



Visual Design Guide

Prepared by:

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Class Assignment for CTEC 4350



Page Dimensions

The target browser width is 1024 x 768 pixels but the website will be responsive to any screen size it is displayed on.

Headers

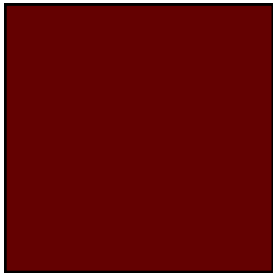


The header should fill the width of the screen and should stay fixed to the top of the browser even as the user scrolls down the page. There should be no margin or padding applied to the top, left, or right of the navigation in the header unless it is a negative value that allows the navigation to cling to the top of the browser window. On hover or on the active page the background color of the active link should change to #838383.



Colors

The TOASE color pallet is as follows:



TOASE Red:

Hex Code: #640101

RGB: 100 1 1

CMYK: 34 98 95 54

Red is applied as followed :

Navigation background

Header Color

Accent Color:

Bullets

Arrows

Special Characters

TOASE Black:

Hex Code: #000000

RGB: 0 0 0

CMYK: 75 68 67 90

Black is applied as followed :

Body text and logo color

TOASE Gray:

Hex Code: #838383

RGB: 131 131 131

CMYK: 51 42 42 6

Gray is applied as followed :

Active or hover background for links.

TOASE White:

Hex Code: #ffffff

RGB: 255 255 255

CMYK: 0 0 0 0

Gray is applied as followed :

Text color for links in navigation items

General background color

Text

Type faces to be used are Times New Roman, Arial, Helvetica.

Times New Roman is to be used in most cases. Such as headers, links, and body text. This typeface should never be bolded. If emphasis is need use larger type and color.

Arial or Helvetica is to be used sparingly as an accent font. Such as sub headers. The type may be made bold if need but should be rarely used except in the logo.

Header type should never be larger than the TOASE in the logo. The largest the header type should ever be is 24pt. Descending headers should be 20pt, 16pt, and 14pt.

Navigation type should be 16pt.

Body type should be 12pt.

In cases where smaller type is need it should never be smaller than 10pt.



Graphic Treatment

Graphic Type

All type should be either Times New Roman or Arial please refer to the Text section for more information.

Photo/Image Treatment

Graphics for images should only be in jpeg format and optimized to 72ppi and set to the desired max-display size. Graphic elements such as logos and images such as bullets, and arrows should only be in the png format with a transparent background and should be optimized to 72ppi and set to the desired max-display size.

Photos and or graphic elements should never have a border and should have margins and paddings appropriate to place them correctly where desired on the screen. But they should always have a gutter of 50px around them for good visual placement, then any other adjustments can be made to ensure their placement and spacing is visually appealing.



Embellishments

Embellishments should be used only when needed. And the types to be used are as follows:

Underlined text: the color of the line should match the color of the text. Should only be used on names of people and places.
No links.

Highlighted text: Should be TOASE Gray. Should only be used on links.

Bullets: Should be circles and should match the color of the text they correspond with. Should only be used with lists in either practice areas or attorneys.

No other embellishments should be used.