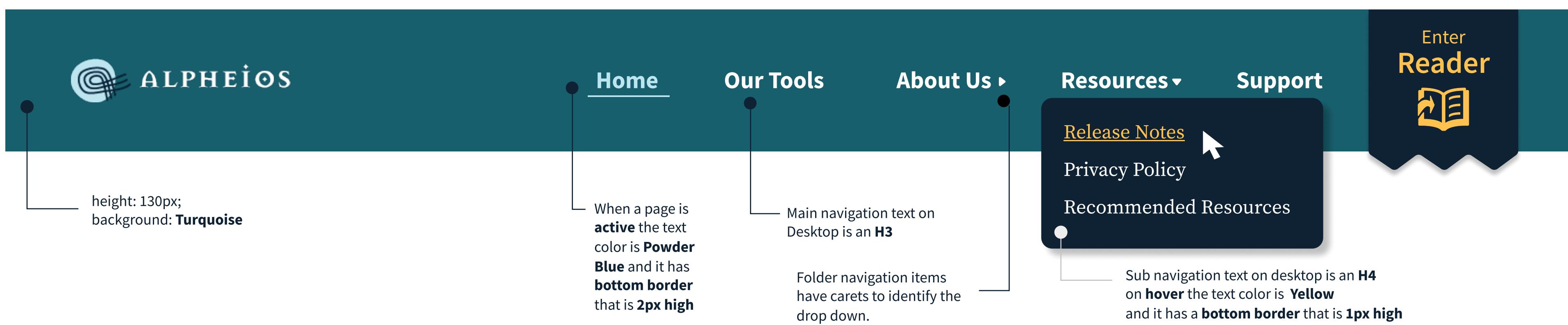
# Navigation

## Desktop - Main Navigation

The main navigation uses the Turquoise background, with White links that hover to Yellow. The current page's link is underlined and Powder Blue. Carets denote navigation that has a submenu.



The submenus have 10px rounded corners and are in Midnight Blue.

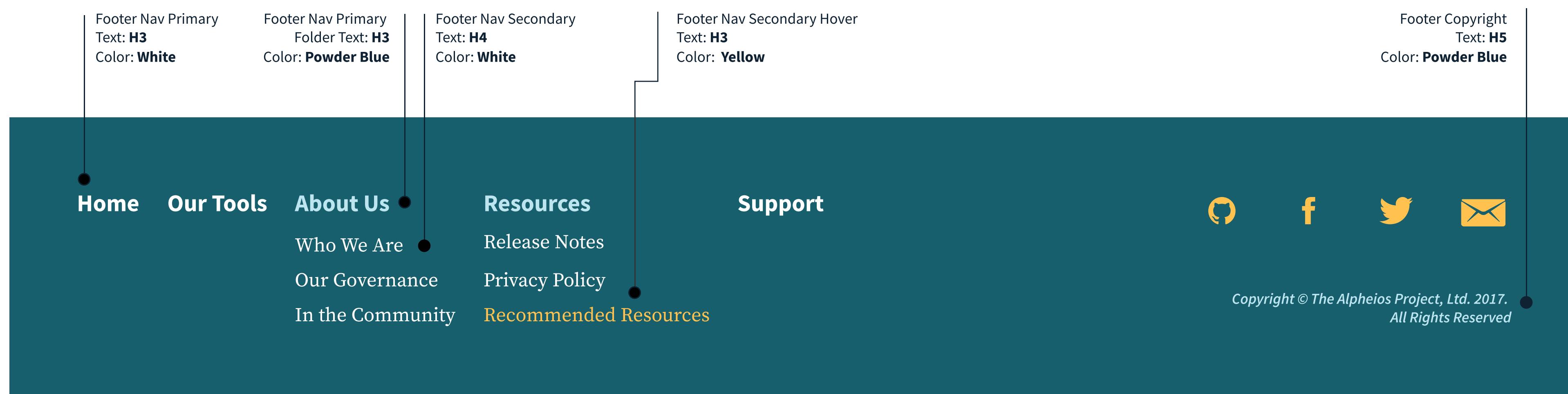


## Sticky While Scrolling

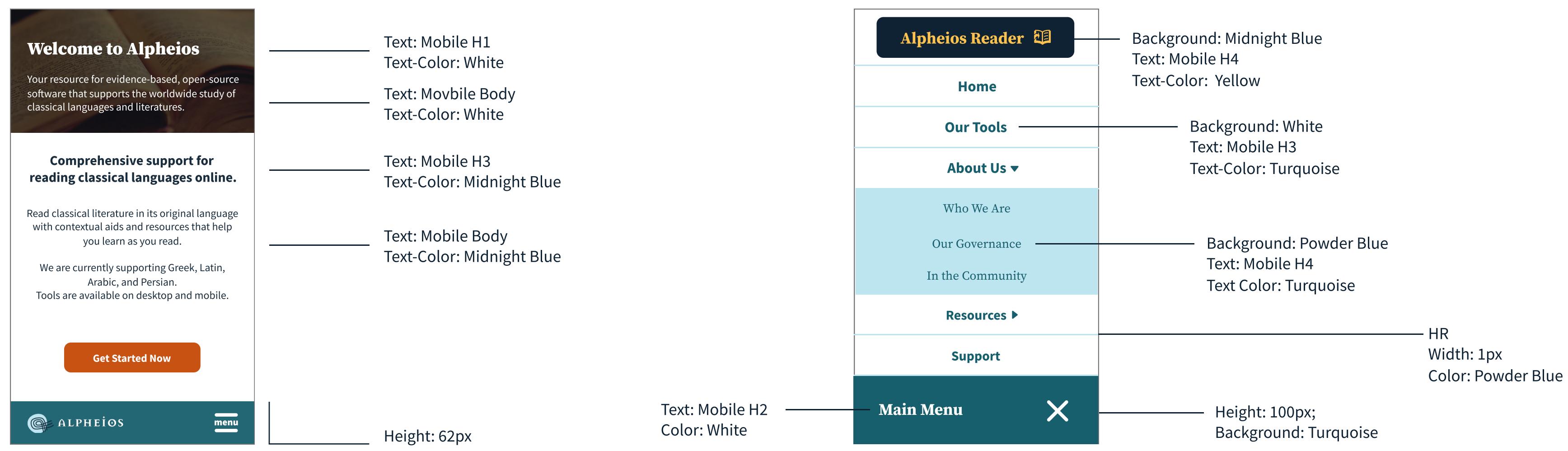


# Navigation Cont.

## Desktop - Footer

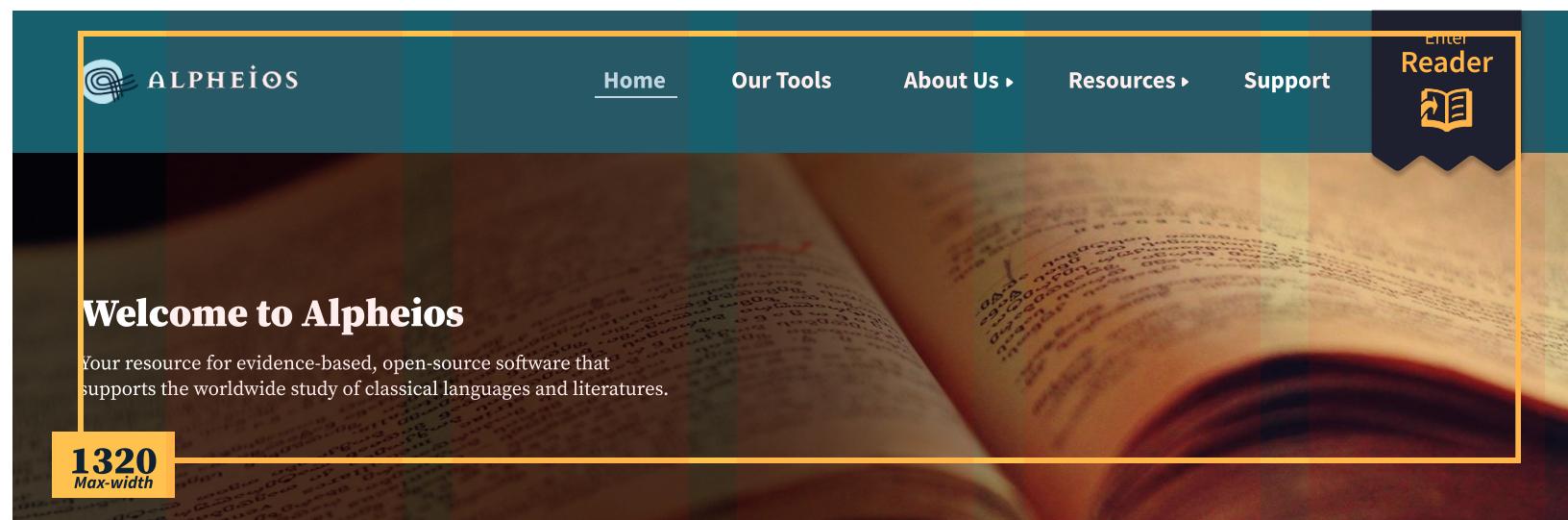


## Mobile Navigation



# Layout, Sections, and Templating

## General Layout Guidelines



### 12 Column Grid

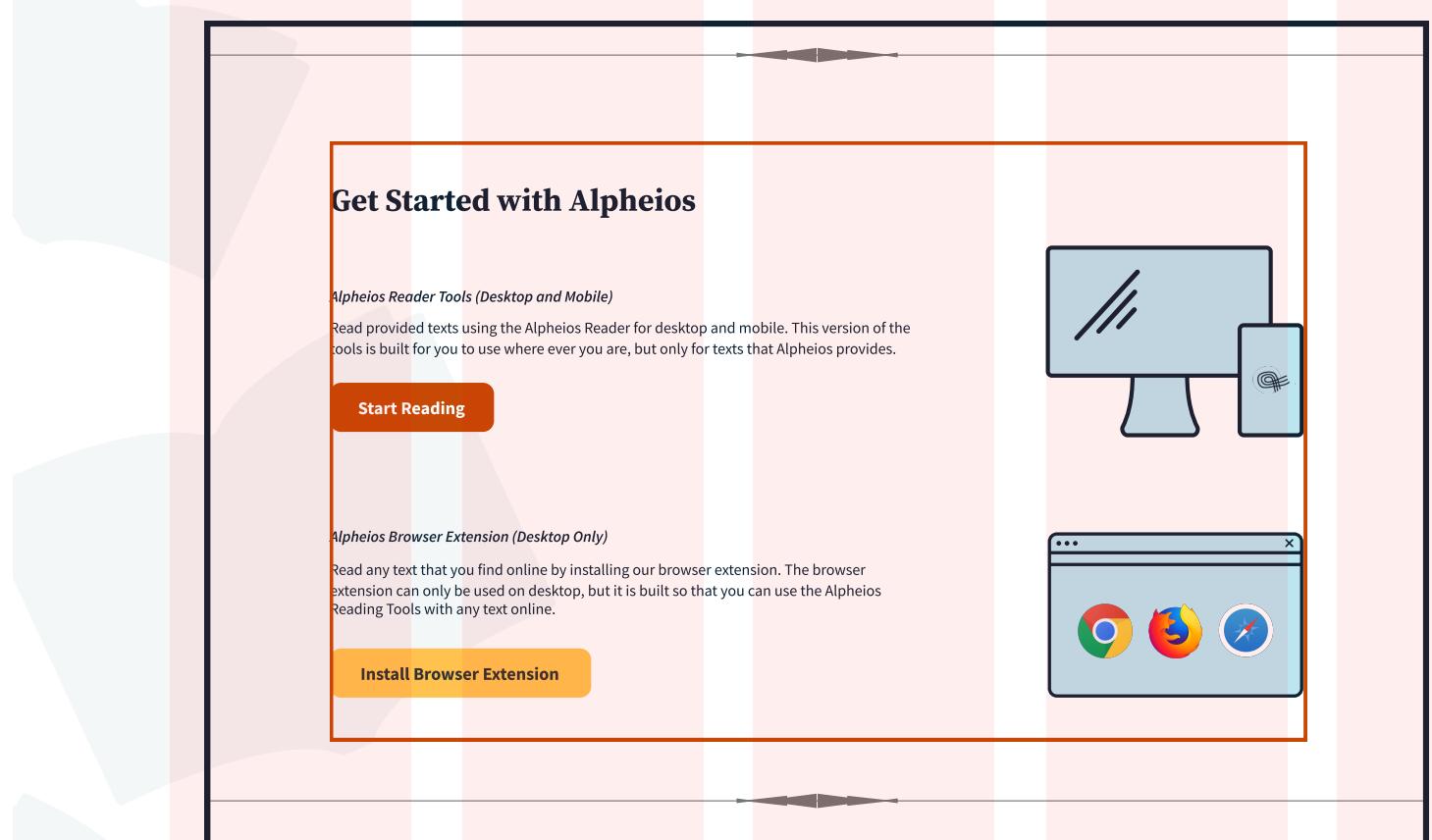
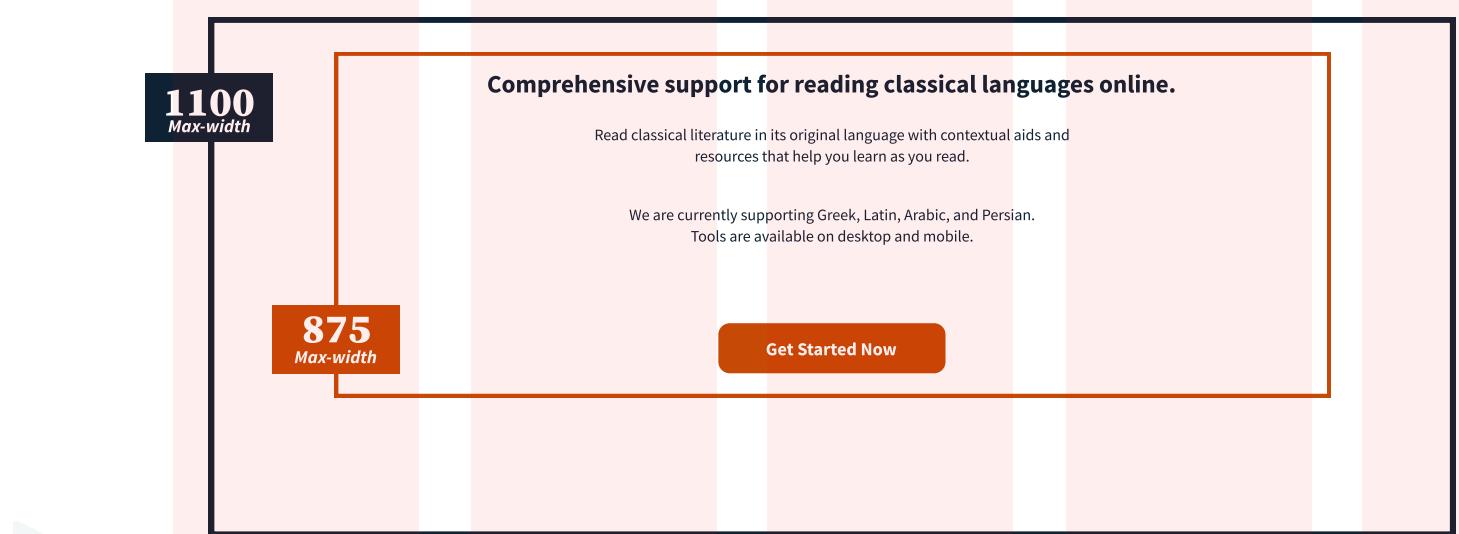
20px gutter, 1320px max width

### Decorative Content Wrappers

Max-width (1100 px)

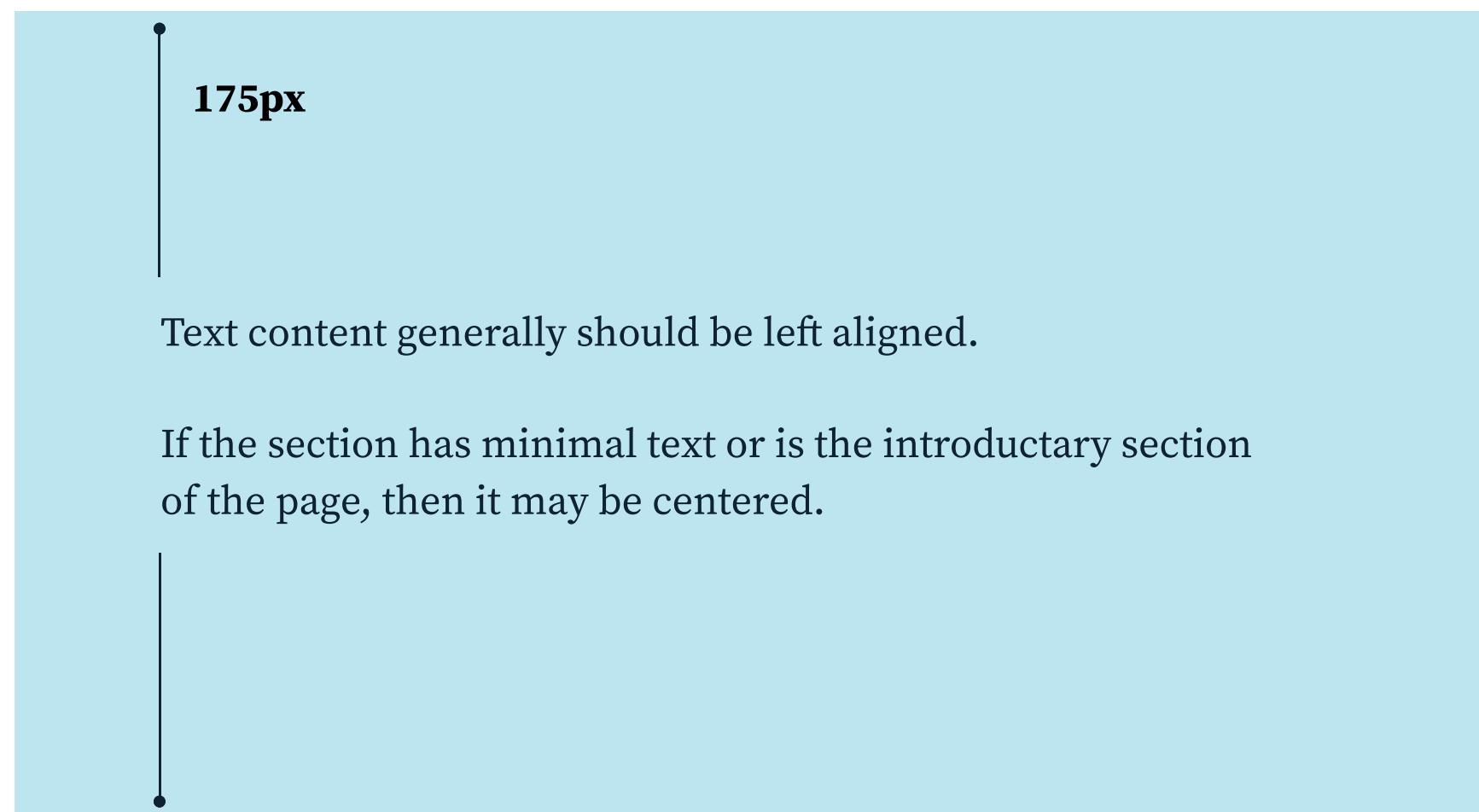
### Main Content Container

Max-width (875 px)



# Layout, Sections, and Templating Cont.

## Section Guidelines



## Templating Guidelines

**H1 Page Title**  
(Optional subheader)  
Introductory overview paragraph

**H1 Page Title**  
(Optional subheader)  
Introductory overview paragraph

**H1 Page Title**  
Introductory overview paragraph

**H1 Page Title**  
Introductory overview paragraph

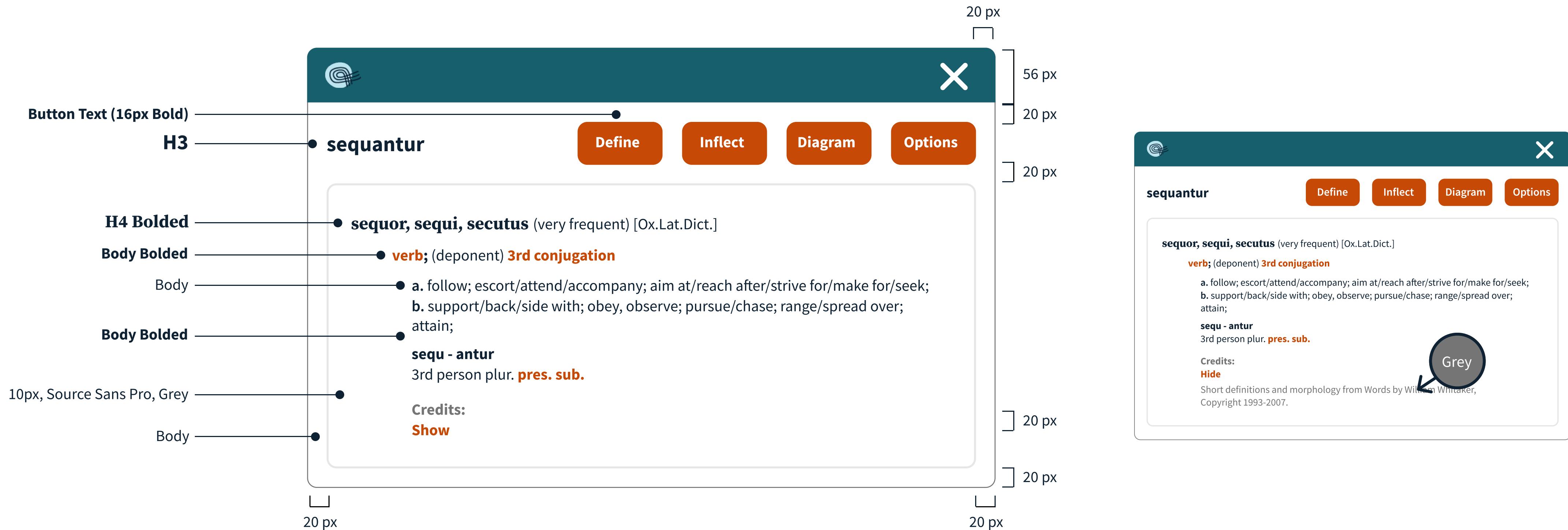
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In the Community Recommended Resources  
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o f t e

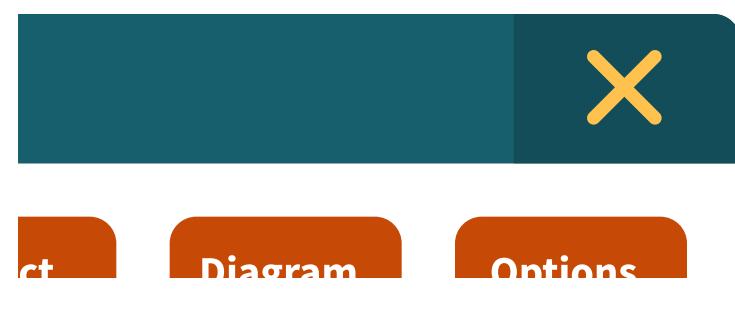
If the page contains enough content to warrant several sections, it can mimic the home page by alternating colors. If the content is only a couple of sections or less, the background can stay white.

# Alpheios Tools

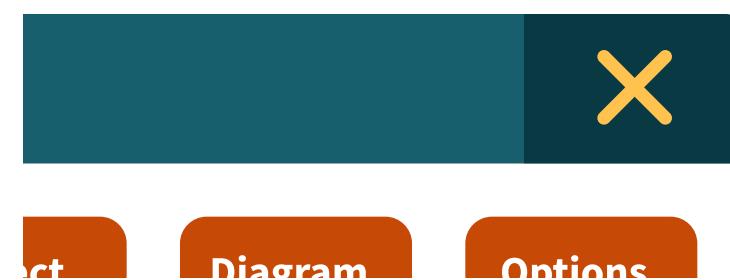
## Popup Styling



Hover State



Pressed State



Tooltip Styling

Show Inflections

.5 px Grey border,  
10px border-radius,  
12px Grey Source Sans Pro,  
White background

# Alpheios Tools Cont.

## Panel Styling - Desktop



## Panel Styling - Mobile

