Freewheelers
Style Guide

Overview & Rationale

Freewheelers is a commercial company that sells to a broad range of customers. Therefore, the website should be inviting, appealing, and accessible. Text has to be easy to read and correctly spelled, the tone should be professional, and the page flow should be intuitive and easy to follow. All in all, we want to make it as easy and un-frustrating as possible to purchase bike accessories, and we should therefore keep the site **uncluttered** and **consistent**.

Uncluttered means that the page elements should be spaced out (padding/margin), and there shouldn't be too much going on on a page. Furthermore, elements must be aligned properly with each other. Keep the page flow clean.

Consistency has several meanings:
- elements with the same function should look the same on every page
- branding and colours should be the same across the site
- page flow should be similar and follow established conventions (should be similar to popular websites)

Text

Font
- Title font: **Nunito**
- Body font: **Open Sans**
- Both fonts can be sourced as CDN from Google Fonts: <link href="https://fonts.googleapis.com/css?family=Nunito|Open+Sans" rel="stylesheet">
- Relative text sizing to be decided.
- You won't have to worry much about fonts and text sizes since these will be set for you in main.css, which is included on every .jsp file. Just make sure to use the correct corresponding

html tag. (E.g. an <h1> tag will have the title font and title text size already associated with it).

Appearance & professionalism
- **Please spellcheck your work** (this includes sentence case and punctuation). We are responsible for the brand's professional image and reputation.

Visual

General:
- We have chosen a modern, "hipster" feeling for the website. The design is dominated by the hero image (man on bicycle). Parts of the image are featured in the header and footer and some pages will show the middle part as well.
- Where possible consider using element opacity to show the hero image behind your content. If you want to do this, where will be a **bg-image** property you can use.

Grid system:
- A grid system will be put in place to help you arrange and align elements consistently and beautifully.
- The grid will consist of 12 columns that will divide the page into separate sections.
- You can insert rows by adding **<div class="row">**
- Inside of a row, you can specify element width adding **class="col-*"**, where * is the number of columns you want the element to stretch for (out of 12)

Colours:
- We have chosen a colour palette based on the Freewheelers logo, complemented by non-invasive colours such as black, white, and grey.
  - **Blue** (menu underline): #0586EA
  - **Orange** (emphasising text): #EE9654
  - **Red** (validation): #F13604
  - **Grey** (borders): #979797
  - **White** (backgrounds): #FFFFFF
  - **Black** (text): #000000