

RETRO MUSIC PLAYERS

Style Guide

David Bradshaw
ART-40642
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COLOR USAGE

The color choices used are examples of 1980s style retro colors that are bright and loud and provide an extreme color clash that mimics the themes found in retro clothing and advertisements. For the most part the \$color-p1 is used as the backgrounds and the \$color-t1 is used as primary text. \$color-p2 is an accent color used throughout the site. Additional primary and secondary colors are available for accenting the site as useful for the component in question. In the event text on light color is required the \$color-t2 and \$color-t3 are available. This is primarily used on the white and \$color-s2.

LOGO

Logo should be used only in header and used as white on black or white on purple. An AI file with the logo is provided with assets for this project. Please only use SVG for website usage.



PRIMARY COLORS

\$color-p1

Hex: #A6206A
RGB: 166, 32, 106

\$color-p2

Hex: #2F9395
RGB: 47, 147, 149

color-t1

Hex: #FFFFFF
RGB: 255, 255, 255

\$color-p3

Hex: #F16A43
RGB: 241, 106, 67

SECONDARY COLORS

\$color-s1



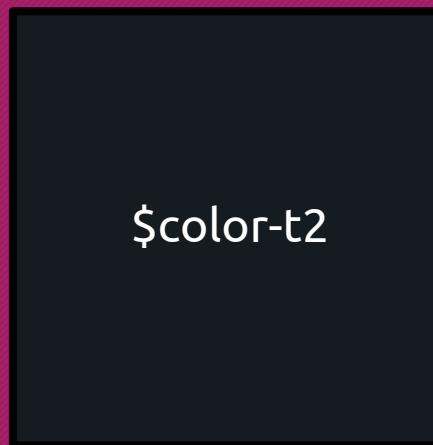
Hex: #EC1C4B
RGB: 236, 28, 75

\$color-s2



Hex: #F7D969
RGB: 247, 217, 105

\$color-t2



Hex: #141B21
RGB: 20, 27, 33

\$color-t3



Hex: #4C4C4C
RGB: 76, 76, 76

IMAGERY

- Imagery should be clear and precise. All products should have professional photos in front of a white background (or black if product is primarily white). Different views should be included for the item carousel. Images will be loaded as JPEGs with smaller size and support clicking to load a larger version of the asset.
- Imagery should only be used for products and marketing campaigns (sales, clearance...). Avoid unneeded images on the page and keep the layout clean.

FONTS

- This project will make use of two font families. One for header style items and one for normal text. The header style is more stylized to be fun and engaging, while the normal text style is aimed to blend in with the retro style but be easier to read and less distracting to the user.
- The stylized font is a paid font and will need to have a license purchased prior to use on the production site.

HEADER FONT

Header font uses is “lazer84”. It has no lowercase version and is to be used only for headings. Character spacing must be extended for using this font. Specs will be included in the Typography section. This font should only be used for headers and never used for important information or content text. This should never be used for text below a font-size of 26px. [More info here](#)

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

BODY FONT

Body font used is “Ubuntu” this font is chosen for its readability while still having a retro feel of basic font choices from the 80s. It is an easy to read font and is used in the popular Linux distribution of Ubuntu. [More info here](#)

A B C D E F G H I J K L M N O P Q R S
T U V W X Y Z a b c d e f g h i j k l m n
o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

TYPOGRAPHY

HEADER 1

- Font: lazer84, 36px
- Letter Spacing: 3pt

HEADER 2

- Font: lazer84, 28px
- Letter Spacing: 3pt

HEADER 3

- Font: lazer84, 24px
- Letter Spacing: 3pt

Paragraph

- Font: Ubuntu, 14px
- Italic/Bold allowed

Hyperlink

- Font: Ubuntu, 14px
- Underline

SPACING AND RESPONSIVE

- Headers 1 and 2 have 40px spacing after them
- Header 3 and paragraph have 20px spacing after them
- Page uses interval of 20px for spacing
- Items inline are flex style and will wrap as screen size decreases
- Box items should use the 20px top and bottom spacing (if not text based)
- Page will have 40px margin left and right

FORMS

- Forms are to follow a vertical stack approach
- Should always include label
- Placeholder text can be used if needed (avoid as possible)
- Style is reset with border of 1px and \$color-t3, placeholder text is \$color-t3. Label is 12px with normal page color. Forms should be on light background.

Label

Placeholder