

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



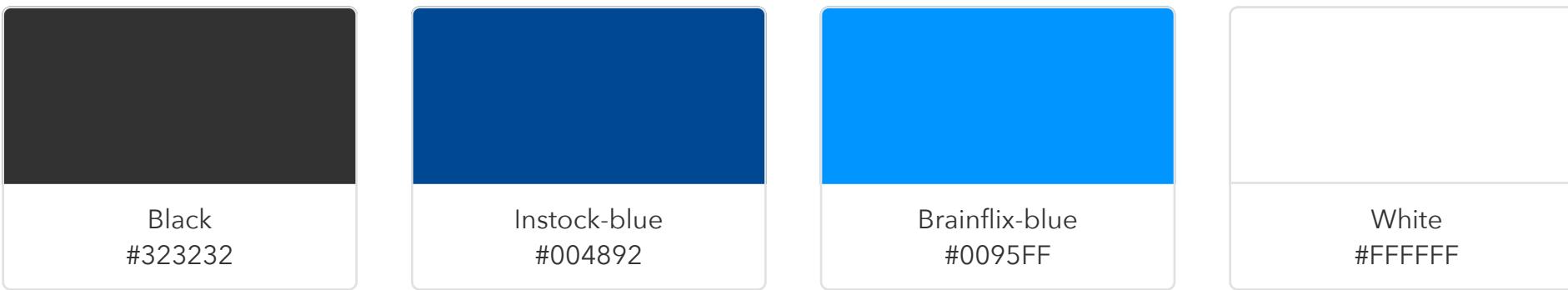
Black #323232

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



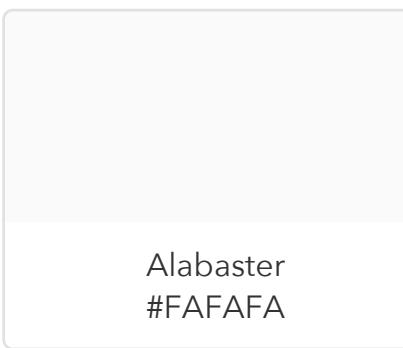
BrainFlix:

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



BandSite:

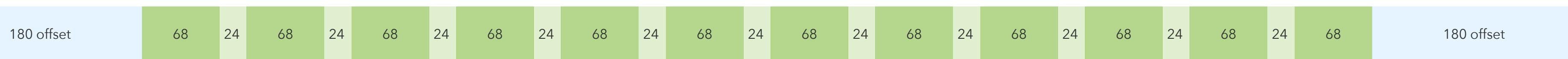
#323232 - Navigation background fill
#323232 - Primary CTA
#0065AD - Primary CTA Hover



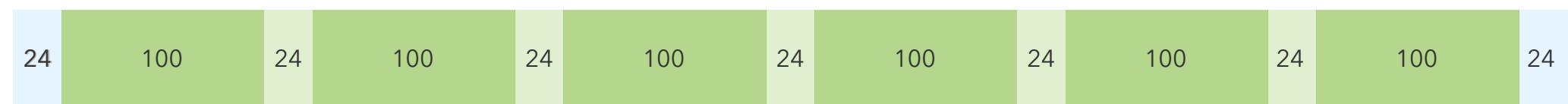
Grid

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



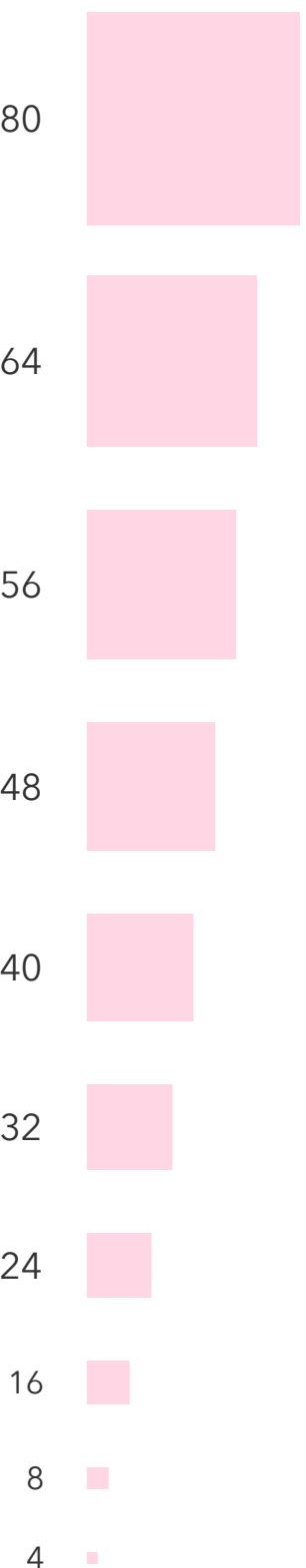
Padding

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

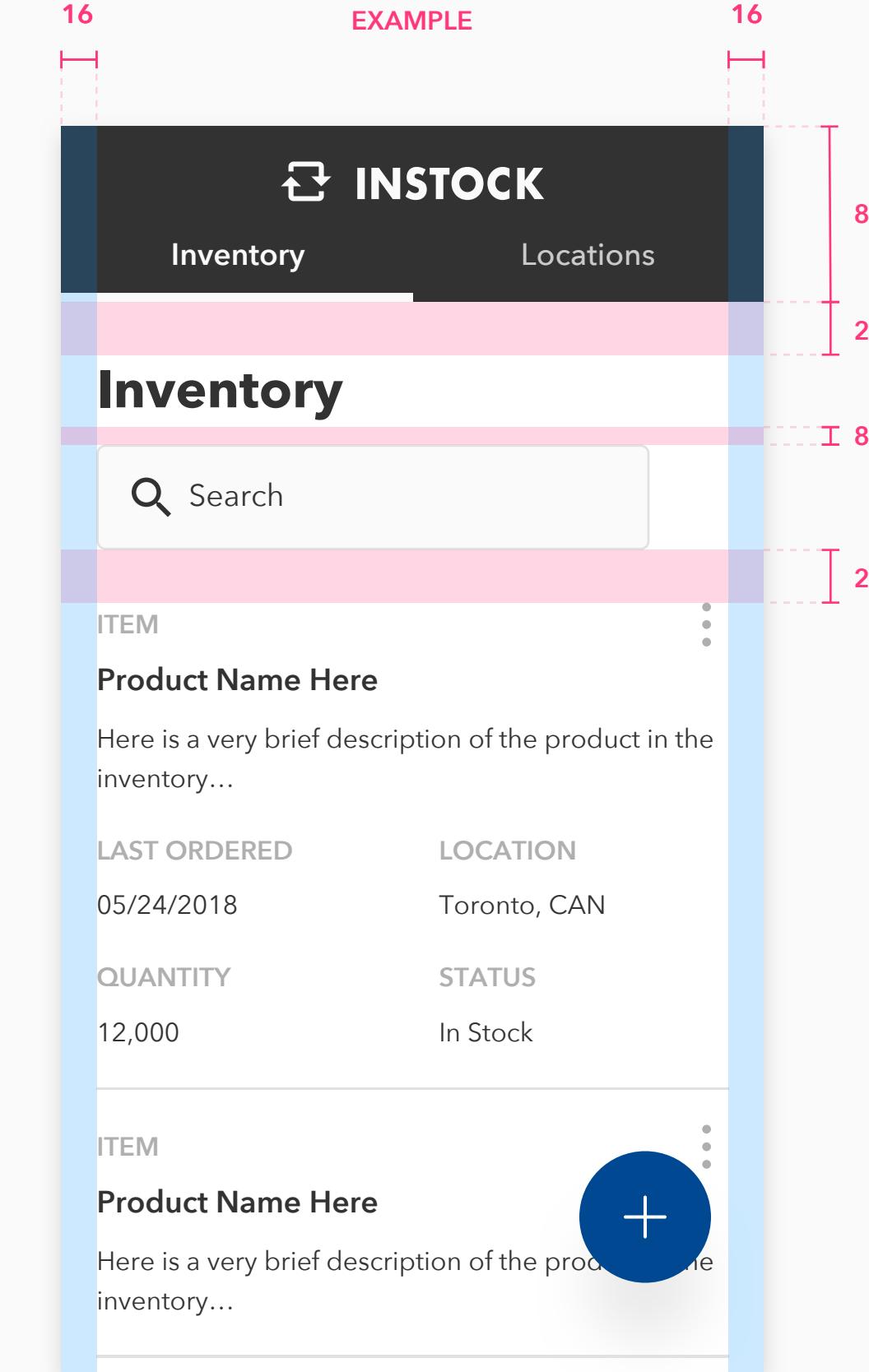
To maintain consistency across designs, utilize these general padding guidelines in combination with the responsive grid layout.

Padding guidelines can be used both vertically & horizontally.

PADDING INCREMENTS

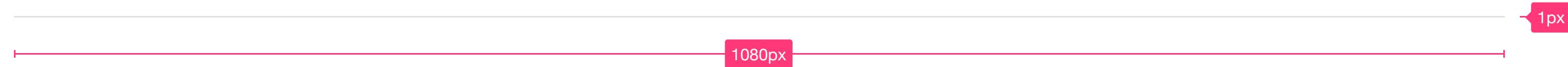


EXAMPLE



Divider

DESK



TABLET



MOBILE



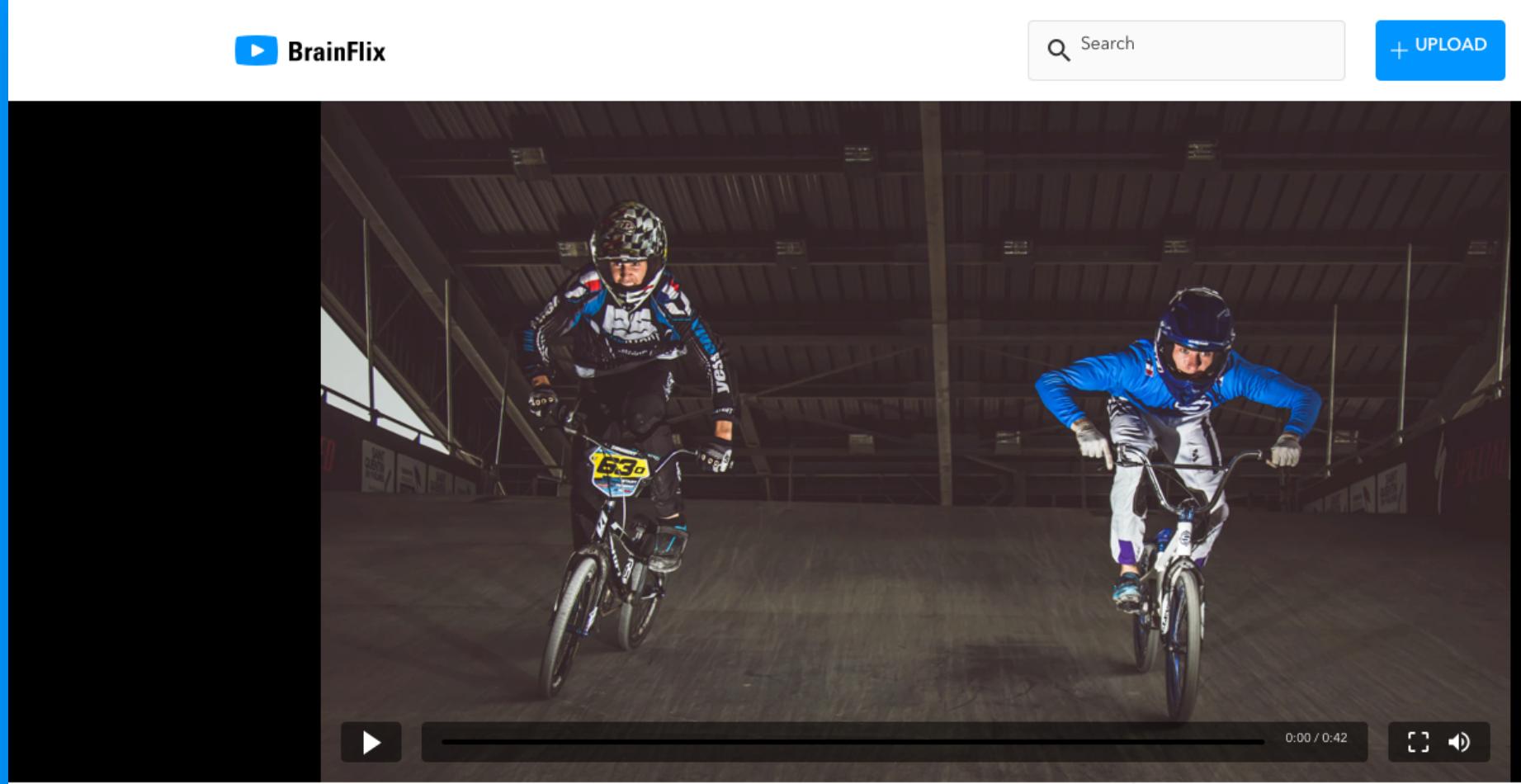
COLOR



Mercury #004892

BrainFlix

Components for a video streaming service



The screenshot shows a video player interface for "BMX Rampage: 2018 Highlights". The video frame displays two BMX riders in an indoor arena. The player controls at the bottom include a play button, a progress bar showing 0:00 / 0:42, and a volume icon. Above the video, the BrainFlix logo is visible along with a search bar, an upload button, and a user profile icon.

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.

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

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

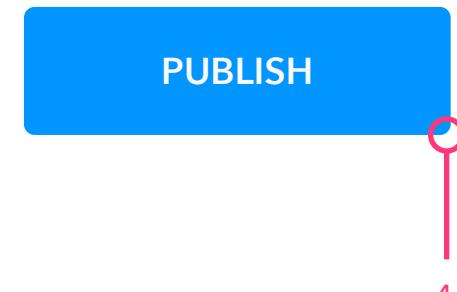


Scrubber / Progress

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



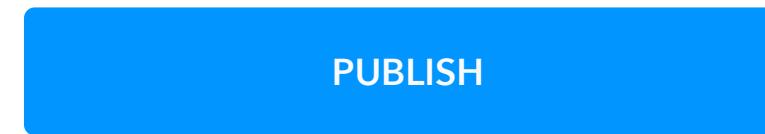
NAV CTA : HOVER STATE



TEXT LINK

CANCEL

PRIMARY CTA FOR MOBILE



NAV CTA FOR MOBILE



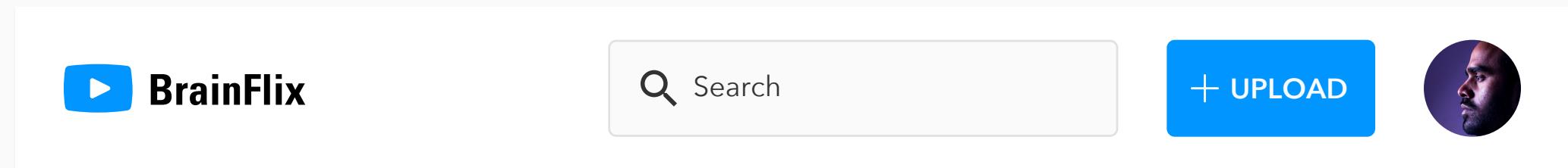
Navigation



DESK 1440PX / 12 COLUMN GRID



TABLET 768PX / 6 COLUMN GRID

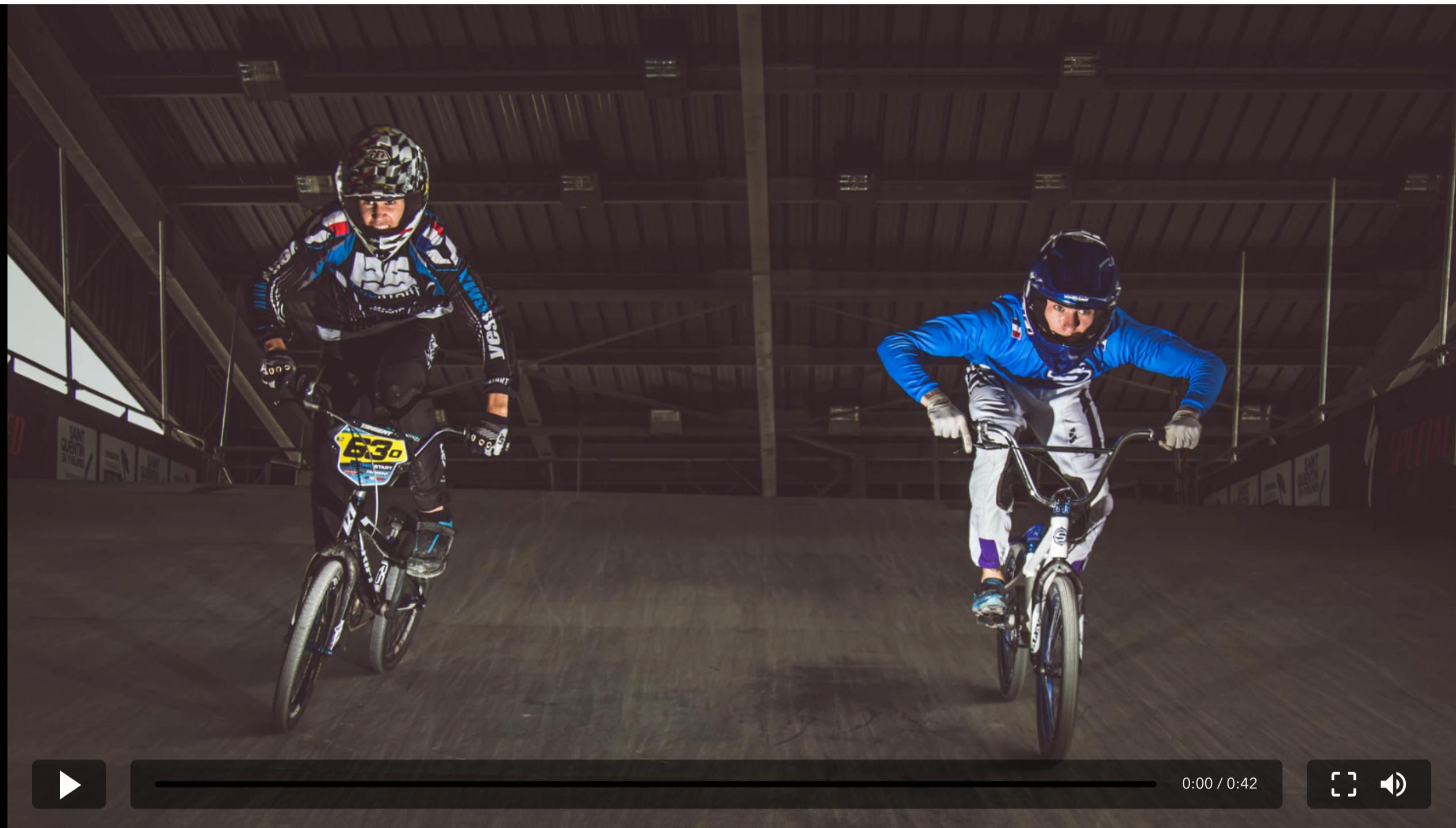


MOBILE 320PX / 4 COLUMN GRID

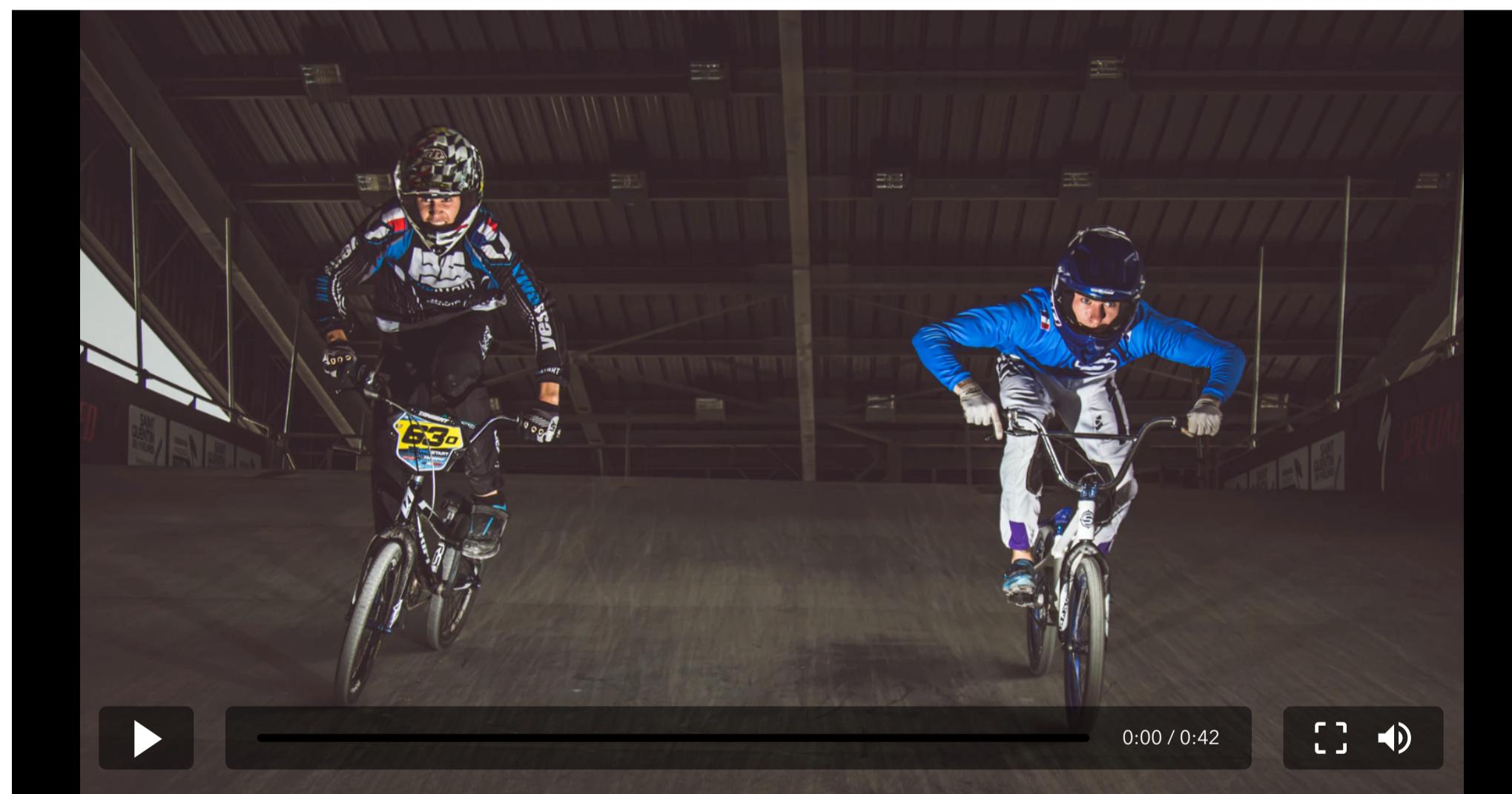


Video Player

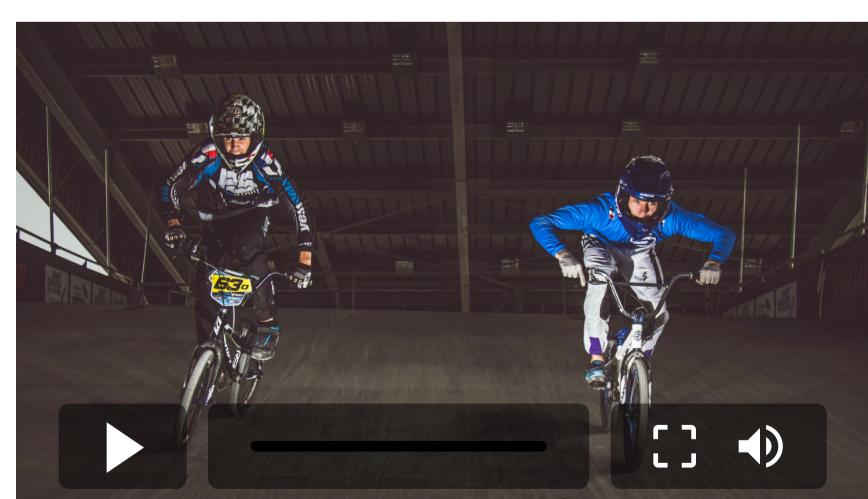
DESK



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

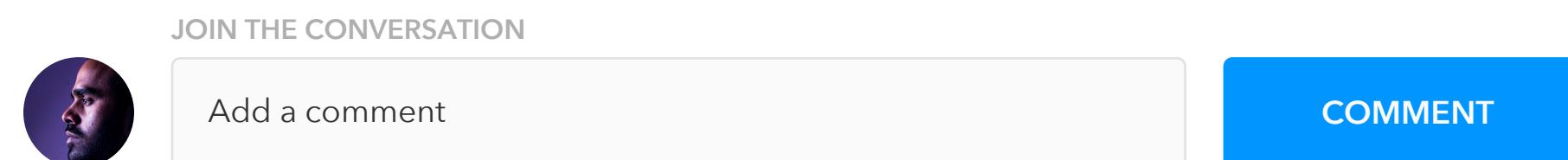


**Become A Travel Pro In
One Easy Lesson...**

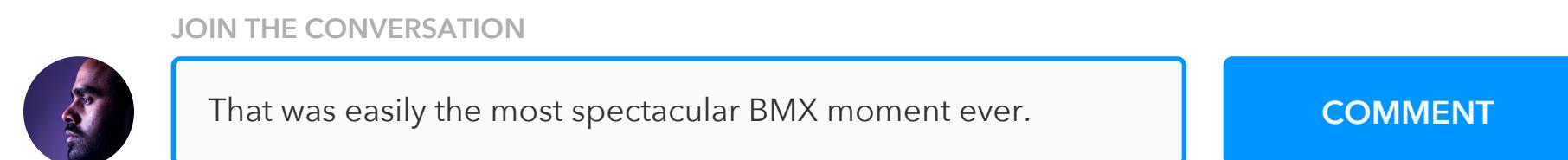
Scotty Cranmer

Commenting State

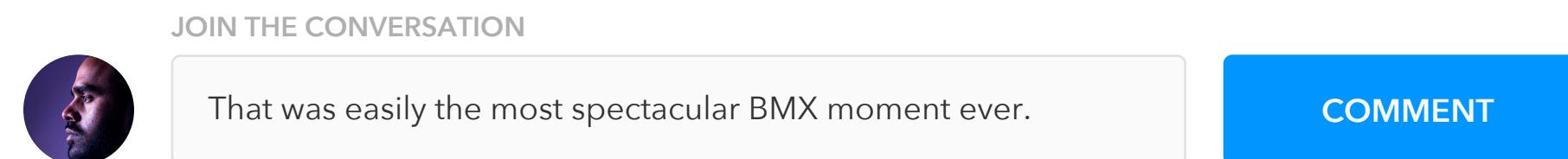
DESK / TABLET DEFAULT



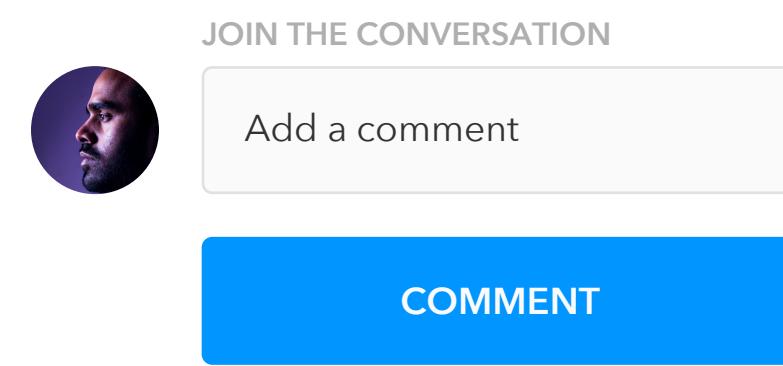
ACTIVE



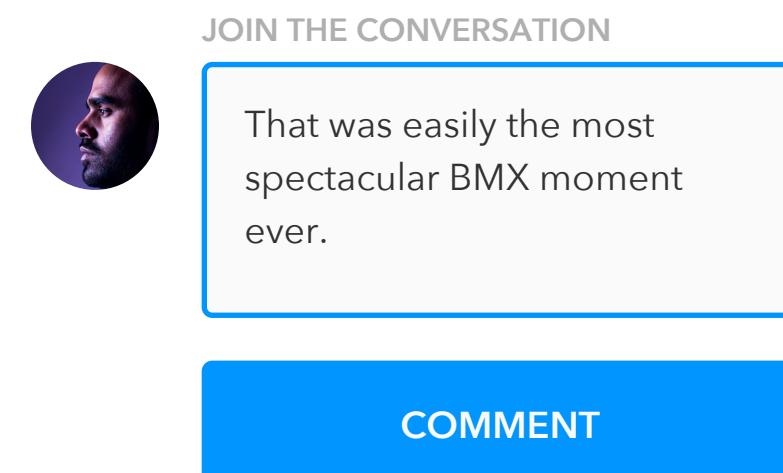
FILLED



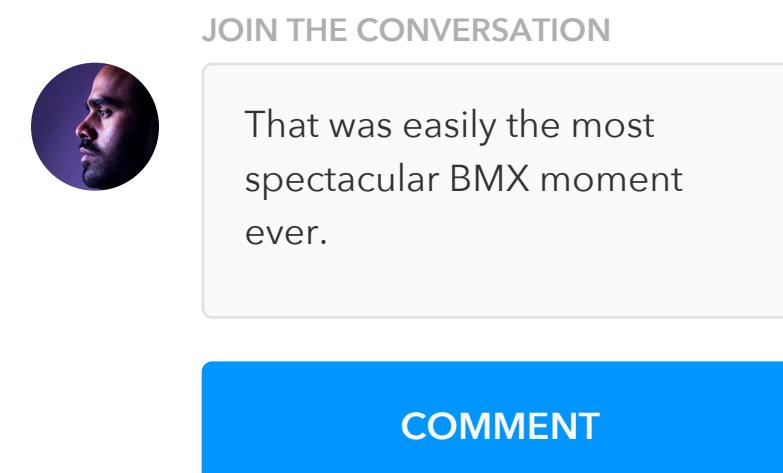
MOBILE DEFAULT



MOBILE ACTIVE



FILLED



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

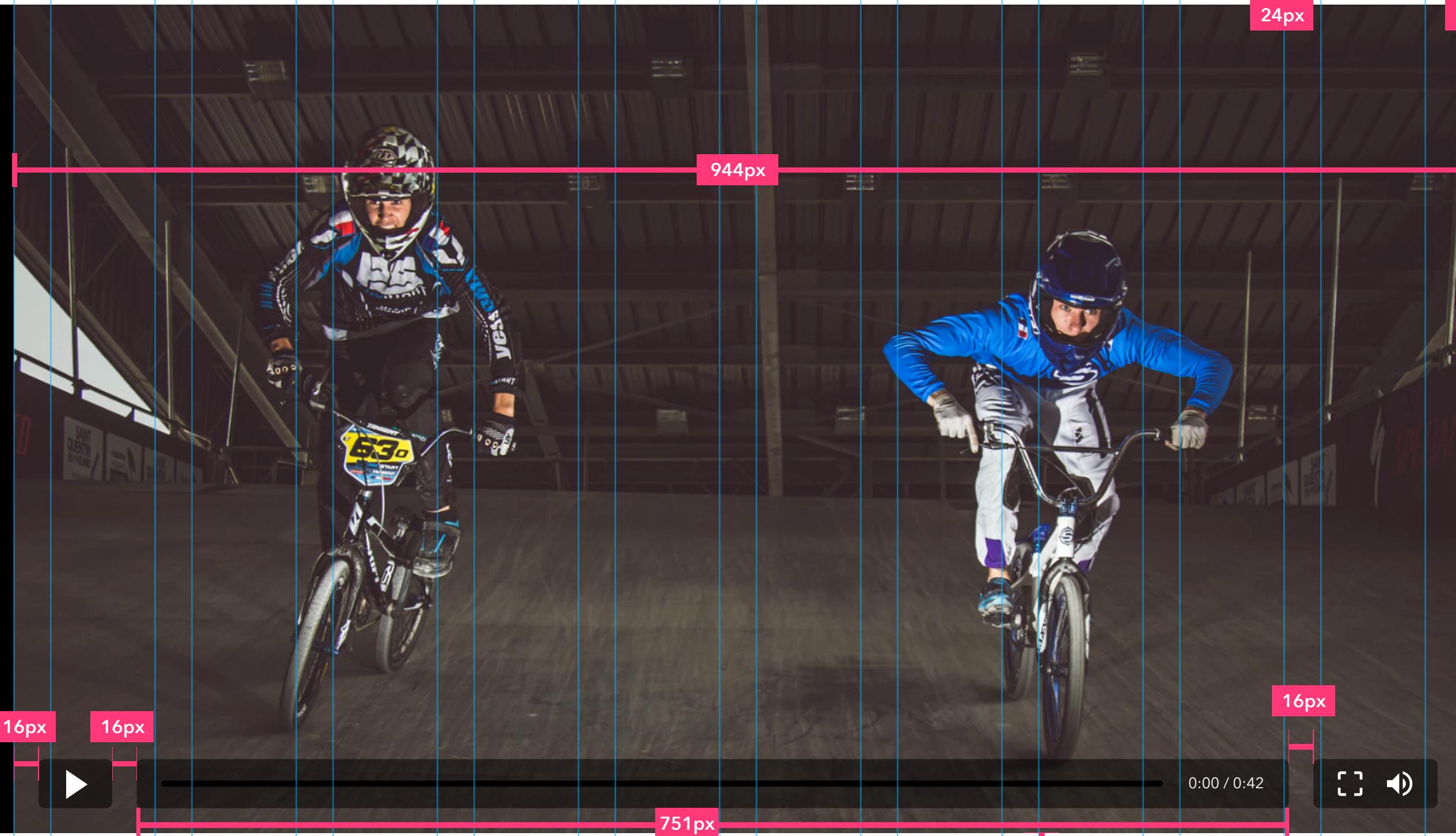


BrainFlix

509px

Search

+ UPLOAD



BMX Rampage: 2018 Highlights

By Red Cow 12/18/2018

1,001,023



1,001,023

110,985



32px

NEXT VIDEO

40px

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

Todd Welch

40px

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

Cornelia Blair

120px

**Travel Health Useful Medical Information For**

Glen Harper

16px

**Cheap Airline Tickets Great Ways To Save**

Emily Harper

3 Comments

JOIN THE CONVERSATION



That was easily the most spectacular BMX moment ever.

COMMENT

436px

**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.

712px

**Gary Wong** 12/12/2018

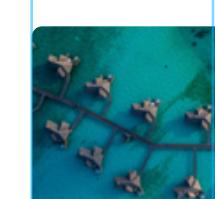
Every time I see him shred I feel so motivated to get off my couch and hop on my board. He's so talented! I wish I can ride like him one day so I can really enjoy myself!

712px

**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!

16px

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

Ethan Owen

40px

**Choose The Perfect Accommodations**

Lydia Perez

40px

**Cruising Destination Ideas**

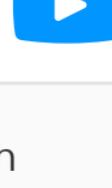
Timothy Austin

16px

**Train Travel On Track For Safety**

Scotty Cranmer

169px

**BrainFlix**

48px

Search

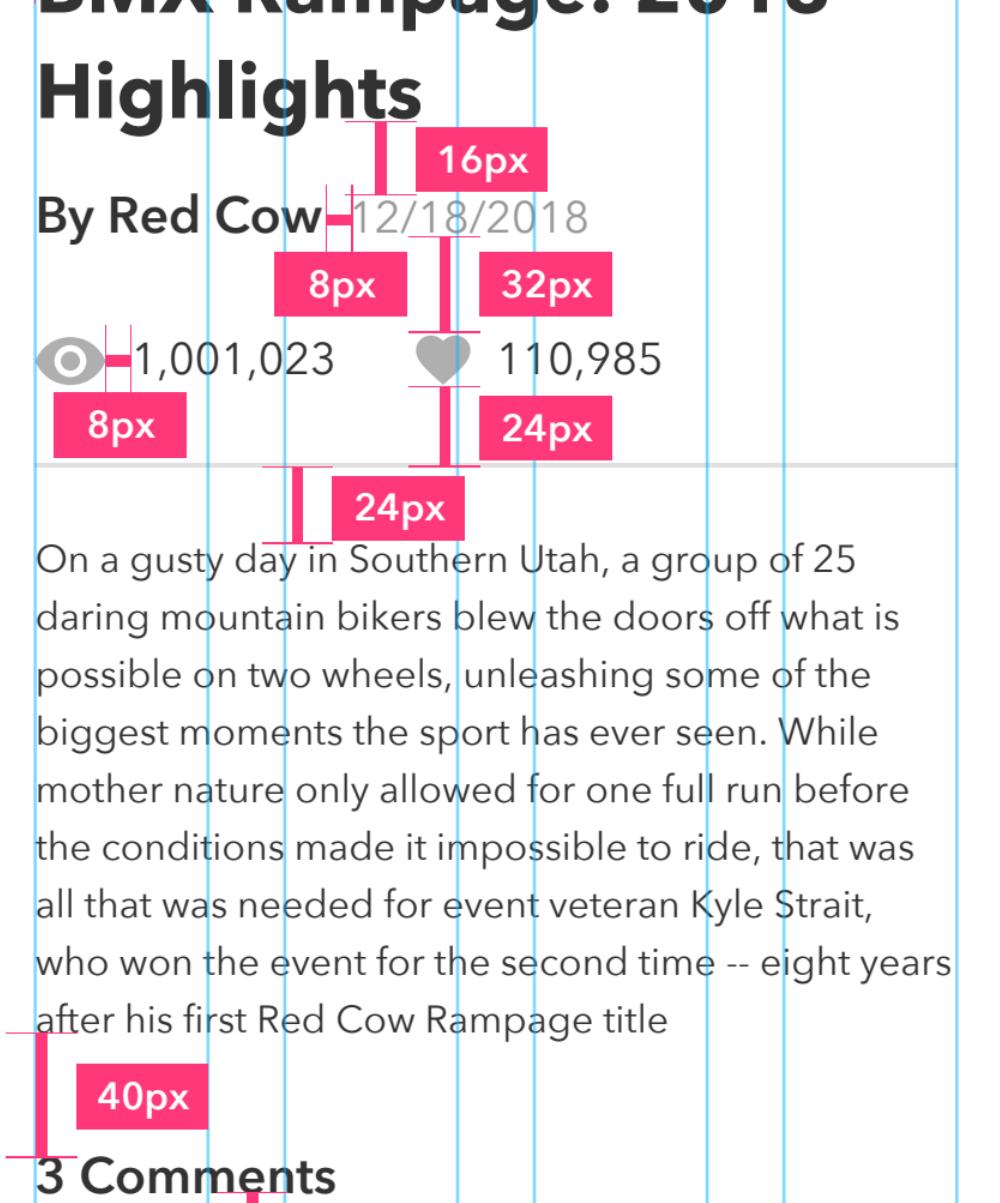
8px

+ UPLOAD

16px

100%

16px



16px

32px

BMX Rampage: 2018 Highlights

By Red Cow 12/18/2018

1,001,023

8px

110,985

24px

24px

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.

40px

3 Comments

32px

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16px

COMMENT

24px

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12/18/2018

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40px

NEXT VIDEO

40px



Become A Travel Pro In 7 Easy Lessons...

Scotty Cranmer

120px



Les Houches The Hidden Gem Of The...

Scotty Cranmer

16px

Travel Health Useful Medical Information...

Scotty Cranmer

24px

Cheap Airline Tickets Great Ways To Save

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16px

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16px

Cruising Destination Ideas

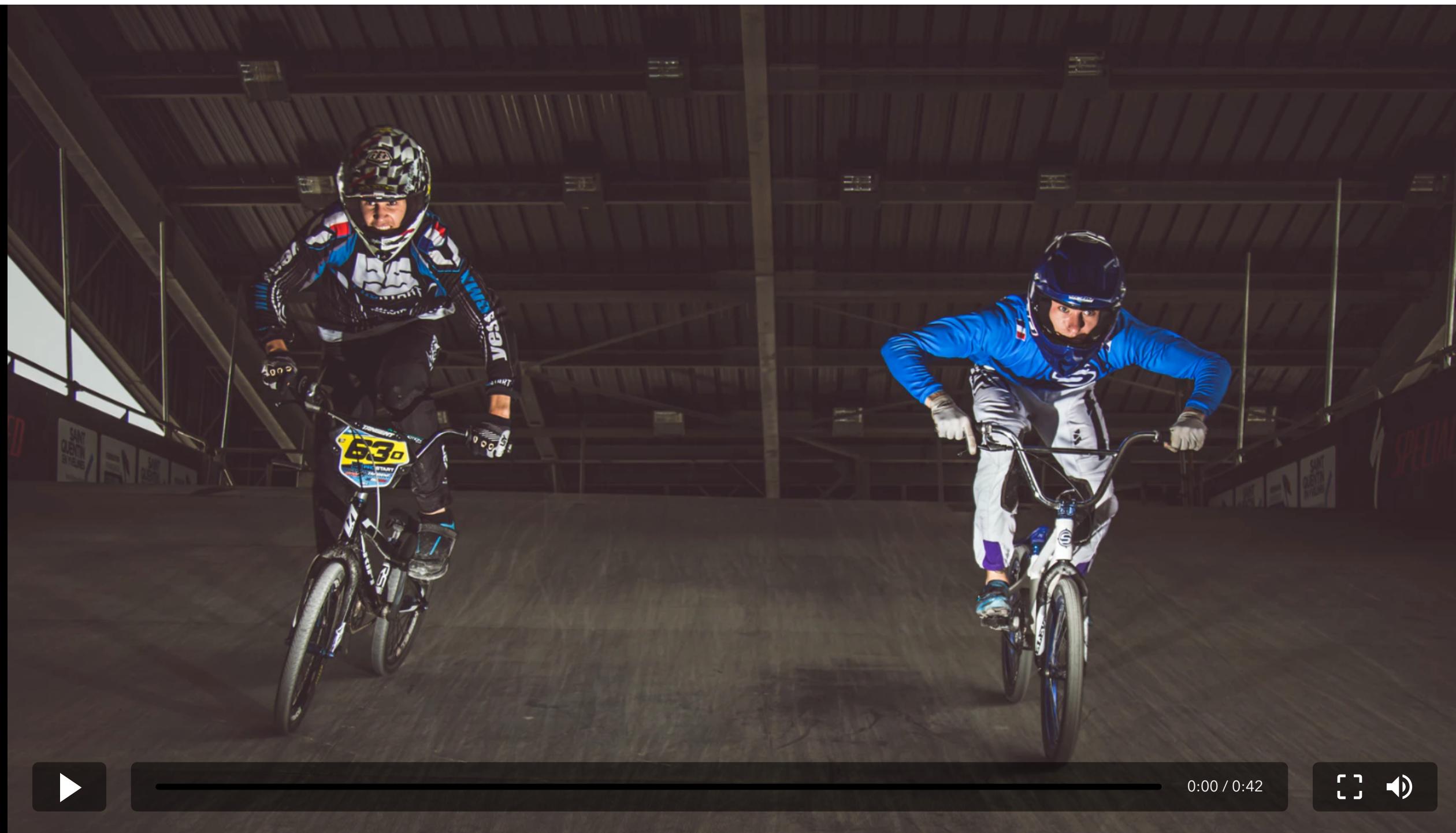
Timothy Austin

16px

Train Travel On Track For Safety

Scotty Cranmer

16px



BMX Rampage: 2018 Highlights

By Red Cow 12/18/2018

1,001,023 views 110,985 likes

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Write comment here

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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



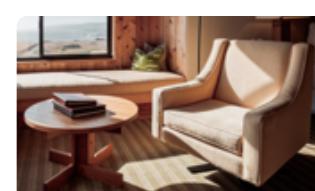
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Emily Harper



Take A Romantic Break In A Boutique Hotel

Ethan Owen



Choose The Perfect Accommodations

Lydia Perez



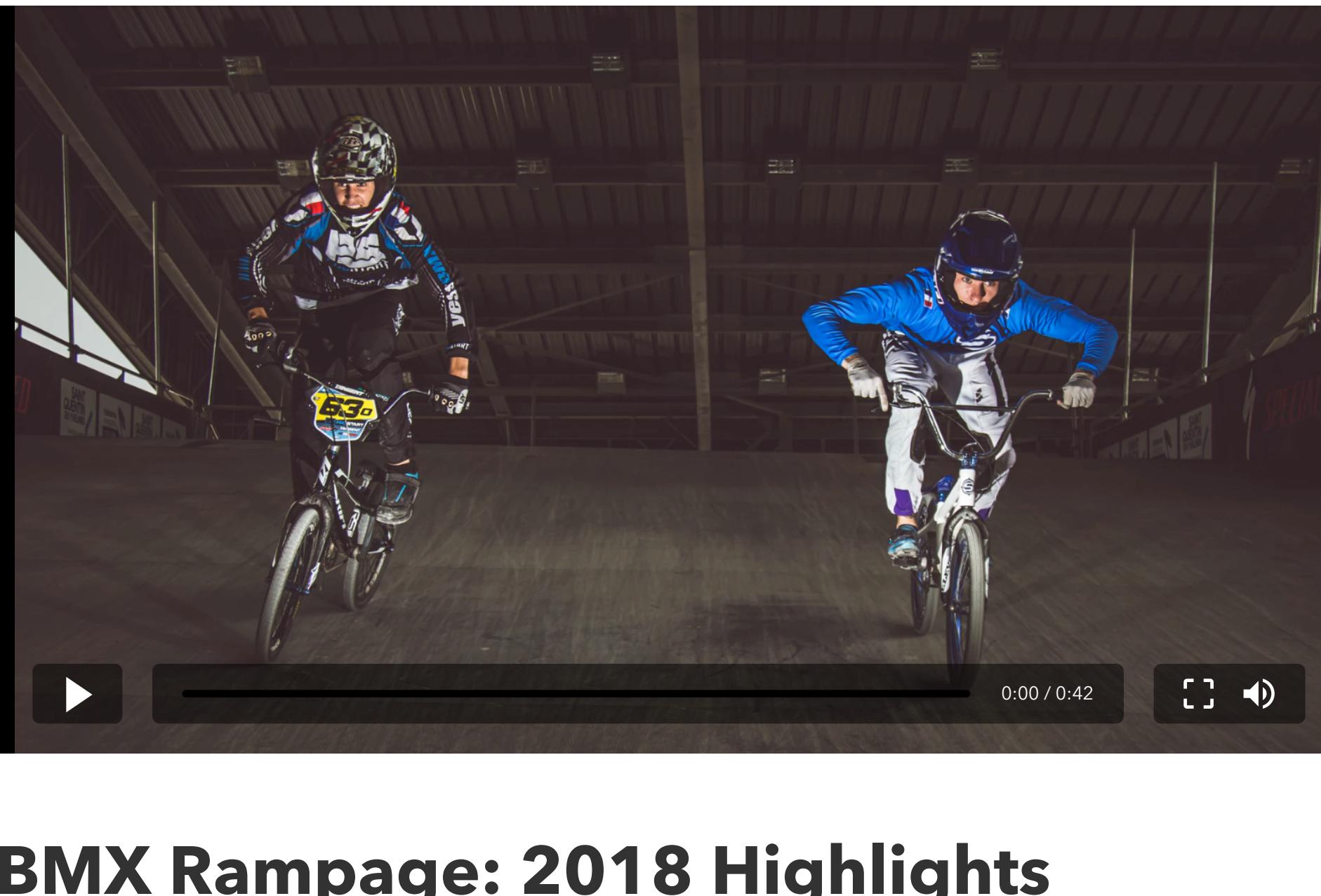
Cruising Destination Ideas

Timothy Austin



Train Travel On Track For Safety

Scotty Cranmer



BMX Rampage: 2018 Highlights

By Red Cow 12/18/2018

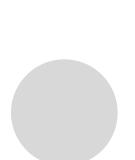
1,001,023

110,985

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

Bernice Lambert



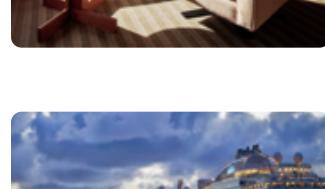
**Les Houches The Hidden
Gem Of The Chamonix**

Bernard Patrick



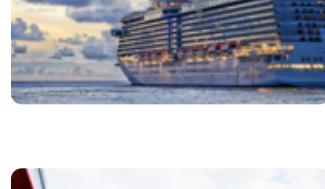
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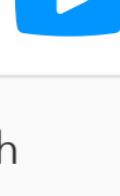
Cruising Destination Ideas

Timothy Austin



**Train Travel On Track For
Safety**

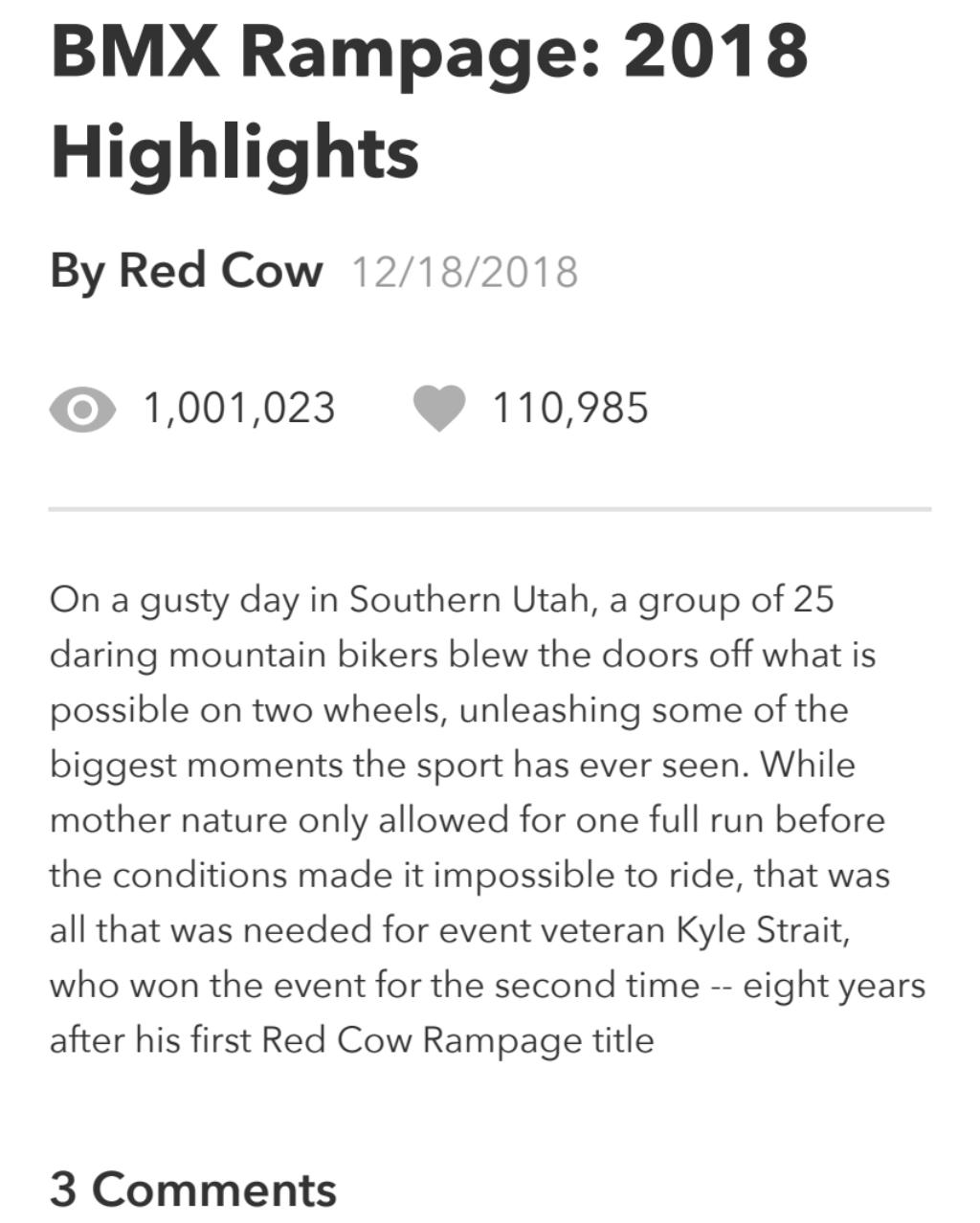
Scotty Crammer



BrainFlix

Search

+ UPLOAD



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1,001,023 110,985

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