

UI Style Guidelines

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01. Brand & Target Audience

Brand Personality:

Empowering and Rewarding: BidCrib empowers users with a unique credit system, offering an initial 1000 credits. This encourages active participation in buying and selling, rewarding users for their contributions and fostering a sense of ownership and empowerment.

Trustworthy and Reliable: BidCrib embodies trustworthiness and reliability, ensuring a secure and transparent auction platform. The brand is committed to fair and honest transactions, offering users a dependable space for online buying and selling.

Dynamice and Interactive: BidCrib is dynamic and interactive, providing users with real-time bidding and engaging features. It is not just an auction platform but a vibrant online marketplace where users actively participate, fostering a sense of community and excitement.

Target Audience:

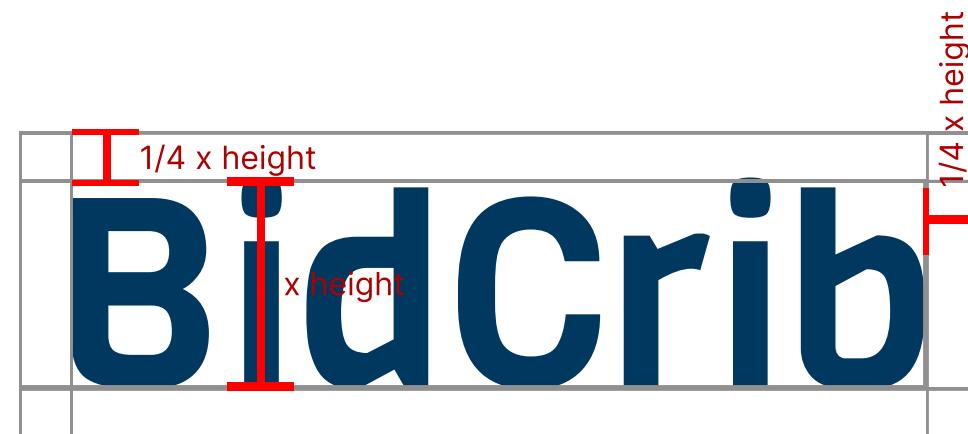
BidCrib's users are discerning consumers and sellers seeking a reliable platform, valuing trust in transactions and actively engaging with interactive features.

The audience, with a budget-conscious mindset, aims to maximize transactional value and appreciates BidCrib's economic empowerment, accumulating credits through sales for strategic purchases.

The brand resonates with a community that values trust, interactivity, and economic fulfillment in online transactions.

02. Logo

The BidCrib logo is a text based logo that uses CSS for the styling. This is so that it is easy to implement in sites and create with design tool. The font it uses is the same as the headers typography, Viga, which is a bold, sans-serif font that carries a strong and modern aesthetic.



The logo must only use brand colors or black/white when brand colors do not provide a good enough contrast to the background.

To prevent the logo from becoming illegible, the ratio between the width and height of the logo must never be tampered with.



03. Colors

Brand Colors

Primary Color - Deep Navy Blue:

This deep navy blue provides a sense of trust and professionalism, suitable for an auction environment.



Deep Navy Blue / #01385f

Secondary Color - Warm Orange:

The warm orange provides a vibrant and complementary contrast to the primary color, making certain elements stand out.



Warm Orange / #cb6d10

Accent Color - Lighter Blue:

A lighter blue adds a refreshing and dynamic feel to the palette. It's used to highlight certain interactive elements, creating a sense of interactivity and engagement.



Lighter Blue / #4a7197

Other Colors

Text Color - Dark Charcoal:

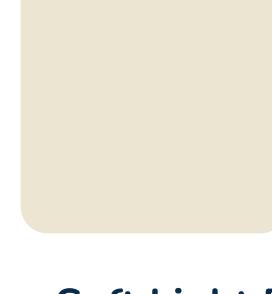
A dark gray is used for text. It provides good contrast against the background, ensuring readability while maintaining a modern, stylish look.



Dark Charcoal
#1a1a1a

Background Color - Soft Light Beige:

A soft, light beige provides a clean and sophisticated background, ensuring good visibility and readability of the content.



Soft Light Beige
#ece5d2

This color palette strikes a balance between modern aesthetics and usability. The colors complement each other, with the primary color setting a calm, grounded tone, while the secondary and accent colors add pops of energy and interest. The background and text colors ensure readability and user comfort.

04. Typography

Montserrat

Google Fonts

Aa
Heading

Name	Font size
Heading 1	40 px
Heading 2	32 px
Heading 3	24 px
Heading 4	18,72 px
Heading 5	16 px
Heading 6	13,28 px

Headings Font - Viga:

Viga is a bold, sans-serif font that carries a strong and modern aesthetic. It is an excellent choice for headings because of its bold and attention-grabbing characteristics. Auction house headings need to stand out and make a statement, and Viga does this effectively.

Nunito

Google Fonts

Aa
Body

Name	Font size
Large Text Bold	20 px
Large Text Regular	
Medium Text Bold	18 px
Medium Text Regular	
Normal Text Bold	16 px
Normal Text Regular	
Small Text Bold	14 px
Small Text Regular	

Body Text Font - Oxygen:

Oxygen is a sans-serif font with a clean and simple design. It offers excellent readability, which is crucial for body text on a website. In an auction house setting, where detailed item descriptions, terms, and conditions are important, Oxygen ensures that the information is presented clearly.

05. Interactives, Forms & CTA

Input

Placeholder

Uses Body Text Font - Oxygen

Links

Default

[This is a link](#)

Hover

This is a link

Uses Body Text Font - Oxygen

Buttons

Default



ⓘ Button Rules:
Padding -> 0.5 x font size

Hover



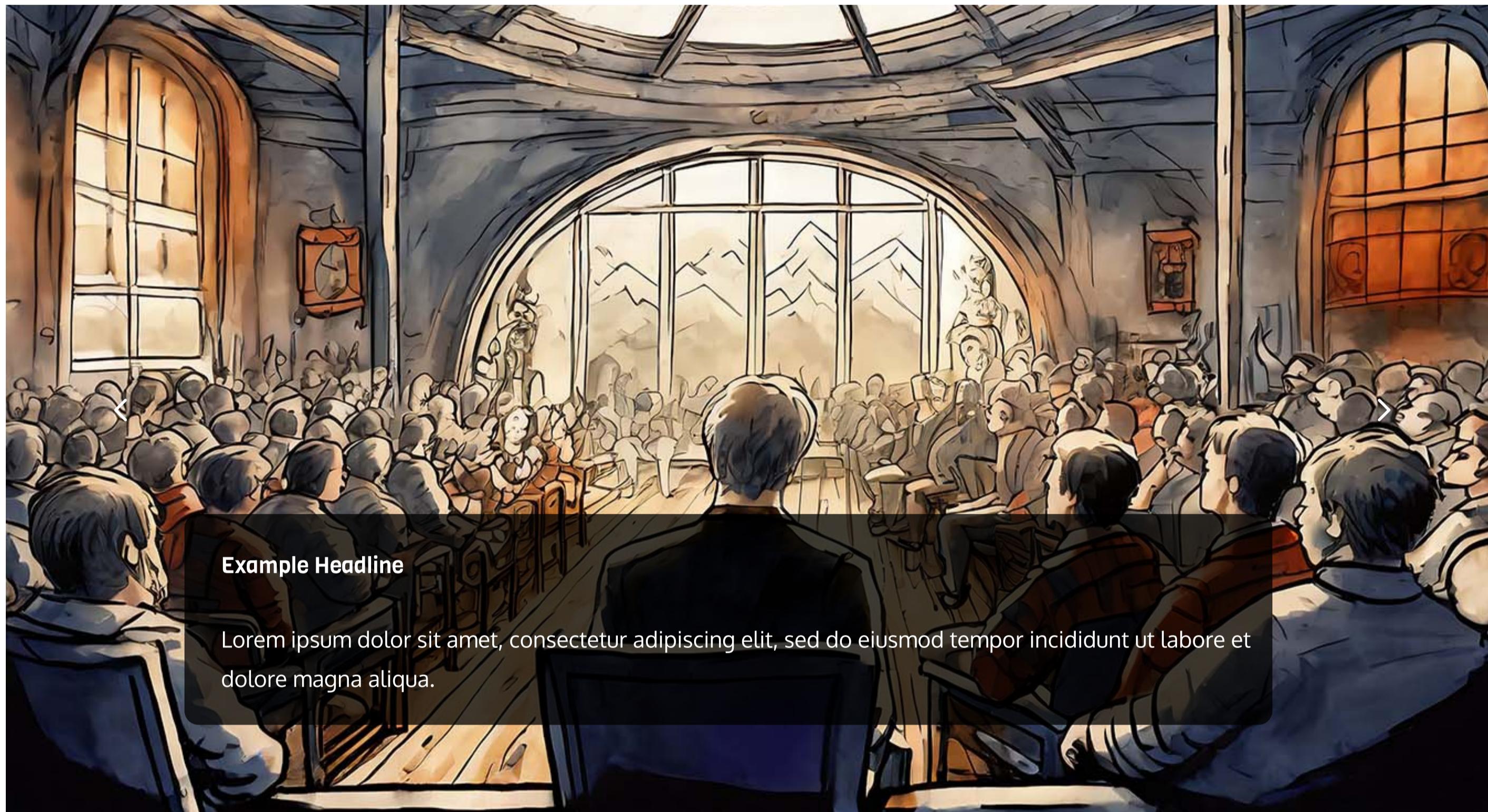
Active



Uses Headings Font - Viga

06. Carousel & Cards

Carousel



Cards



Name

Position & Role

Some quick example text to build on the card title and make up the bulk of the card's content.



Listing title

Some quick example descriptions to fill the card content

Deadline:

31 Oct 2021, 14:56 am

Updated:

05 Nov 2021, 13:26 pm

[This is a link](#)