

WDFT

Global Style Guide

Components

BrainStation 2019

Typography

The text styles below are used globally across InStock, BrainFlix, & BandSite designs. Refer to the guidelines below for desk, tablet, & mobile text styles.

TYPEFACE & WEIGHTS

Avenir Next Regular

Avenir Next Demi Bold

Avenir Next Bold

ALTERNATIVE GOOGLE FONT :

<https://fonts.google.com/specimen/Roboto>

DESK & TABLET TEXT STYLES

H1 - Hero Header

Text size: 60px / Line height: 68px

H1 - Header

Text size: 36px / Line height: 44px

H2 - Header

Text size: 24px / Line height: 32px

H3 - Subheader

Text size: 16px / Line height: 24px

H4 - Paragraph & comments

Text size: 14px / Line height: 22px

H4 - Lists & contact information

Text size: 14px / Line height: 20px

H5 - LABELS

Text size: 12px / Line height: 20px

MOBILE TEXT STYLES

H1 - Header

Text size: 24px / Line height: 32px

H2 - Subheader

Text size: 14px / Line height: 22px

H4 - Paragraph

Text size: 13px / Line height: 18px

H4 - Lists & contact information

Text size: 13px / Line height: 18px

H5 - LABELS

Text size: 12px / Line height: 20px

GLOBAL TEXT STYLE COLOR



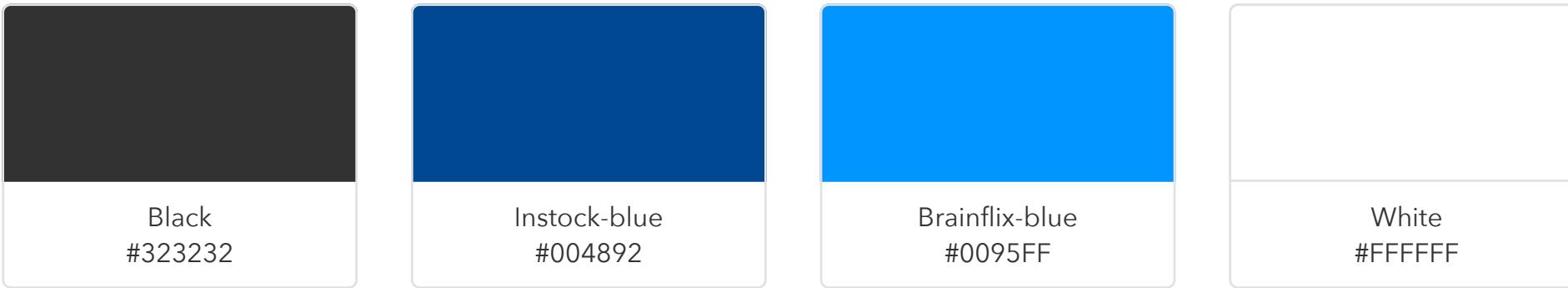
Black #323232

Color Palette

These colors are used for typography, components, branding, and are solid colours at 100% opacity unless stated otherwise.

Global:

#323232 - Paragraph text
#AFAFAF - Text label style
#E1E1E1 - Text field border
#FAFAFA - Text field background fill



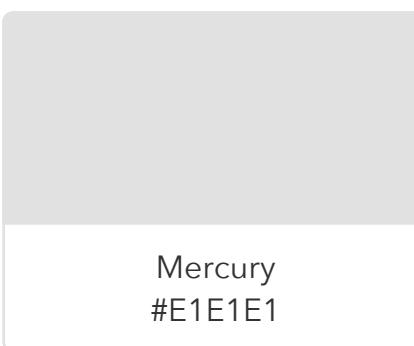
Instock Colors:

#323232 - Navigation background fill
#004892 - Primary CTA & Text link
#002F5F - Primary CTA Hover



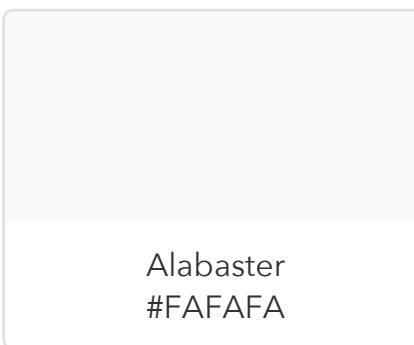
BrainFlix:

#323232 - Navigation background fill
#0095FF - Primary CTA & Text link
#0065AD - Primary CTA Hover



BandSite:

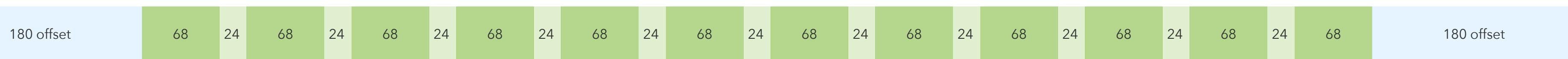
#323232 - Navigation background fill
#323232 - Primary CTA
#0065AD - Primary CTA Hover



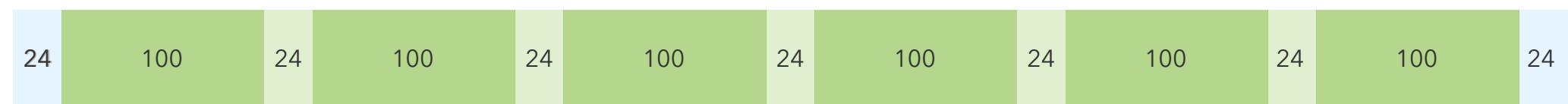
Grid

Composed of columns, gutters, and margins, the layout grid ensures that designs adapt to different screen sizes and orientation in order to maintain consistency.

DESK 1440PX WIDTH / 12 COLUMN GRID



TABLET 768PX / 6 COLUMN GRID



MOBILE 320PX / 4 COLUMN GRID



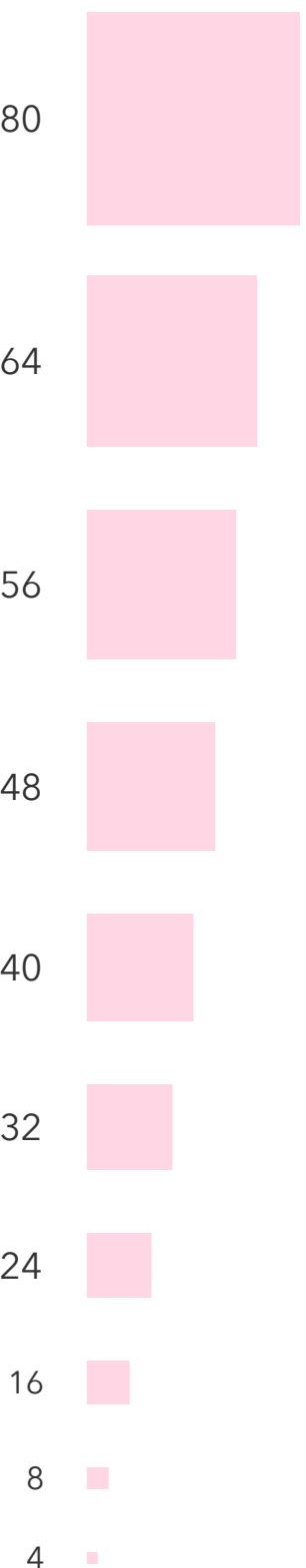
Padding

Padding refers to the space between the UI elements and are measured in increments of 8px.

To maintain consistency across designs, utilize these general padding guidelines in combination with the responsive grid layout.

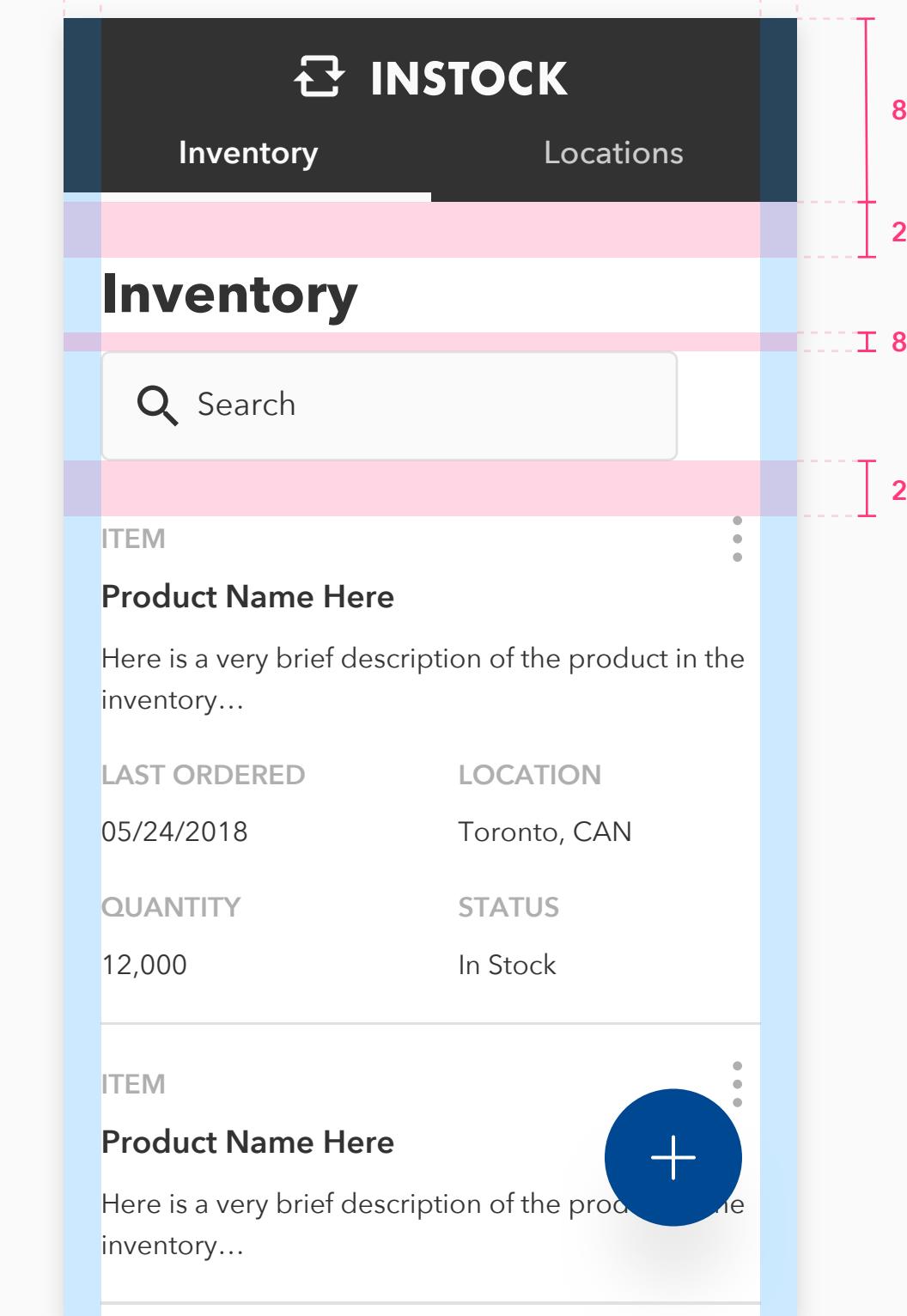
Padding guidelines can be used both vertically & horizontally.

PADDING INCREMENTS



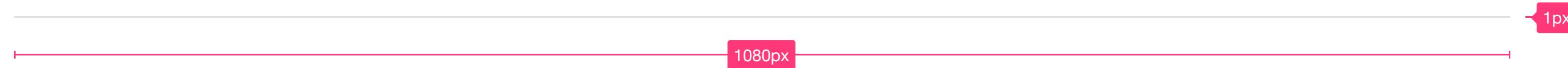
16

EXAMPLE



Divider

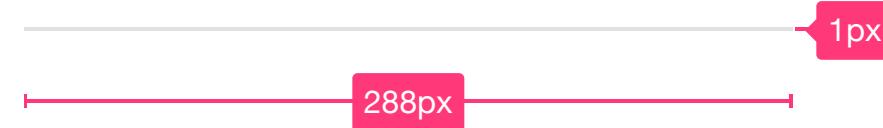
DESK



TABLET



MOBILE



COLOR



Mercury #004892

BrainFlix

Components for a video streaming service

The screenshot shows the BrainFlix video player interface. At the top, there's a navigation bar with the BrainFlix logo, a search bar, an upload button, and a user profile icon. Below the navigation is a large video frame displaying two BMX riders performing tricks in an indoor arena. A play button, progress bar (0:00 / 0:42), and volume control are overlaid on the video frame. Below the video, the title "BMX Rampage: 2018 Highlights" is displayed in bold. Underneath the title, the video details are shown: "By Red Cow 12/18/2018" with 1,001,023 views and 110,985 likes. A descriptive text follows: "On a gusty day in Southern Utah, a group of 25 daring mountain bikers blew the doors off what is possible on two wheels, unleashing some of the biggest moments the sport has ever seen. While mother nature only allowed for one full run before the conditions made it impossible to ride, that was all that was needed for event veteran Kyle Strait, who won the event for the second time -- eight years after his first Red Cow Rampage title". Below this is a section titled "3 Comments" with a "JOIN THE CONVERSATION" link, a comment input field, and a "COMMENT" button. The first comment is by "Micheal Lyons" on 12/18/2018, stating: "They BLEW the ROOF off at their last show, once everyone started figuring out they were going. This is still simply the greatest opening of a concert I have EVER witnessed.". To the right of the main video area, there's a sidebar titled "NEXT VIDEO" featuring five thumbnail cards with titles and authors:

- Become A Travel Pro In One Easy Lesson by Todd Welch
- Les Houches The Hidden Gem Of The Chamonix by Cornelia Blair
- Travel Health Useful Medical Information For by Glen Harper
- Cheap Airline Tickets Great Ways To Save by Emily Harper
- Take A Romantic Break In A Boutique Hotel by Ethan Owen
- Choose The Perfect Accommodations

Iconography

The icons used in the designs are pulled from google's material design icon pack. Refer to this link below to see the complete icon set:

[https://material.io/tools/icons/?
style=baseline](https://material.io/tools/icons/?style=baseline)

NAVIGATION



Search/Default

VIDEO PLAYER



Upload



Video Play



Video Pause



Scrubber Control



Video Tools



Views



Favorites

VIDEO PLAYER



Scrubber / Loader

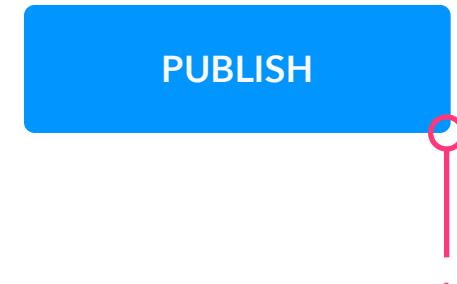


Scrubber / Progress

Call To Actions

The CTA button height and width will remain the same throughout desk, tablet, and mobile unless specified otherwise.

PRIMARY CTA : DEFAULT



4px radius corners

PRIMARY CTA : HOVER STATE



NAV CTA : DEFAULT



NAV CTA : HOVER STATE



TEXT LINK

CANCEL

PRIMARY CTA FOR MOBILE



NAV CTA FOR MOBILE



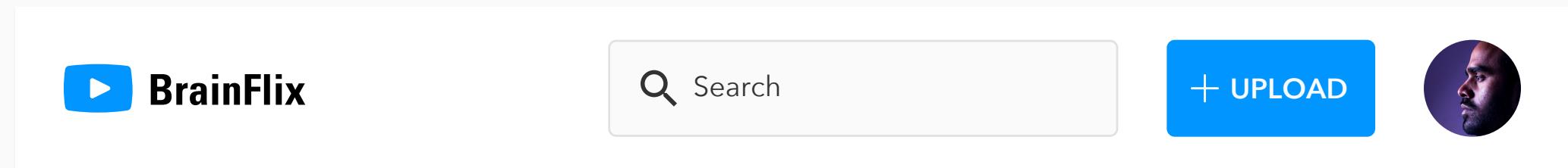
Navigation



DESK 1440PX / 12 COLUMN GRID



TABLET 768PX / 6 COLUMN GRID

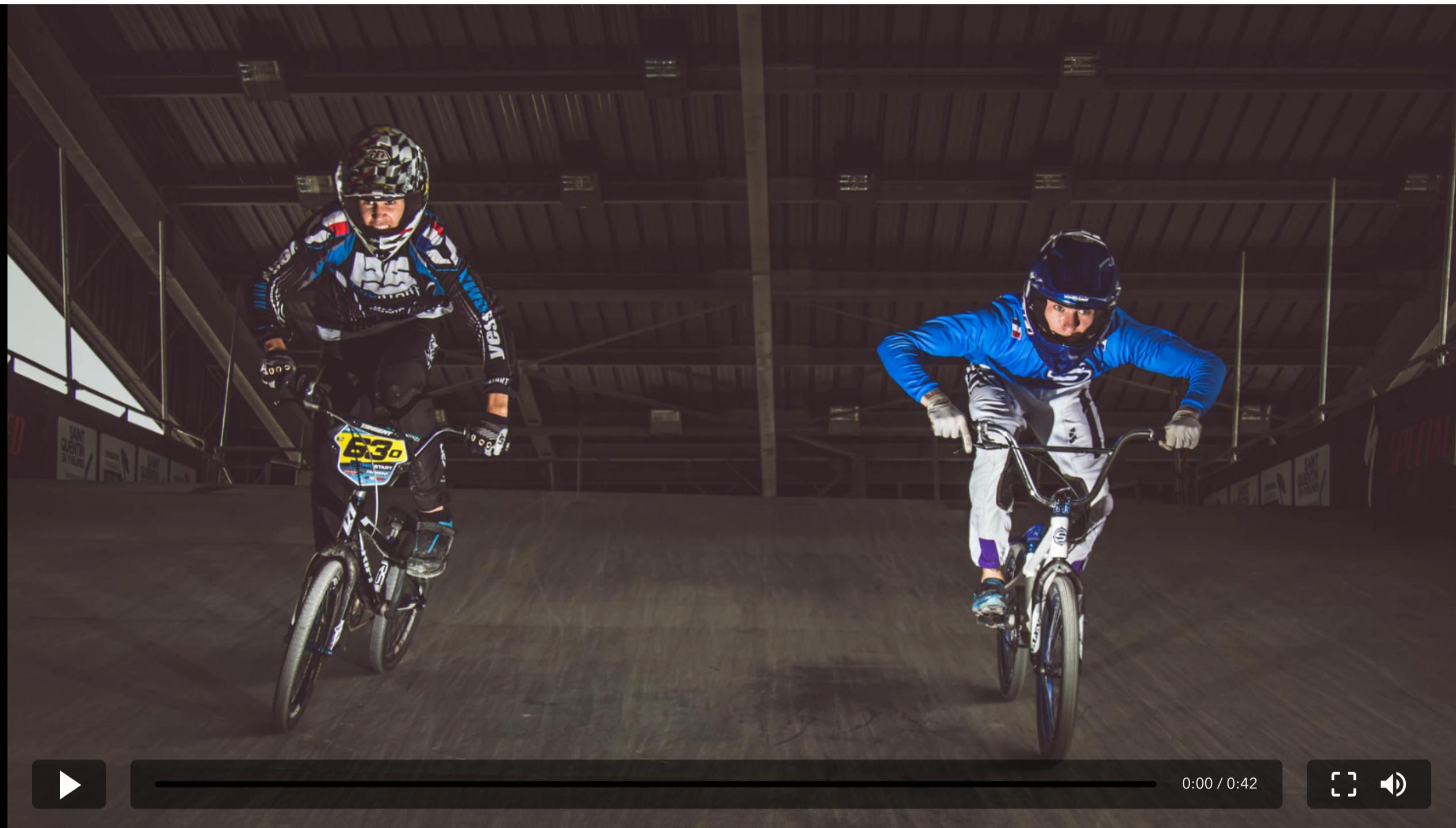


MOBILE 320PX / 4 COLUMN GRID

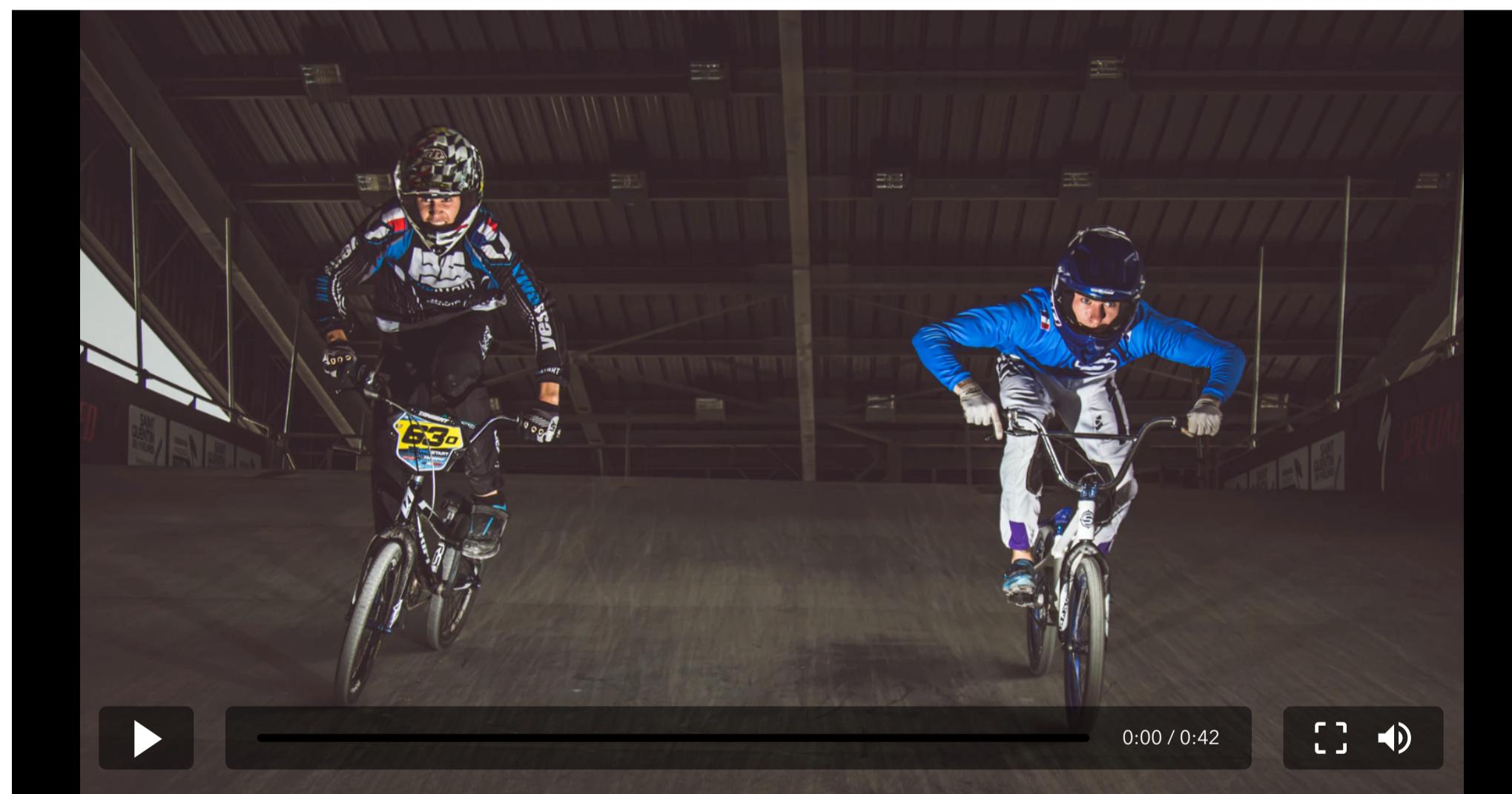


Video Player

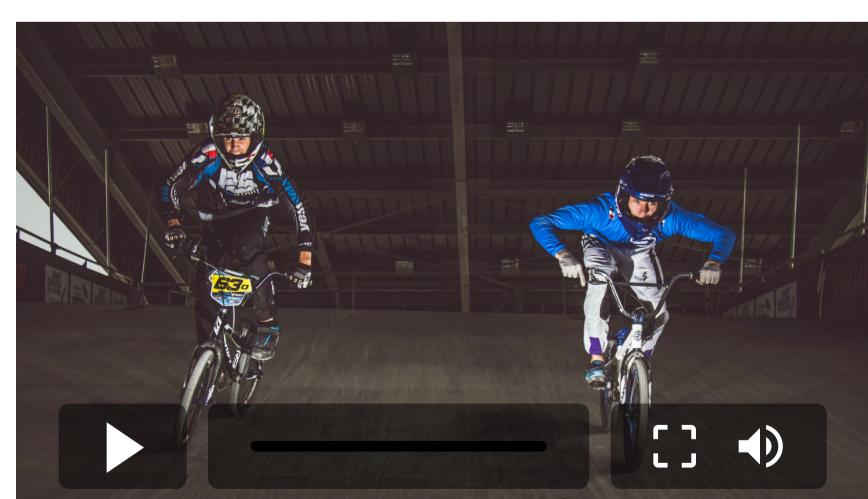
DESK



TABLET



MOBILE



Video Image Thumbnail

DESK / TABLET VIDEO THUMBNAIL



MOBILE VIDEO THUMBNAIL



DESK / TABLET VIDEO LIST COMPONENT



**Become A Travel Pro In
One Easy Lesson**

Todd Welch

MOBILE VIDEO LIST COMPONENT



**Become A Travel Pro In
One Easy Lesson...**

Scotty Cranmer

Commenting State

DESK / TABLET DEFAULT

JOIN THE CONVERSATION



COMMENT

ACTIVE

JOIN THE CONVERSATION



That was easily the most spectacular BMX moment ever.

COMMENT

FILLED

JOIN THE CONVERSATION



That was easily the most spectacular BMX moment ever.

COMMENT

MOBILE DEFAULT

JOIN THE CONVERSATION



COMMENT

MOBILE ACTIVE

JOIN THE CONVERSATION



That was easily the most spectacular BMX moment ever.

COMMENT

FILLED

JOIN THE CONVERSATION



That was easily the most spectacular BMX moment ever.

COMMENT

User Comment

DESK



BrainStation Man 5 hours ago
Kyle Strait crushing it as always.

Line Divider: 712px

MOBILE



BrainStation Man 5 hours ago
Kyle Strait crushing it as always.

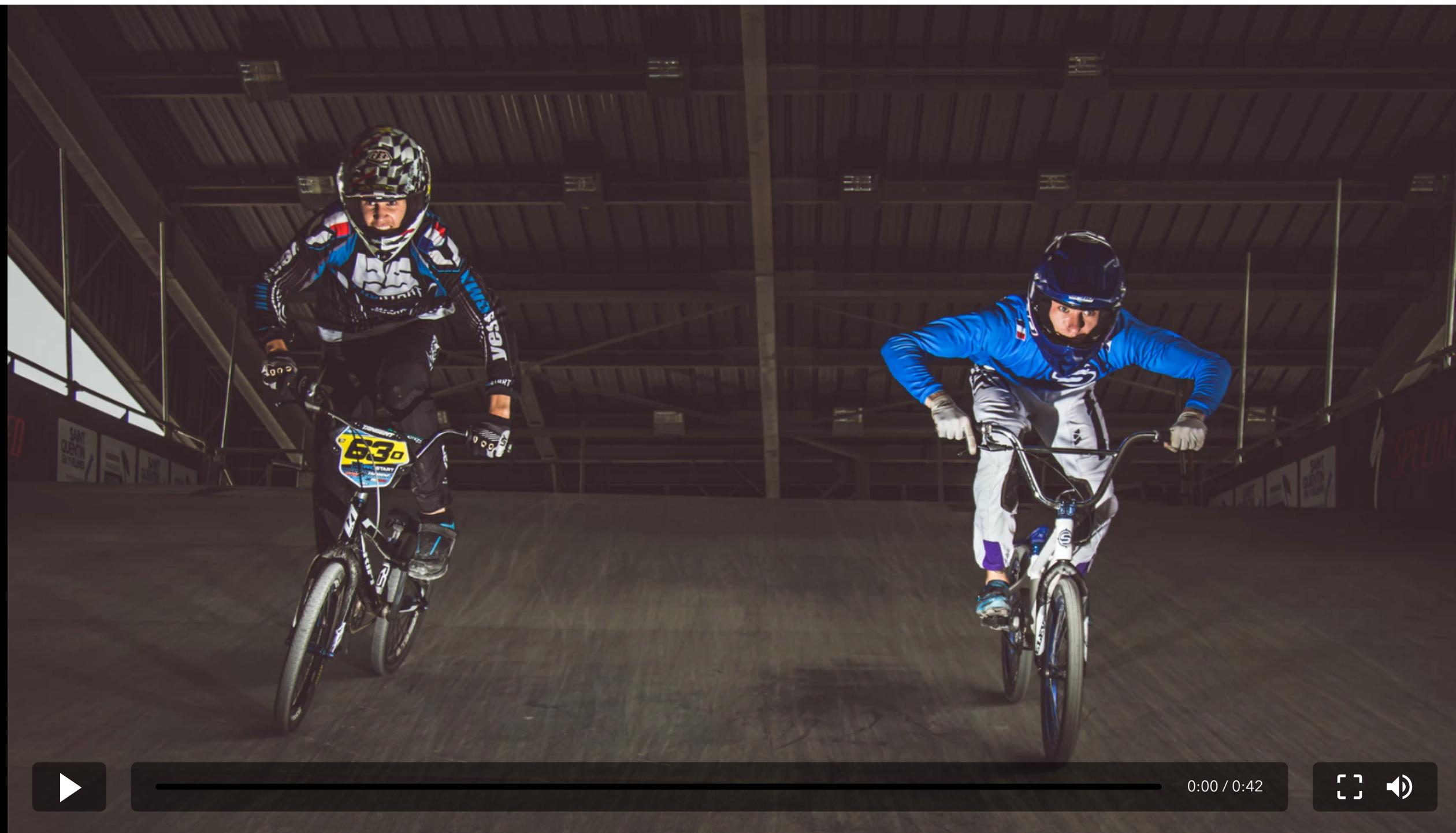
Line Divider: 288px

TABLET



BrainStation Man 5 hours ago
Kyle Strait crushing it as always.

Line Divider: 720px



BMX Rampage: 2018 Highlights

By Red Cow 12/18/2018

1,001,023 views

110,985 likes

On a gusty day in Southern Utah, a group of 25 daring mountain bikers blew the doors off what is possible on two wheels, unleashing some of the biggest moments the sport has ever seen. While mother nature only allowed for one full run before the conditions made it impossible to ride, that was all that was needed for event veteran Kyle Strait, who won the event for the second time -- eight years after his first Red Cow Rampage title.

3 Comments

JOIN THE CONVERSATION



Write comment here

COMMENT



Micheal Lyons 12/18/2018

They BLEW the ROOF off at their last show, once everyone started figuring out they were going. This is still simply the greatest opening of a concert I have EVER witnessed.



Gary Wong 12/12/2018

Every time I see him shred I feel so motivated to get off my couch and hop on my board. He's so talented! I wish I can ride like him one day so I can really enjoy myself!



Theodore Duncan 11/15/2018

How can someone be so good!!! You can tell he lives for this and loves to do it every day. Everytime I see him I feel instantly happy! He's definitely my favorite ever!

NEXT VIDEO



Become A Travel Pro In
One Easy Lesson

Todd Welch



Les Houches The Hidden
Gem Of The Chamonix

Cornelia Blair



Travel Health Useful
Medical Information For

Glen Harper



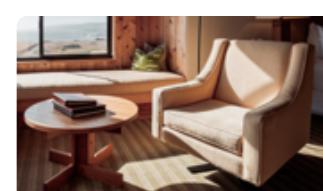
Cheap Airline Tickets Great
Ways To Save

Emily Harper



Take A Romantic Break In A
Boutique Hotel

Ethan Owen



Choose The Perfect
Accommodations

Lydia Perez



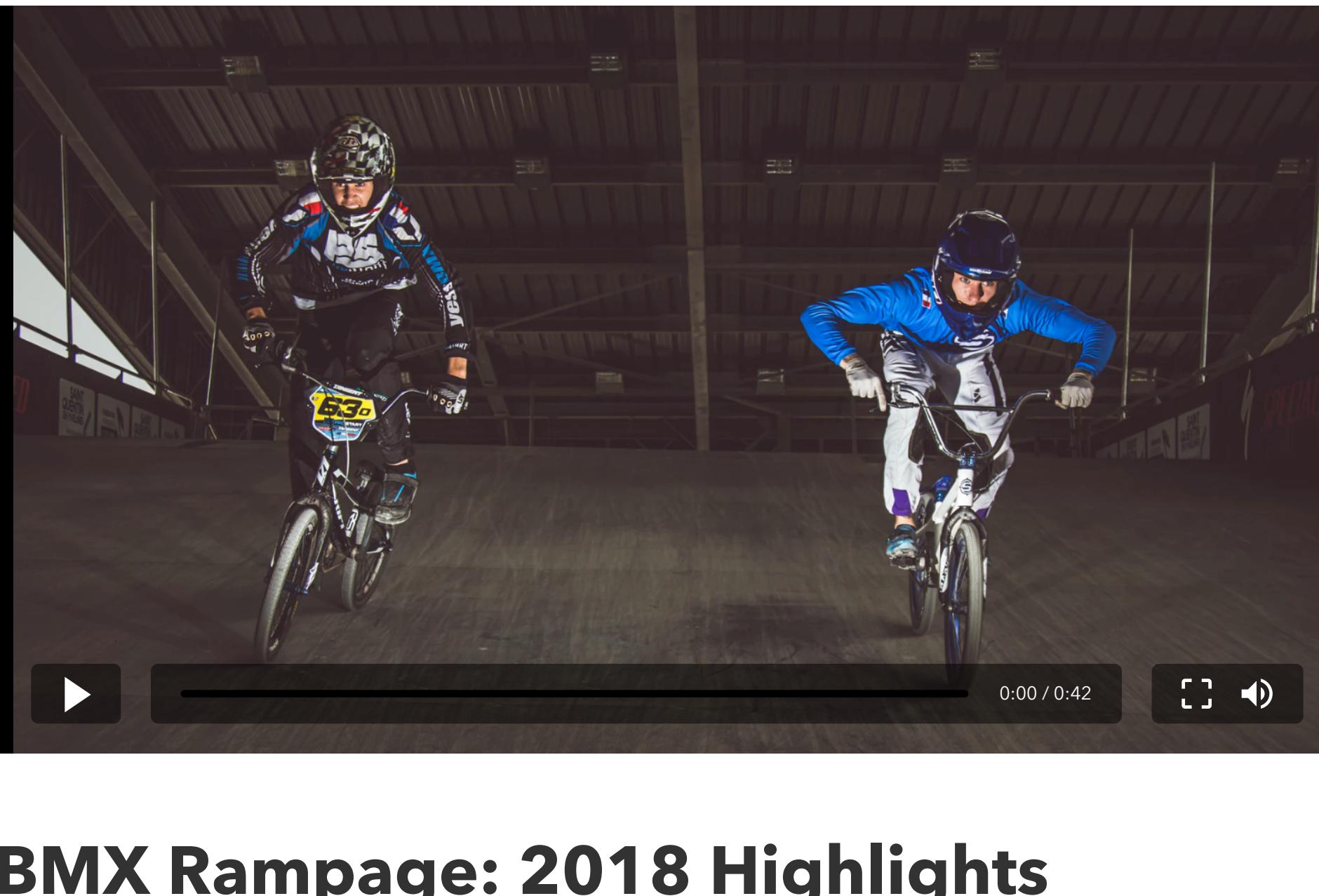
Cruising Destination Ideas

Timothy Austin



Train Travel On Track For
Safety

Scotty Cranmer



BMX Rampage: 2018 Highlights

By Red Cow 12/18/2018

1,001,023

110,985

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NEXT VIDEO



**Become A Travel Pro In
One Easy Lesson**

Bernice Lambert



**Les Houches The Hidden
Gem Of The Chamonix**

Bernard Patrick



**Travel Health Useful
Medical Information For**

Lizzie Burton



**Cheap Airline Tickets Great
Ways To Save**

Emily Harper



**Take A Romantic Break In A
Boutique Hotel**

Ethan Owen



**Choose The Perfect
Accommodations**

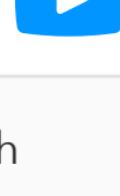
Lydia Perez

Cruising Destination Ideas

Timothy Austin

**Train Travel On Track For
Safety**

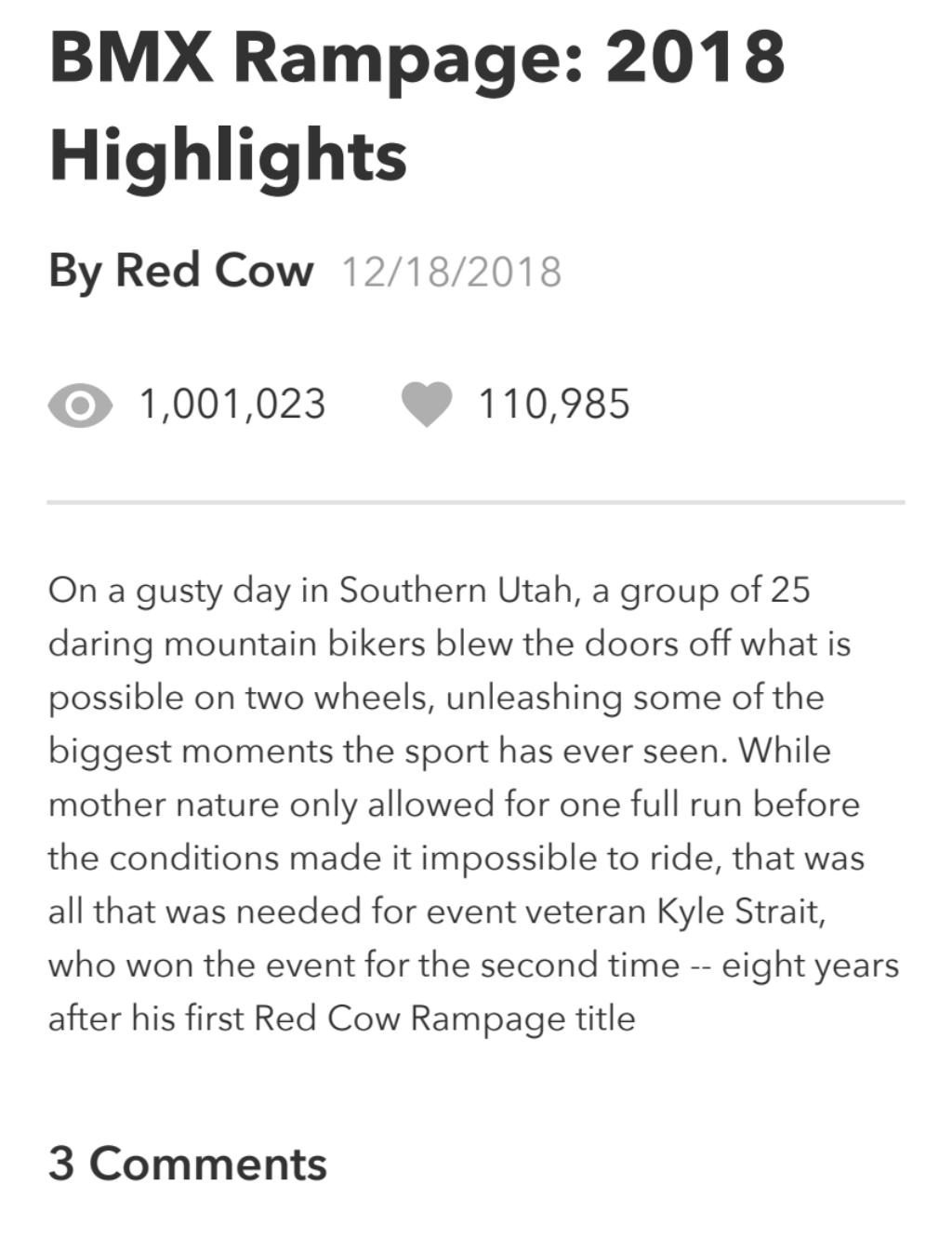
Scotty Crammer



BrainFlix

Search

+ UPLOAD



BMX Rampage: 2018 Highlights

By Red Cow 12/18/2018

1,001,023 110,985

On a gusty day in Southern Utah, a group of 25 daring mountain bikers blew the doors off what is possible on two wheels, unleashing some of the biggest moments the sport has ever seen. While mother nature only allowed for one full run before the conditions made it impossible to ride, that was all that was needed for event veteran Kyle Strait, who won the event for the second time -- eight years after his first Red Cow Rampage title

3 Comments

JOIN THE CONVERSATION



Write comment here

COMMENT



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11/15/2018

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Become A Travel Pro In One Easy Lesson...

Scotty Cranmer

Les Houches The Hidden Gem Of The...

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Lydia Perez

Cruising Destination Ideas

Timothy Austin

Train Travel On Track For Safety

Scotty Cranmer



Upload Video

VIDEO THUMBNAIL



TITLE YOUR VIDEO

Add a title to your video

ADD A VIDEO DESCRIPTION

Add a description of your video

CANCEL

PUBLISH



Upload Video

VIDEO THUMBNAIL



TITLE YOUR VIDEO

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Add a description of your video

CANCEL

PUBLISH



BrainFlix



Search

+ UPLOAD



Upload Video

VIDEO THUMBNAIL



TITLE YOUR VIDEO

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ADD A VIDEO DESCRIPTION

Add a description of your video

PUBLISH

CANCEL

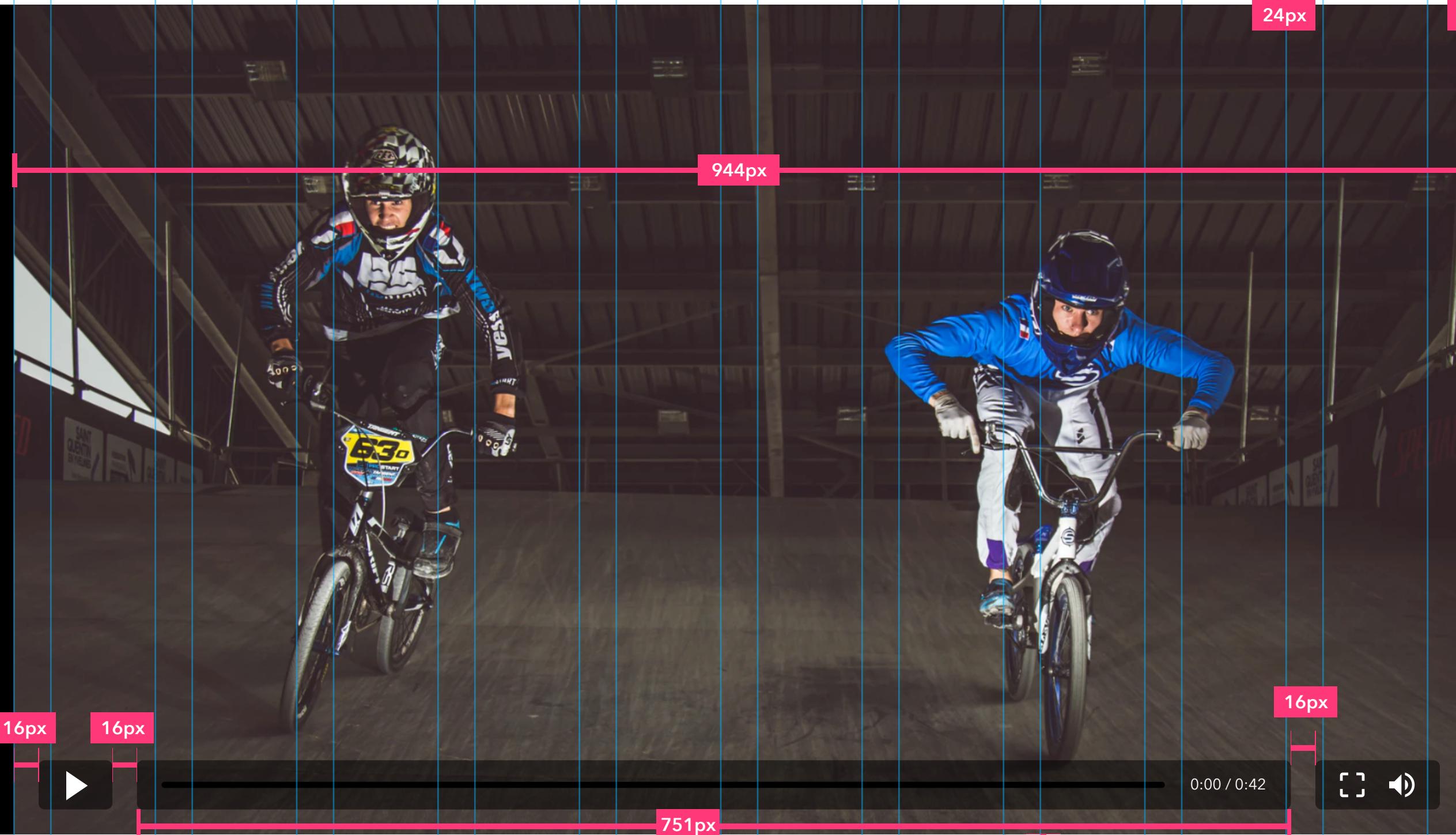


BrainFlix

509px

Search

+ UPLOAD



BMX Rampage: 2018 Highlights

By Red Cow 12/18/2018

1,001,023



110,985



32px

NEXT VIDEO

40px

120px

**Become A Travel Pro In
70px Easy Lesson**

Todd Welch

**Les Houches The Hidden
Gem Of The Chamonix**

Cornelia Blair

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**Train Travel On Track For
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Scotty Cranmer

3 Comments

JOIN THE CONVERSATION



That was easily the most spectacular BMX moment ever.

COMMENT

16px

436px

**Micheal Lyons** 12/18/2018

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712px

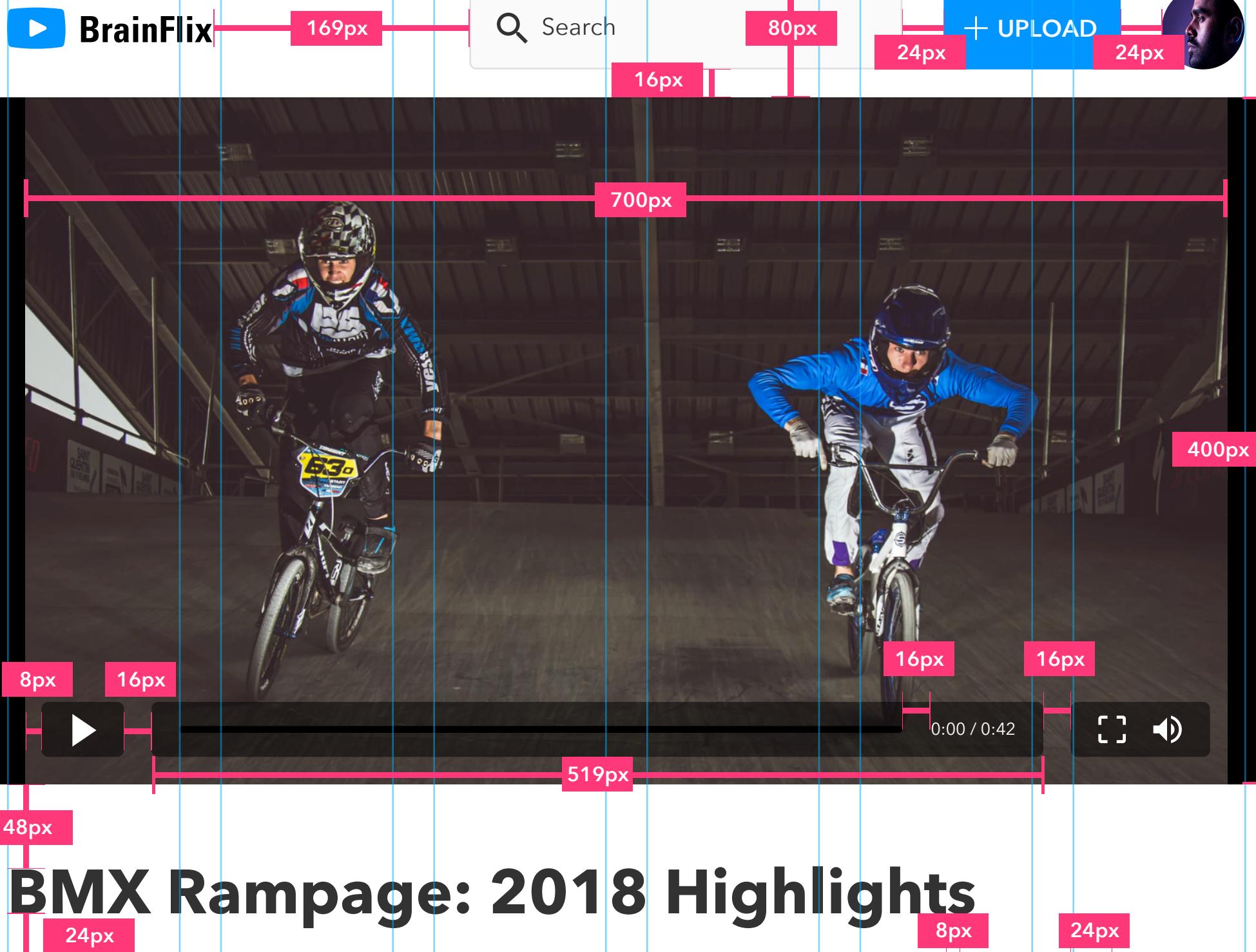
**Gary Wong** 12/12/2018

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712px

**Theodore Duncan** 11/15/2018

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BMX Rampage: 2018 Highlights

By Red Cow 12/18/2018

24px

40px

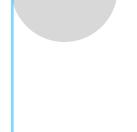
On a gusty day in Southern Utah, a group of 25 daring mountain bikers blew the doors off what is possible on two wheels, unleashing some of the biggest moments the sport has ever seen. While mother nature only allowed for one full run before the conditions made it impossible to ride, that was all that was needed for event veteran Kyle Strait, who won the event for the second time -- eight years after his first Red Cow Rampage title

64px

3 Comments

32px

JOIN THE CONVERSATION



Micheal Lyons 12/18/2018
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16px

40px

COMMENT



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40px

NEXT VIDEO

40px



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Bernice Lambert



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Bernard Patrick



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Lizzie Burton



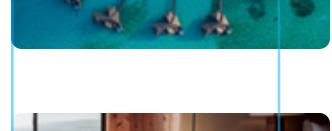
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Cruising Destination Ideas

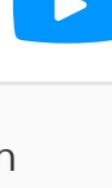
Timothy Austin



Train Travel On Track For
Safety

Scotty Crammer

169px

**BrainFlix**

48px

Search

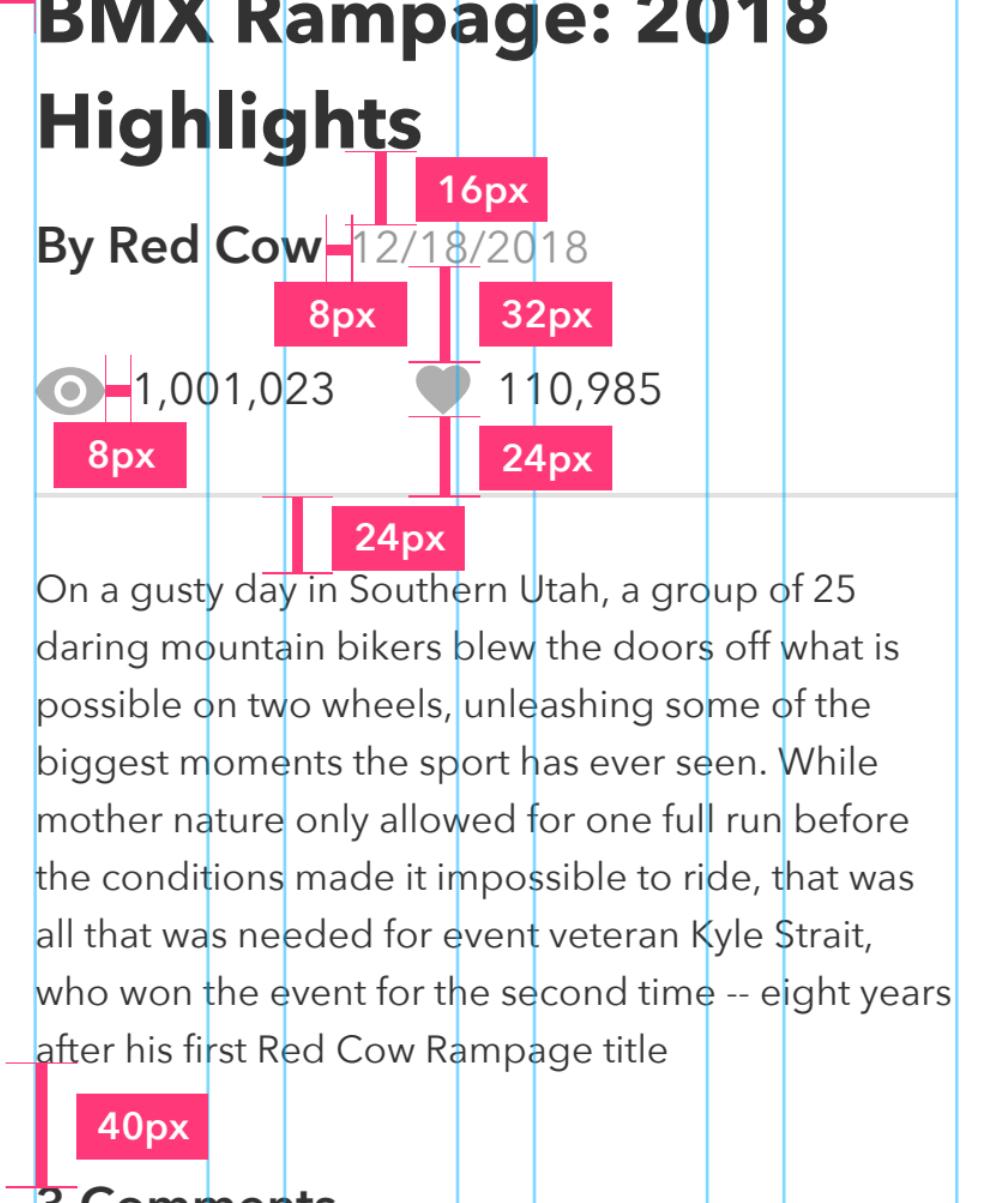
8px

+ UPLOAD

16px

100%

16px



BMX Rampage: 2018

Highlights

By Red Cow 12/18/2018

1,001,023

8px

110,985

24px

24px

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40px

3 Comments

32px

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16px

COMMENT

24px

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40px

NEXT VIDEO

40px

120px

Become A Travel Pro In 70px

Easy Lesson...

Scotty Cranmer

24px

Les Houches The Hidden Gem Of The...

16px

Scotty Cranmer

Travel Health Useful Medical Information...

24px

Scotty Cranmer

Cheap Airline Tickets Great Ways To Save

16px

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16px

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16px

Timothy Austin

Train Travel On Track For Safety

16px

Scotty Cranmer



BrainFlix



Search

+ UPLOAD



Upload Video

VIDEO THUMBNAIL



344px

24px

183px

TITLE YOUR VIDEO

Add a title to your video

24px

ADD A VIDEO DESCRIPTION

Add a description of your video

94px

40px

40px

48px

CANCEL

PUBLISH

160px



BrainFlix



Search

+ UPLOAD



Upload Video

VIDEO THUMBNAIL



TITLE YOUR VIDEO

Add a title to your video

ADD A VIDEO DESCRIPTION

Add a description of your video

24px

48px

32px

40px

344px

183px

40px

CANCEL

48px

40px

PUBLISH

160px

103px



BrainFlix

Search

UPLOAD

224px



24px

Upload Video

32px

VIDEO THUMBNAIL

288px

153px

32px

TITLE YOUR VIDEO

Add a title to your video

24px

ADD A VIDEO DESCRIPTION

Add a description of your video

143px

32px

PUBLISH

24px

CANCEL