

The Bear and
the Bad Words

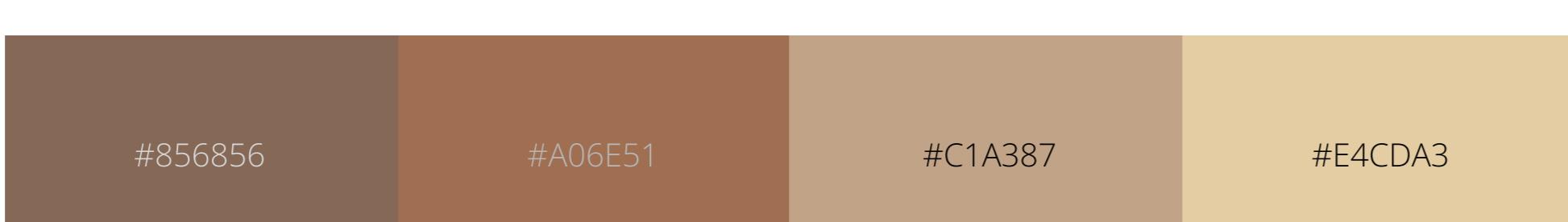
Style Guide

Colors

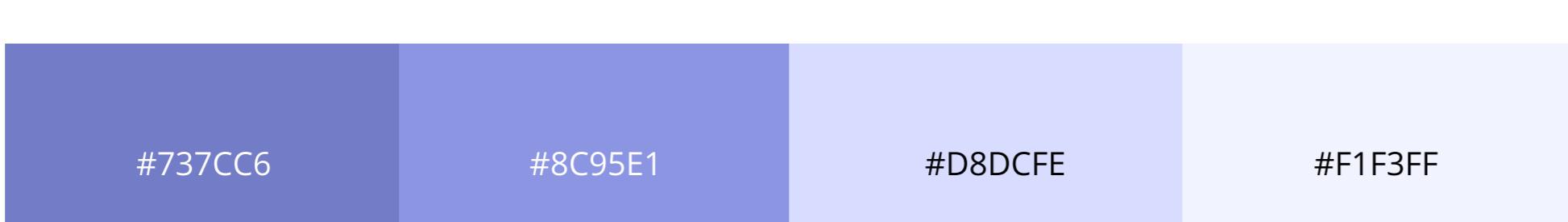
In a dynamic, panel scrolling story web app, it's important to have an assortment of colors that ties the panels together. In this case, story takes place in a forest and part of it in a cabin. Green and orange colors are going to be prevalent.



Forest Green Primary assortment colors that will tie the panels together



Cabin Gold Secondary assortment colors



Fables Neutral UI colors used for messages, controls, titles

Typography

Main font chosen is Nunito for its simplicity and ease to read and for its rounded style that fits better with the storytelling aesthetics.

Title _____

Shalimar, regular, 55pt size
1.5 letter spacing
Center align

The Bear and the Bad Words

Details _____

Fuzzy Bubbles, regular, 20pt size
1.5 letter spacing
Left align

"Lorem ipsum dolor sit amet,
consectetur adipiscing elit [...]"

Section _____

Nunito, regular, 15pt size
1.5 letter spacing
Justify

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Sources _____

Consolas, regular, 12pt size
1.5 letter spacing
Right align

Article Title
Writer Name, Source Name
Date published

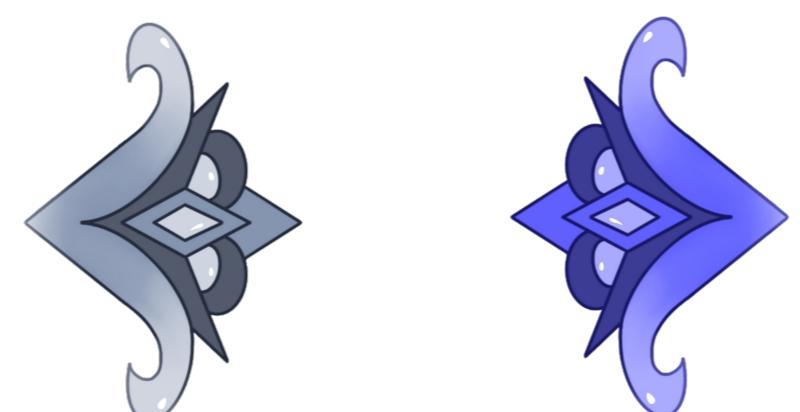
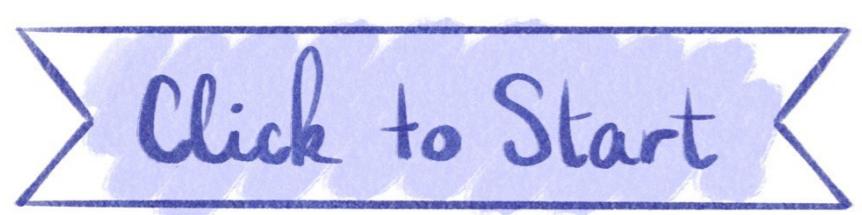
Buttons

Start button, navigation arrows, breadcrumb bar

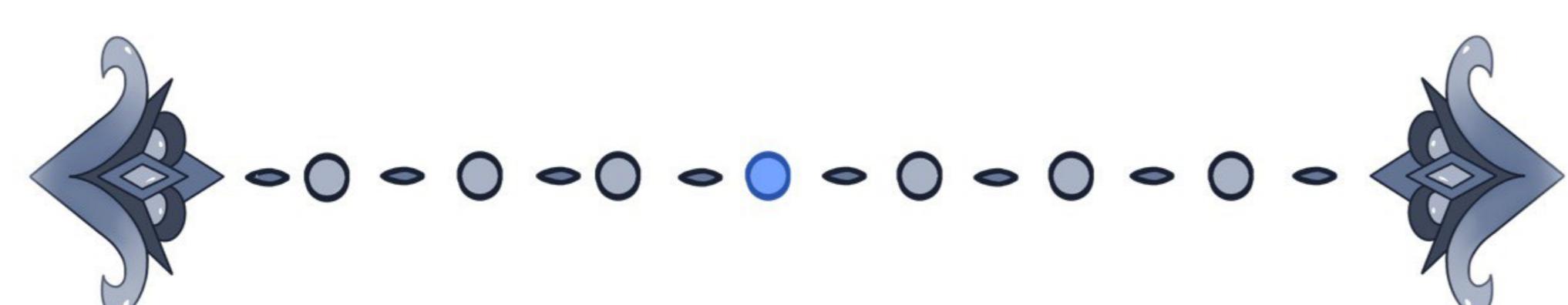
Start Story

Previous

Next Panel



Breadcrumb



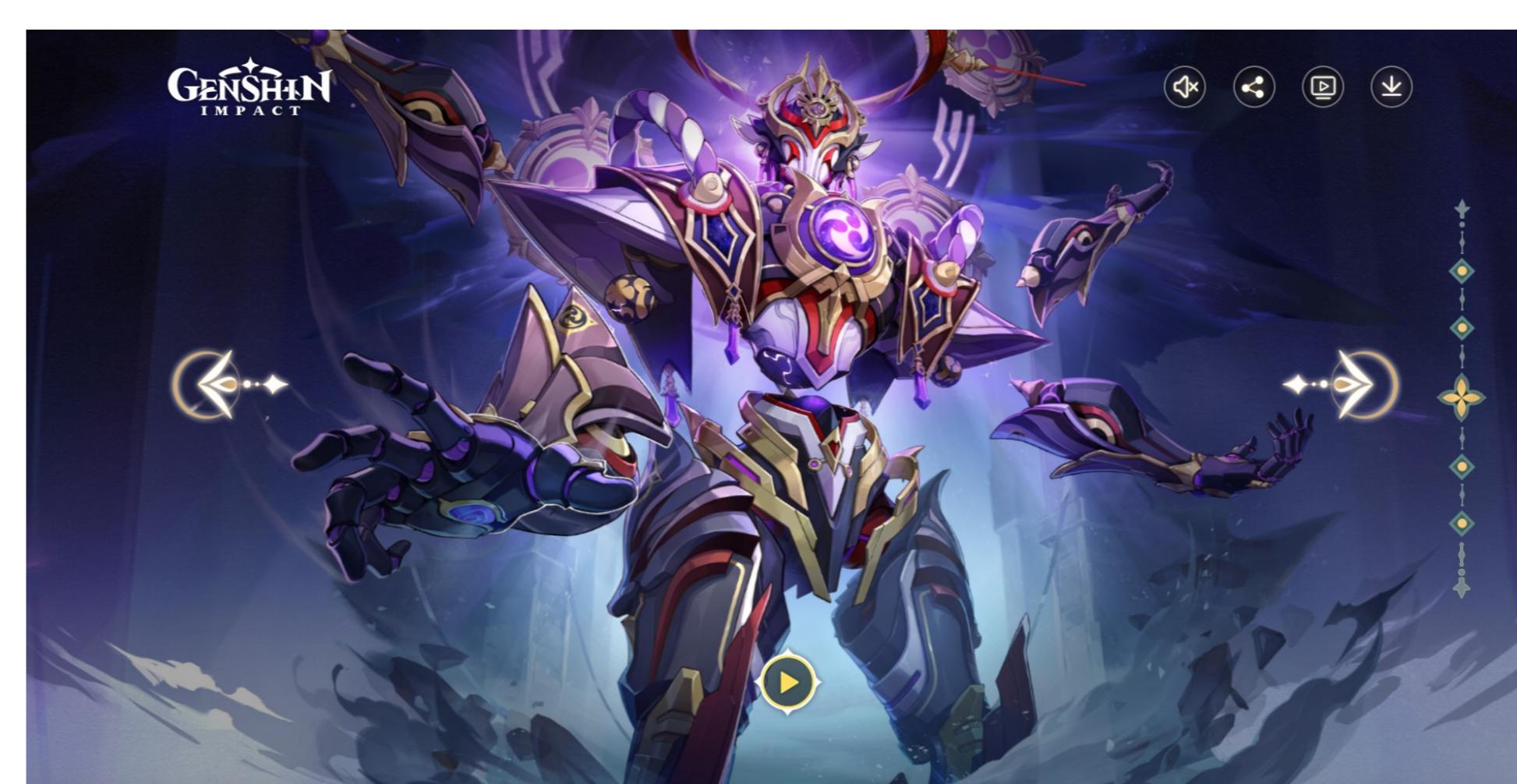
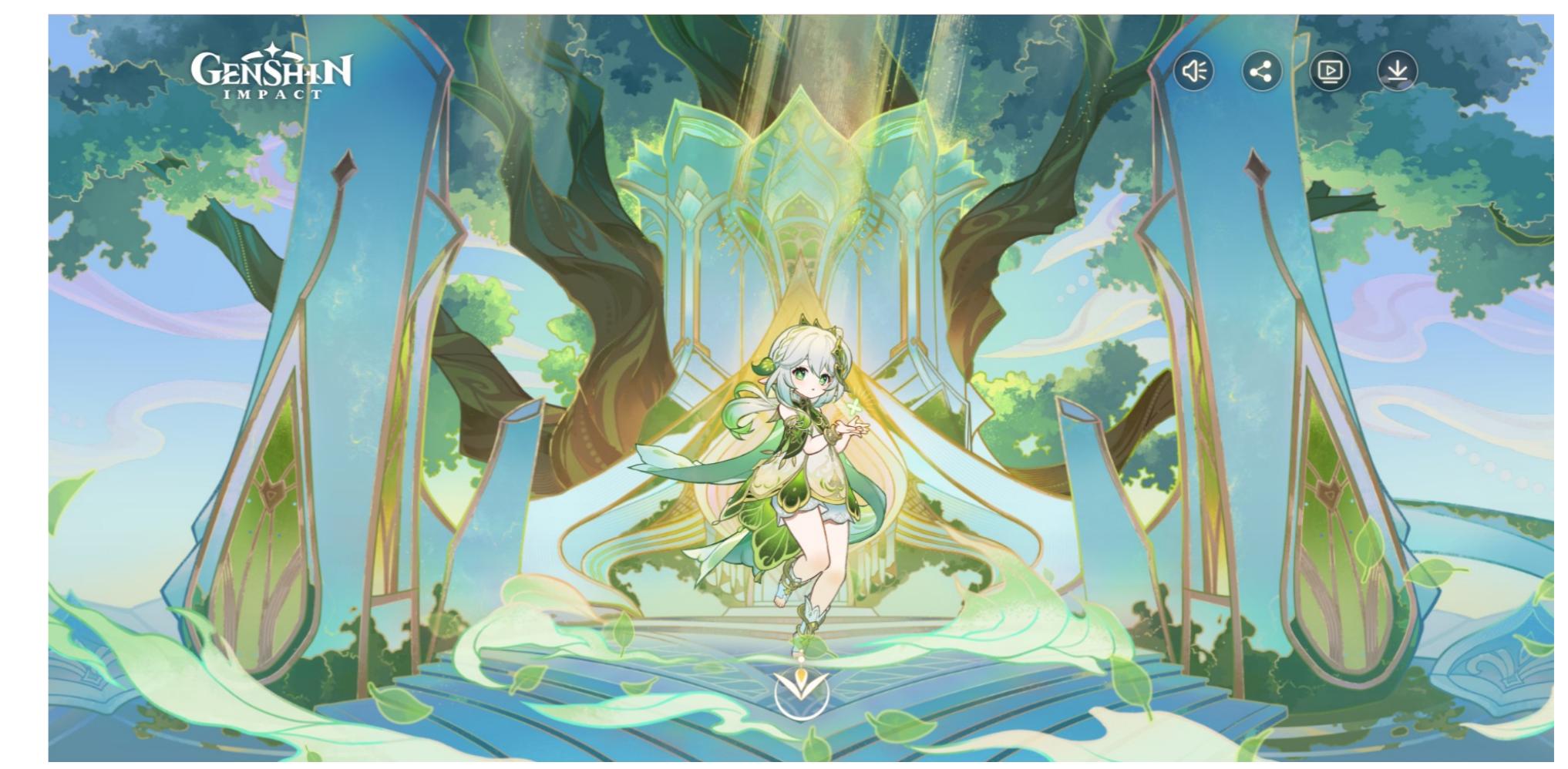
MoodBoard

Main vibe/feel of the story art.



Inspiration

Genshin Impact has amazing narrative web events with scrolling animations and animated illustrations. The inspiration is their recent achievement and player statistic compilation taking the players down the memory lane of their own playthrough by telling them their own story!



This is the current active event trailer website: <https://hoyo.link/c0LPBAd>

It's less narrative oriented, but the animations are present in that they are moving, interacting with the mouse, the images don't just appear, they flow in and out smoothly.

The storyboard below are unfortunately no longer available as they were a limited time web event, but to describe, the focus was on the panels themselves and scrollable. As you scroll, the animations would play out with various illustrated elements going from one panel to the other to transition between the panels. At the end, the user had the opportunity to save their storyboards and this (below) is what they looked like.

