

# WDFT

# Global Style Guide

# Components

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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

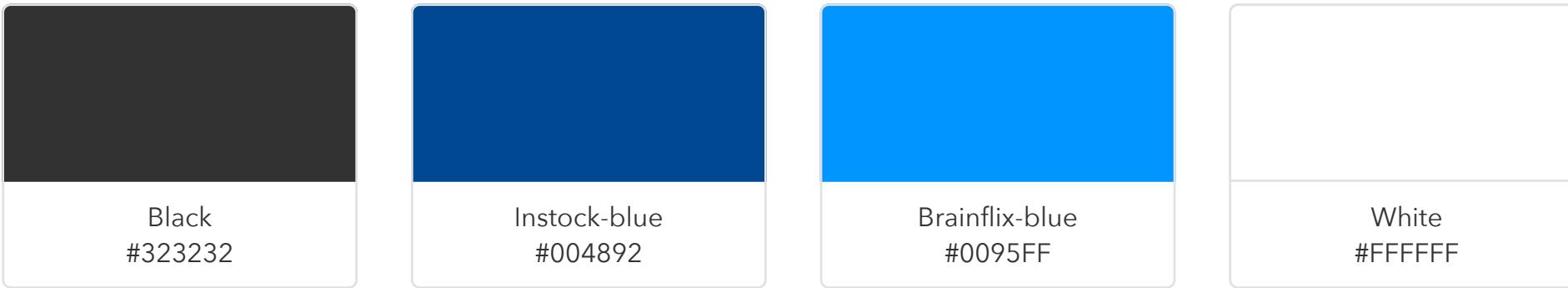
# Color Palette

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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



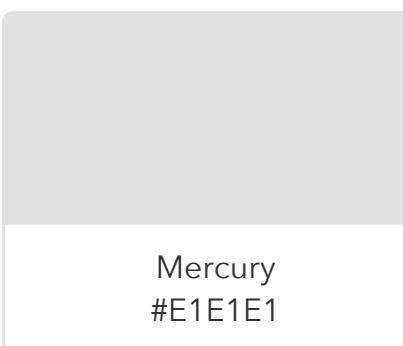
## Instock Colors:

#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:

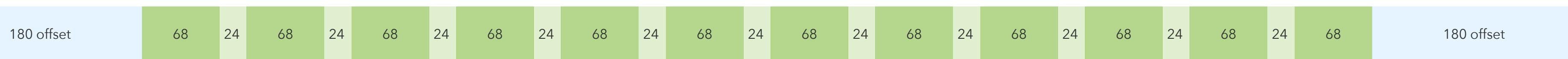
#323232 - Navigation background fill  
#323232 - Primary CTA  
#0065AD - Primary CTA Hover



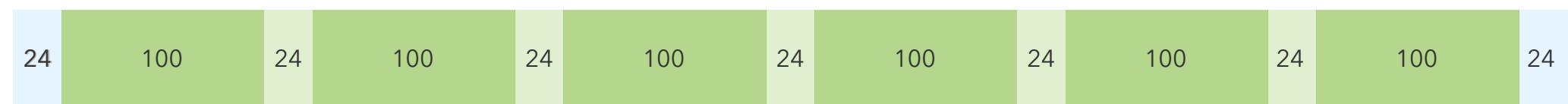
# Grid

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



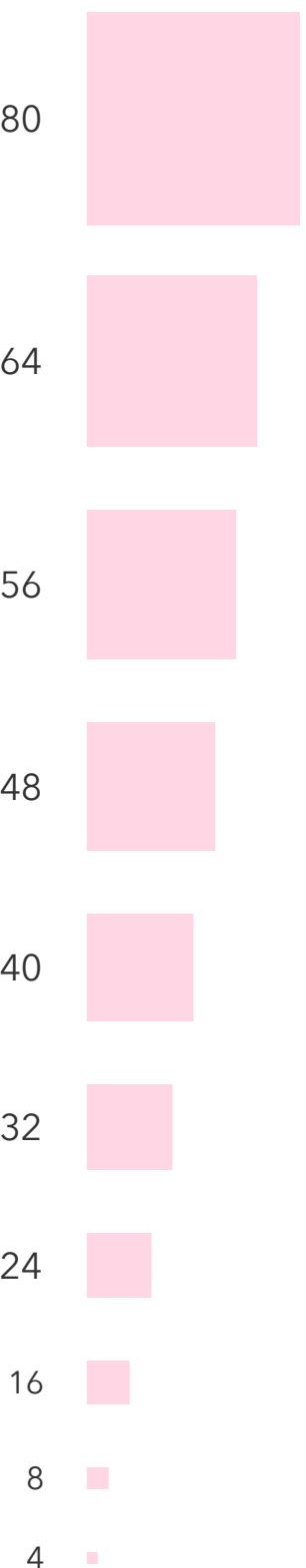
# Padding

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.

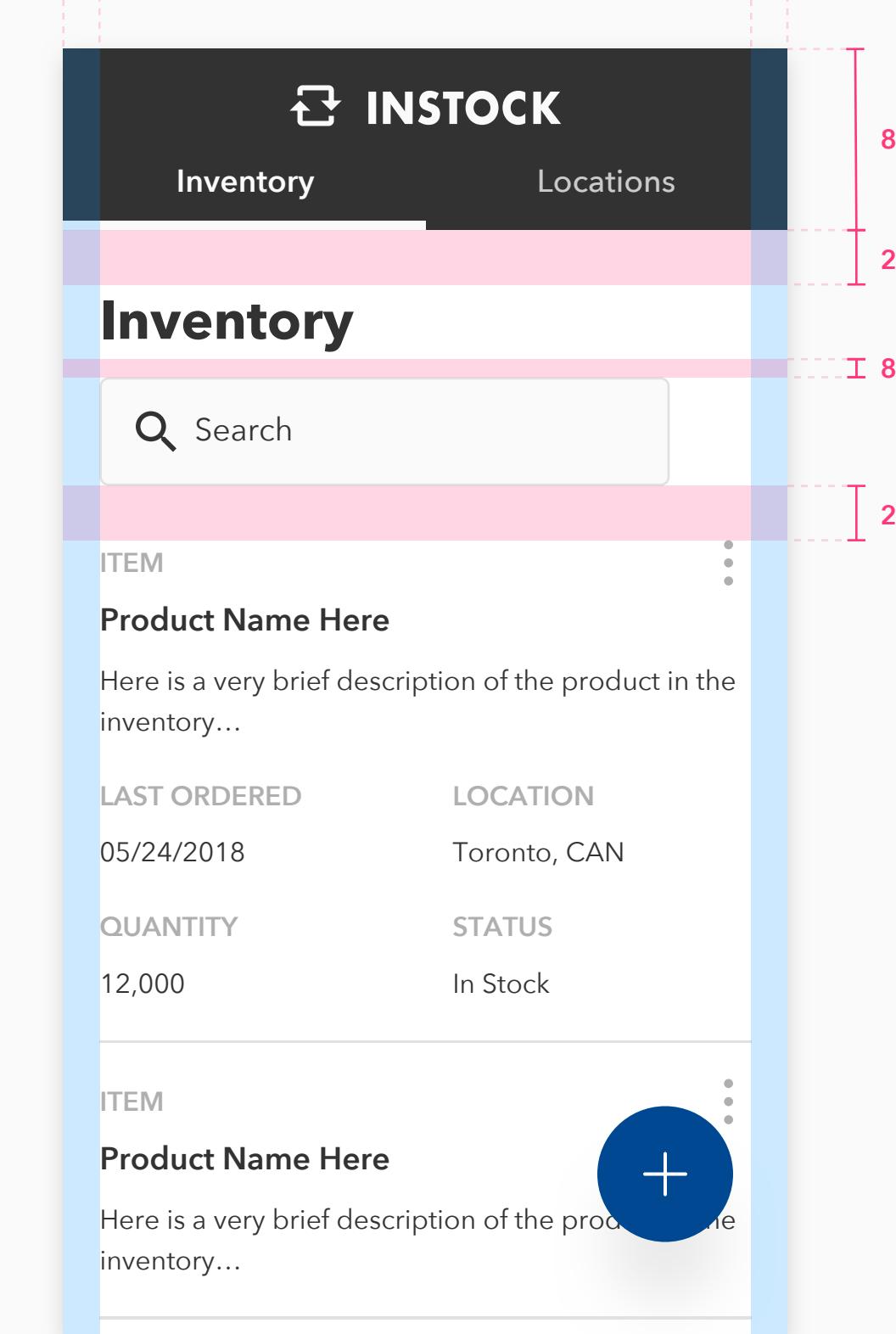
Padding guidelines can be used both vertically & horizontally.

PADDING INCREMENTS



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EXAMPLE



# BandSite

Components for a  
musician fan site

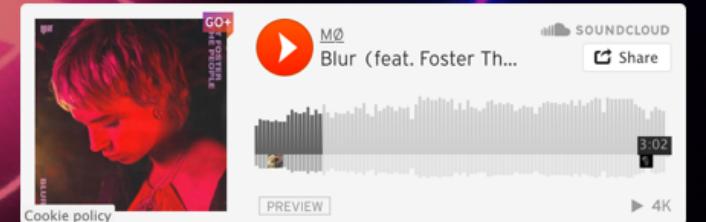
BANDSITE

Biography

Shows

Woman Worldwide Album

Waters of Nazareth  
x We Are your  
Friends x Phantom



## Shows

DATES

VENUE

LOCATION

Monday, 17 Dec 2018

Ronald Lane

San Fancisco, CA

[BUY TICKETS](#)

Tuesday, 18 Jul 2019

Pier 3 East

San Fancisco, CA

[BUY TICKETS](#)

Friday, 22 Jul 2019

View Loungue

San Fancisco, CA

[BUY TICKETS](#)

Saturday, 12 Aug 2019

Hyatt Agency

San Fancisco, CA

[BUY TICKETS](#)

Friday, 05 Sep 2019

Moscow Center

San Fancisco, CA

[BUY TICKETS](#)

# Iconography

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

<https://material.io/tools/icons/?style=baseline>

## NAVIGATION



Search/Default

## PRIMARY CTA : DEFAULT

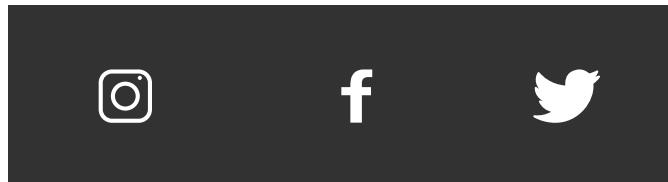
COMMENT

COMMENT



4px radius corners

## SOCIAL



Instagram

Facebook

Twitter

## ACTION BUTTON

Remove



2px radius corners  
Shadow color: #000000  
x: 0, y: 40  
Blur: 32  
Spread: -4

# Call To Actions

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# Navigation

LOGO  
BANDSITE

This navigation style is re-used from Instock.

DESK 1440PX / 12 COLUMN GRID

BANDSITE

Biography

Shows

TABLET 768PX / 6 COLUMN GRID

BANDSITE

Biography

Shows

MOBILE 320PX / 4 COLUMN GRID

BANDSITE

Biography

Shows

## Footer

DESK

### Get In Touch



BANDSITE

**Richard Rovner**  
**The Bees Knees Management**

460 King Street West  
Toronto, Ontario M5V 1L7

info@thebeesknees.com

**Marsha Vlasic**  
**Artist Group International**

Booking Agent for  
US / South America / Japan

marsha.vlasic@artistgrp.com

**Russel Warby**  
**William Morir Entertainment**

Booking Agent for  
UK / EU / AU

RLW@wmeentertainment.com

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TABLET

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MOBILE

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# Tables / Inventory

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DESK

Tue Jul 18 2019

Pier 3 East

San Fancisco, CA

BUY TICKETS

TABLET

Tue Jul 18 2019

Pier 3 East

San Fancisco, CA

BUY TICKETS

MOBILE

DATE

Tue Jul 18 2019

VENUE

Pier 3 East

LOCATION

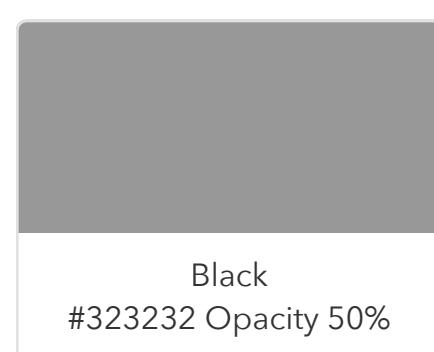
San Fancisco, CA

BUY TICKETS

## Hero Image

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### IMAGE OVERLAY



This 50% Black opacity overlay should be used on top of images for the legibility of the white hero text.

Black  
#323232 Opacity 50%

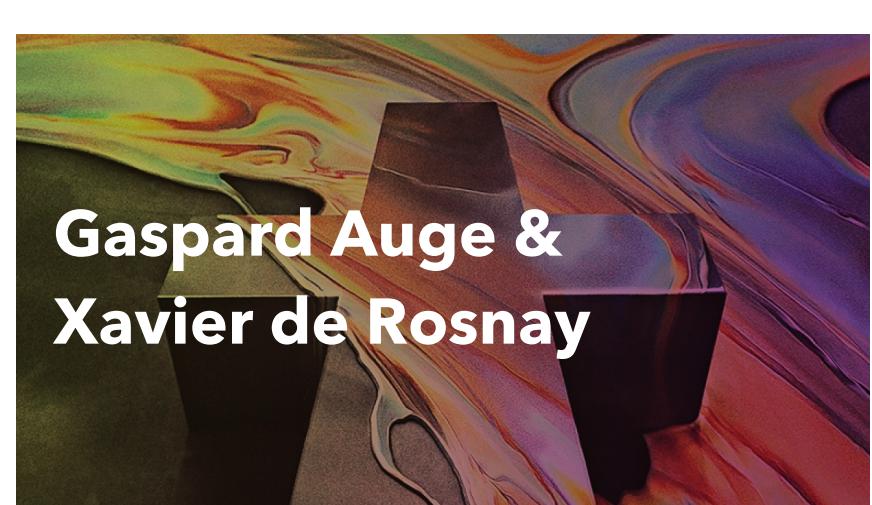
### DESK



### TABLET



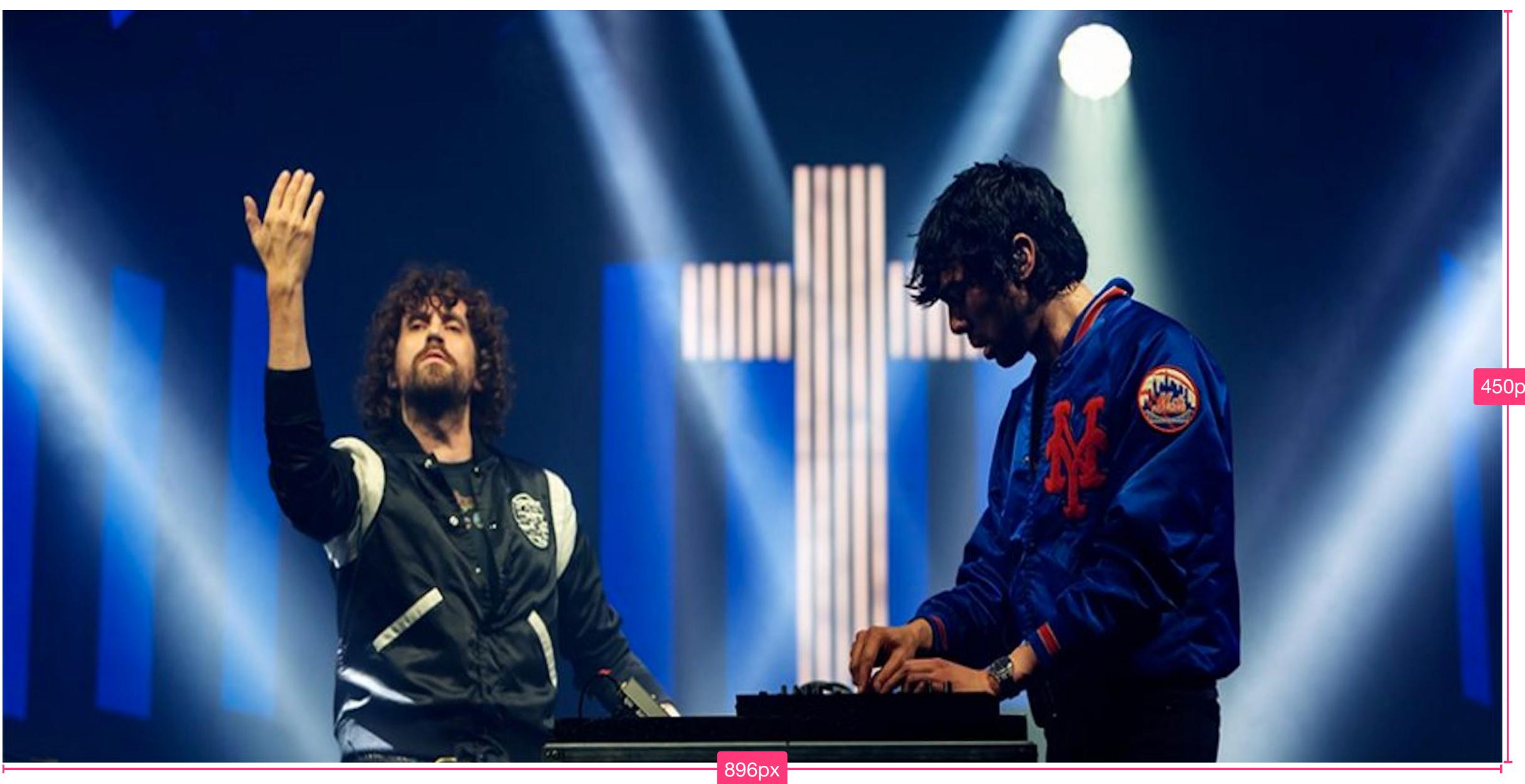
### MOBILE



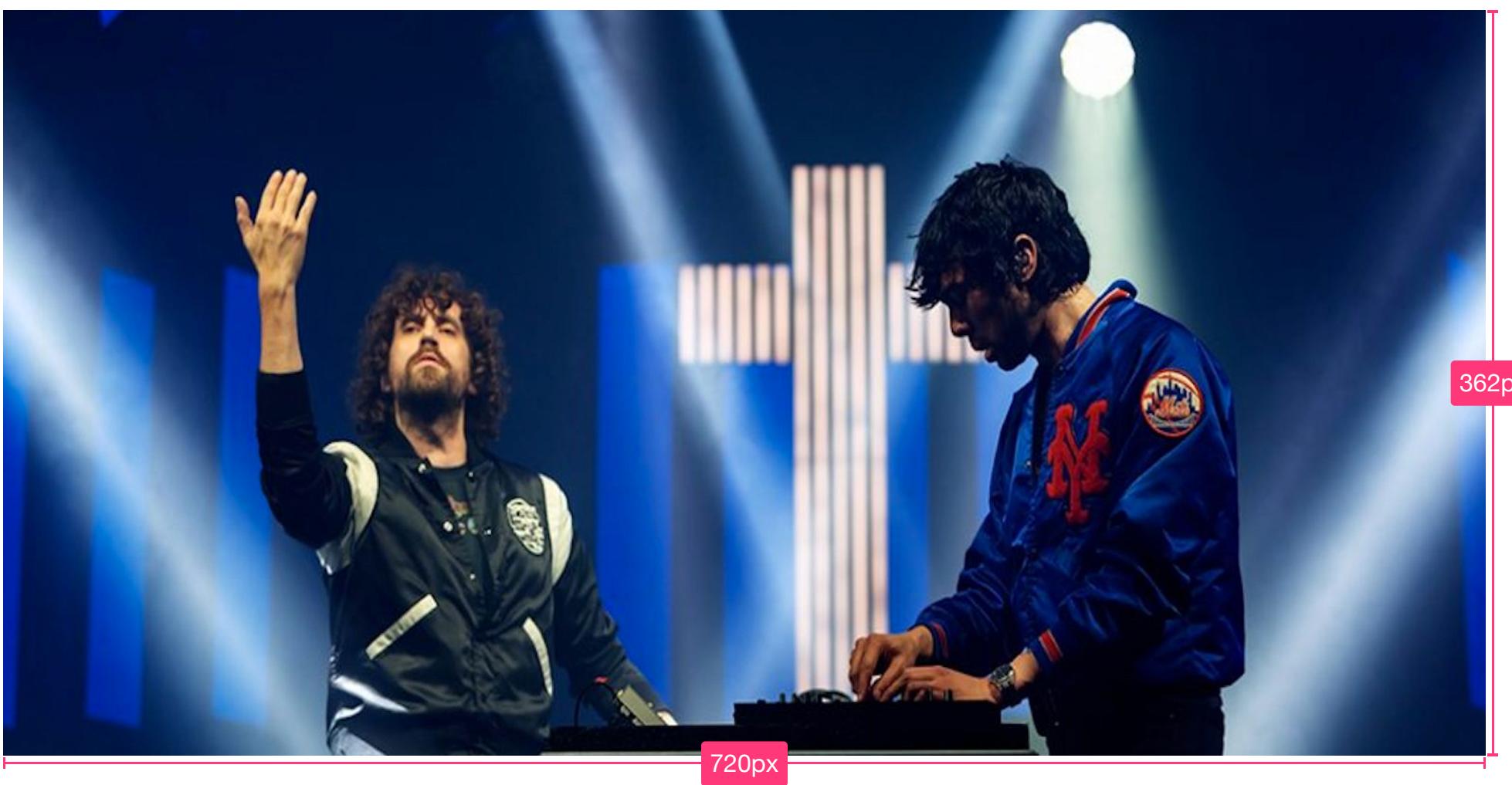
# Images

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DESK INLINE BIOGRAPHY IMAGE



TABLET



TABLET



## 3 Column Grid Images

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DESK



TABLET



MOBILE



# Commenting State

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DESK / TABLET DEFAULT

NAME



MOBILE DEFAULT

JOIN THE CONVERSATION



ACTIVE

NAME



ACTIVE

JOIN THE CONVERSATION



FILLED

NAME



FILLED

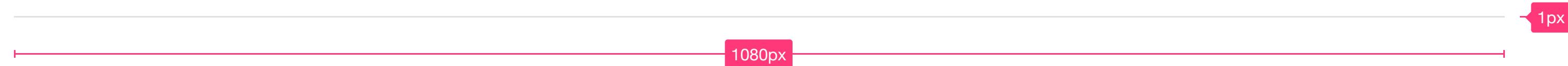
JOIN THE CONVERSATION



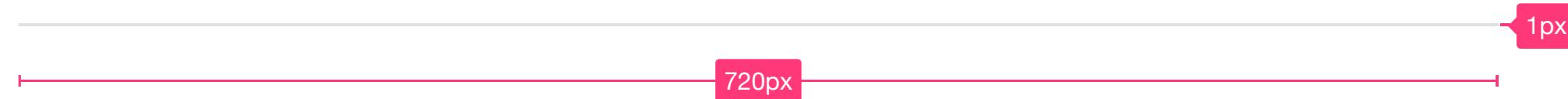
# Divider

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DESK



TABLET



MOBILE



COLOR



Mercury #004892