Guías de estilo

Diseño de interfaces web

Desarrollo de aplicaciones web

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¿Para qué?

- Una vez que se ha acabado el diseño de un proyecto, permiten que el cliente pueda seguir con él sin perder el estilo.

  - Mantiene la plantilla de la página web.
  - Mantiene el estilo de los elementos internos.

¿Cómo?

Intuitivo

Sencillo

Informativo

Compatible con los estándares

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Secciones

Paleta crómatica

Colores

	base	dark 10%	dark 15%	light 10%	light 15%
	#004I45	#00362f	#000302	#008272	#009C88
	#F5AB00	#C28700	#A97600	#FFBE29	#FFC642
	#17A300	#107000	#0C5600	#1ED600	#22EF00
	#B5B5B5				
	#FF4C00	#CC3D00	#B33500	#FF7033	#FF824D
	#EDEDED				

Accessibility

We've also defined comprehensive accessibility standards with regard to color, in the hope that our experiences can be used by everyone everywhere. Here's an example:

	Green 5	#E3FFF3	AAA	Fails
	Green 10	#D1FFEE	AAA	Fails
	Green 20	#B3FFE3	AAA	Fails
	Green 30	#88FFD1	AAA	Fails
	Green 40	#54FFBD	AAA	Fails
	Green 50	#3FE1B0	AAA	Fails
	Green 60	#2AC3A2	AAA	Fails

Signal Colors

We use specific colors to signal particular actions and confirmation in our products.

AA	AAA	AAA	AA
Click	Success	Warning	Error

https://mozilla.design/firefox/color/

A11y Color

Rausch
#FF5A5F
3.05:1

A11y Babu
#00A699
3.03:1

A11y Arches
#FC642D
3.0:1

A11y Hof
#484848
9.14:1

A11y Foggy
#767676
4.54:1

https://airbnb.design/building-a-visual-language/
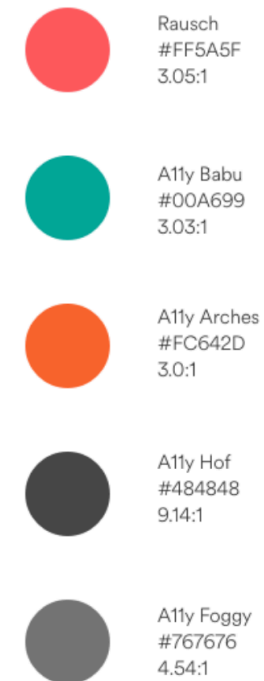
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Brand colours

These are the brand colours that come from Oxford University's brand guidelines.

The (dark) Oxford blue is used primarily in general page furniture such as the backgrounds on the header and footer. This makes for a strong brand presence throughout the site. Because it fe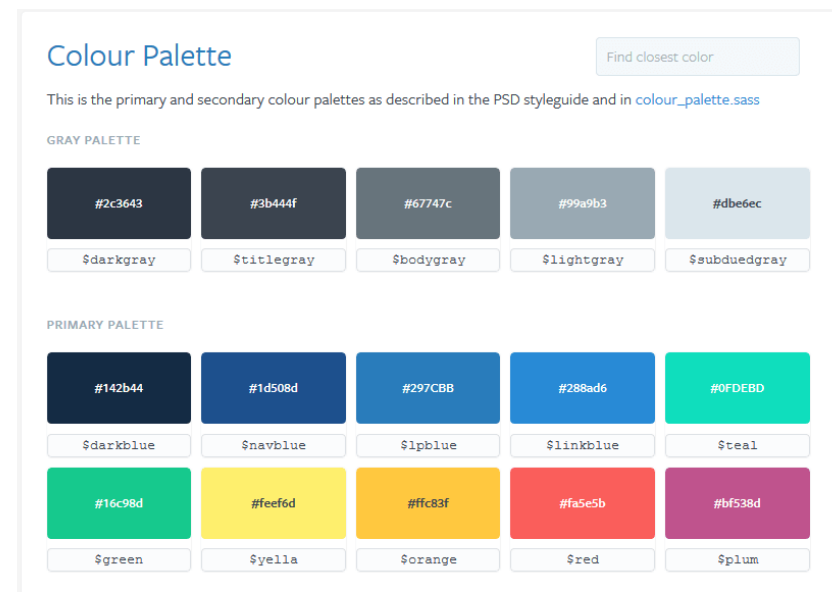atures so strongly in these areas, it is not recommended to use it in large areas elsewhere. However it is used more sparingly in smaller elements such as in event date icons and search/filtering bars.

Example				
hex colour	#002147	#a79d96	#f3f1ee	#122f53
LESS variable	@colorPrimary	@colorSecondary	@colorTertiary	@colorLightPrimary

https://www.ox.ac.uk/public-affairs/style-guide/digital-style-guide?wssl=1

Colour Palette

Find closest color

This is the primary and secondary colour palettes as described in the PSD styleguide and in colour_palette.sass

GRAY PALETTE

#2c3643	#3b444f	#67747c	#99a9b3	#dbe6ec
$darkgray	$titlegray	$bodygray	$lightgray	$subduedgray

PRIMARY PALETTE

#142b44	#1d508d	#297CBB	#288ad6	#0FDEBD
$darkblue	$navblue	$lpblue	$linkblue	$teal
#16c98d	#feef6d	#ffc83f	#fa5e5b	#bf538d
$green	$yella	$orange	$red	$plum

https://rizzo.lonelyplanet.com/styleguide/design-elements/colours

Tipografía

Menú principal / open
Menú principal / hover
Menú principal / activo

Roboto Condensed
Regular / 16pt
#FFFFFF

Opción de menú principal desplegado

Roboto Condensed
Regular / 14pt
#FFFFFF

Menú secundario y text link footer / activo
Menú secundario y text link footer / hover

Roboto Condensed
Regular / 12pt
#FFFFFF

Título banner destacado

Roboto Condensed
Light / 26pt
#FFFFFF

TÍTULO DE SECCIÓN

Oswald
Regular / 20pt
#FFFFFF

Bajada de título y citas

Roboto Condensed
Light / 20pt
#FFFFFF

Título de contenido

Roboto
Bold / 18pt
#0A0A09

h1

MAECENAS NEC ODIO ET

h1.inner-
section-title

Oswald, bold
44px / 1.2 interlínea
uppercase

h2

Maecenas nec odio et ante tincidunt tempus

h3.featured-
content-title

Roboto Condensed, regular
36px / 1.2 interlínea

The quick, brown fox (32px)   h1

The quick, brown fox (20px)   h2

The quick, brown fox (18px)   h3

The quick, brown fox (16px)   h4

THE QUICK, BROWN FOX (12PX)   h5

https://rizzo.lonelyplanet.com/styleguide/design-elements/typography

Type Scale

Metropolis Bold for Headings and Inter Regular for body copy:

Heading – XXL
Font size: 64px (4rem)
Line height: 72px*

Heading – XL
Font size: 56px (3.5rem)
Line height: 64px*

Heading – LG
Font size: 48px (3rem)
Line height: 56px*

Heading – MD
Font size: 40px (2.5rem)
Line height: 44px*

Heading – SM
Font size: 32px (2rem)
Line height: 36px*

Heading – XS
Font size: 24px (1.5rem)
Line height: 28px*

Heading – XXS
Font size: 20px (1.25rem)
Line height: 24px*

Heading – XXXS
Font size: 16px (1rem)
Line height: 20px*

https://mozilla.design/firefox/typography/

Typography

Header Level 1   30px/36px

Header Level 2   21px/27px

Header Level 2 Alternate   21px/27px

Header Level 3   16px/21px

Header Level 3 Alternate   16px/21px

Header Level 4   14px/18px

This is a paragraph. Morbi tristique senectus et netus et malesuada fames ac turpis egestas. Vestibulum tortor quam, feugiat vitae, ultricies eget, tempor sit amet, ante.   14px/18px

This is a link   14px/18px

Small   12px/18px

Subtle   14px/18px

https://www.yelp.com/styleguide#typography

Botones y elementos de navegación

Primario

| Primario | Roboto Condensed; bold; 18px
background: #FF4C00
box-shadow: 0 0 0 3px inset #CC3D00 |
| Hover | HOVER
box-shadow: 0 0 0 40px inset
#CC3D00 |

Primario invertido

| Primario invertido | background: #CC3D00
box-shadow: 0 0 0 3px inset #FF4C00 |
| Hover | HOVER
box-shadow: 0 0 0 40px inset
#FF4C00 |

Auxiliar

| Auxiliar | background: #F5AB00
box-shadow: 0 0 0 3px inset #C28700 |
| Hover | HOVER
box-shadow: 0 0 0 40px inset
#C28700 |

Secundario

| Secundario | background: #004F45
box-shadow: 0 0 0 3px inset #00362F |
| Hover | HOVER
box-shadow: 0 0 0 40px inset #00362F |

Activo
Ico #FFFFFF
Fill #0A0A09

Hover / Selected
Ico #FFFFFF
Fill #D10010

Buttons

Default

active:

```C#
<%= Html.ButtonLink("Lorem ipsum", "#fpo") %>
```

```C#
<%= Html.ButtonSubmit("Lorem ipsum", "#fpo") %>
```

Lorem ipsum   **Lorem ipsum**

disabled:

```C#
<%= Html.ButtonLink("Lorem ipsum", "#fpo", null, null, true) %>
```

```C#
<%= Html.ButtonSubmit("Lorem ipsum", null, null, null, true) %>
```

```JavaScript
$('.button').sbuxButton('disable');
```

Lorem ipsum   Lorem ipsum   Lorem ipsum

https://www.starbucks.com/static/reference/styleguide/buttons.aspx

Basic buttons

<> Toggle Source Code | Link

These are the basic buttons that can be rendered using the `$ybtn.ybutton` helper method.

	Small	Medium (Default)	Big
Secondary Button (Default)	Button	Button	Button
Primary Button	Button	Button	Button
CTA Button	Button	Button	Button
Green Button	Button	Button	Button
Blue Button	Button	Button	Button

https://www.yelp.com/styleguide#buttons

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Logotipos

Imágenes

Imágenes generales
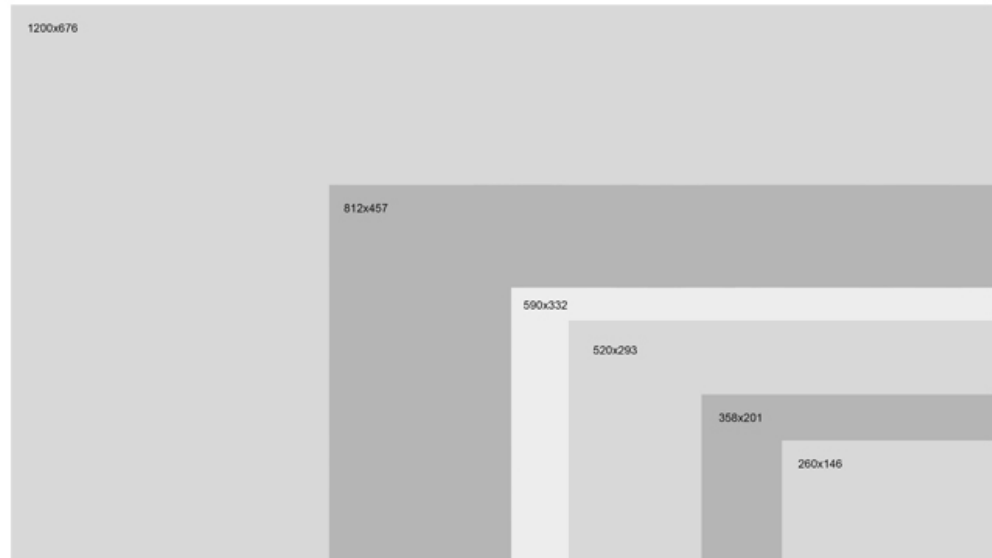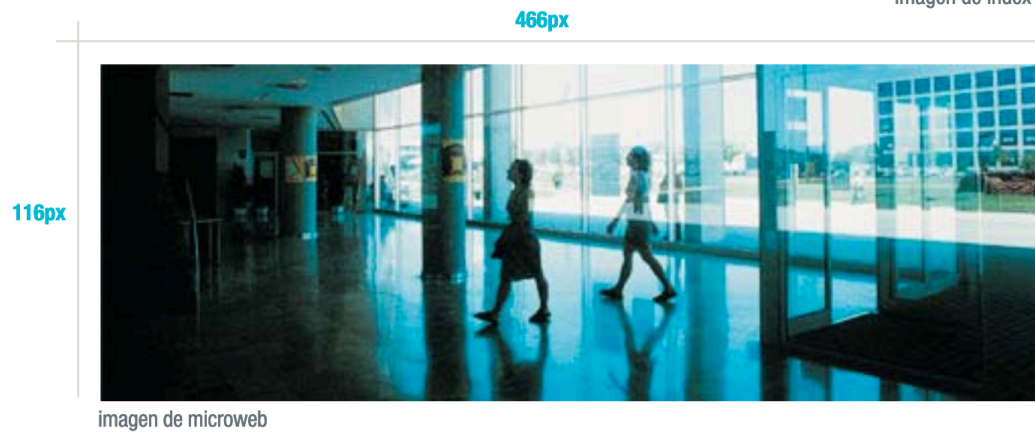
1200x676

812x457

590x332

520x293

358x201

260x146

110px

82px

imagen de noticia

135px

101px

imagen de texto

135px

135px

imagen de index

466px

116px

imagen de microweb

200px

60px

Escola Tècnica Superior
d'Informàtica Aplicada

imagen de cabecera

150px

38px

forum UNESCO
UNIVERSIDAD Y PATRIMONIO

imagen de logo

http://www.upv.es/entidades/ASIC/manuales/guia_estilos_upv.pdf

Otros elementos

Paginador

Roboto Condensed regular / 16pt / #D10010
Fill #FFFFFF

Selected
Roboto Condensed regular
16pt / #FFFFFF
Fill #D10010

Hover
Roboto Condensed regular
16pt / #D10010
Fill #EDEDED
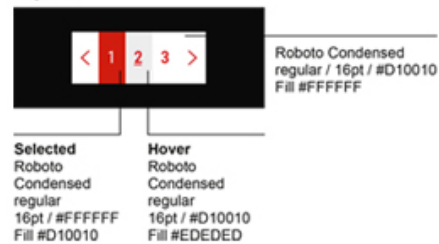
Caja de títulos principales

Fill #0A0A09
Corner 20
alto 56px
ancho relativo

Caja de títulos mobile y secundarios

Fill #0A0A09
Corner 20
alto 30px
ancho relativo

Tabla

Opción A	Opción B
Contenido 1A	Contenido 1B
Contenido 2A	Contenido 2B

Roboto Condensed / regular / 16pt / #FFFFFF
Fill #D10010

Roboto / Regular / 14pt / #676767
Fill #EDEDED

Roboto / Regular / 14pt / #676767
Fill #FFFFFF

Tab

SELECTED	HOVER	ACTIVE

Roboto Condensed bold / 14pt / #0A0A09
Fill #B5B5B5

Roboto Condensed bold / 14pt / #FFFFFF
Fill #DAA500

Roboto Condensed bold / 14pt / #FFFFFF
Fill #F3B610

https://airbnb.design/building-a-visual-language/

Action Links

Action links are used for rendering actions you can take on Yelp objects, such as users or reviews

Large list style

🎗 **Compliment**

↗ **Share**

🗑 **Delete**

Small list style

🎗 **Compliment**

↗ **Share**

🗑 **Delete**

Chiclet style

A more subtle way to render action links

🎗 ↗ 🗑

https://www.yelp.com/styleguide

Breadcrumbs

Used to help give users a sense of place within the site or within a particular business listing. Must be used in conjunction with a page header.

foo › bar › baz

Algunas guías de estilo

Starbucks
- https://www.starbucks.com/static/reference/styleguide/

Universidad de Oxford
- https://www.ox.ac.uk/public-affairs/style-guide/digital-style-guide?wssl=1

Yelp
- https://www.yelp.com/styleguide

Lonely Planet
- https://rizzo.lonelyplanet.com/styleguide/design-elements/colours

Mozilla
- https://mozilla.design/

UPV
- http://www.upv.es/entidades/ASIC/manuales/guia_estilos_upv.pdf

Webgrafía

- ida Blog: https://blog.ida.cl/diseno/guia-de-estilo-diseno-web/

- Staff Creativa: http://www.staffcreativa.pe/blog/crear-una-guia-de-estilo-de-diseno-web/

- Marta Bernal: https://martabg.com/5-pasos-crear-guia-estilo/

- Digital Guide IONOS: https://www.ionos.es/digitalguide/paginas-web/diseno-web/la-guia-de-estilo-perfecta-para-paginas-web/