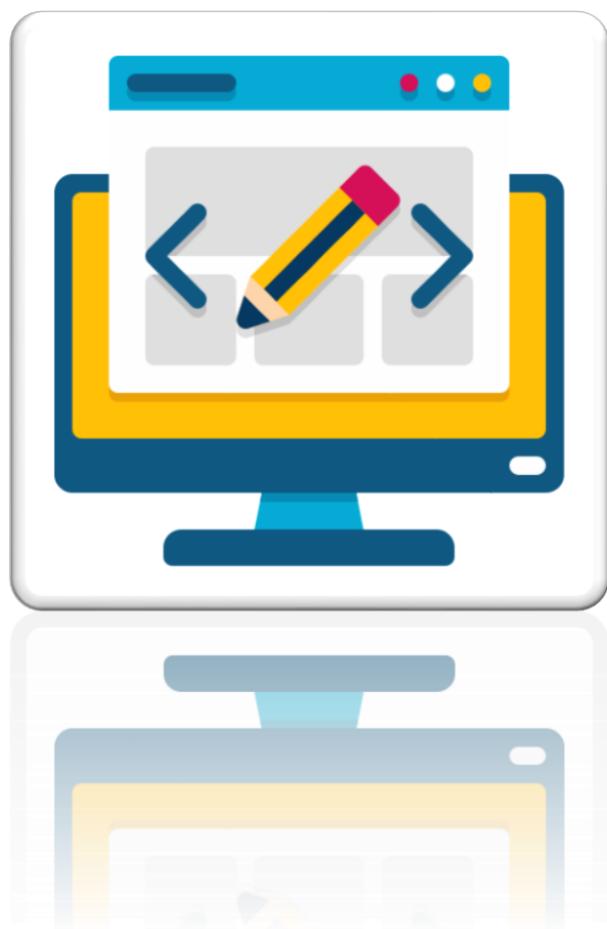


Web Design Guide

- / -

Version 1



Introduction - Design Principles

Key Principles:

- **Hierarchy:** Organize elements so users see what's most important first.
- **Alignment:** Use grids and consistent spacing to keep things orderly.
- **Contrast:** Create emphasis and visual interest using color, size, or font weight.
- **Proximity:** Group related elements closer together.
- **Balance:** Distribute elements evenly — can be symmetrical or asymmetrical.
- **Repetition:** Reuse consistent styles (buttons, fonts) to reinforce familiarity.
- **Whitespace:** Let elements breathe, improves readability

the principles of design

"ways to use the building blocks"

EMPHASIS
Creating a Hierarchy or focal point to guide the eye to a specific element first. Utilising colour, contrast, proportion and rhythm.

BALANCE
Weighting or arranging the elements within the image to create visual, even distribution of shape and space.

UNITY
Aligning all separate elements to work together in Harmony through pattern, balance and rhythm.

CONTRAST
Contrast can highlight differences or add a focal point by using opposing colour, shade or textures.

RHYTHM
Direct the eye through form with the use of repetition of shape, lines or colour and helps create mood.

PROPORTION
Or Scale, to use a base for the viewer to compare single elements to through size, dimension and space.

VARIETY
Utilising different shapes, colours and textures to keep overall image interesting. Also aids with creating a focal point.

Principles of Design

Icon	Name
Two green squares of different sizes on a horizontal axis	Balance
Three horizontal lines of increasing length	Alignment
A grid of nine dots with one missing	Repetition
Three horizontal bars of increasing length	Contrast
Three horizontal bars of equal length	Hierarchy
A grid of nine squares with one missing	Emphasis
A grid of nine squares with one shaded	White Spaces
A large green square next to a smaller green square	Proportion

Principles of Design

Icon	Name
A grid of nine circles with one missing	Balance
A black rectangle with two white dots	Contrast
A grid of nine circles with one yellow circle	Emphasis
A spiral line	Movement
A grid of four circles	Rhythm
Three horizontal lines of increasing length	Hierarchy
A white dot on a black background	White Space
A grid of nine circles with one circle on top	Unity

Introduction – Visual Hierarchy

Core Techniques:

- **Size:** Larger elements attract more attention (e.g., headings vs. body text)
- **Color & Contrast:** Use bold colors/high contrast to emphasize important elements
- **Typography:** Different font weights, styles, and sizes create layers of importance
- **Whitespace:** Space around elements isolates and groups content logically
- **Position:** Elements placed higher or more central in the layout are noticed first
- **Alignment:** Consistent alignment creates order and clarity
- **Repetition:** Repeated styles (colors, shapes) reinforce grouping and flow
- **Shape & Texture:** Unique shapes or textures can highlight or separate elements
- **Motion:** Animation or microinteractions draw attention when used sparingly

EXAMPLES of VISUAL HIERARCHY

SCALE

In hieratic scaling, the most important information is the largest element in the design. Lesser information is scaled down.

CONTRAST

The more difference there is between light and dark colors, the more something will advance visually and we'll see it first. Shape contrast is also used. For example, the HEADLINE stands out due to its complex shapes.

DIRECTION

Elements that are aligned differently from the majority of will stand out visually. If a design is mostly horizontal in stress, tall, vertical or diagonal shapes will be noticed first.

POSITION

Position on the page creates an automatic hierarchy. The most important position when reading left to right is the upper left quadrant. The next most important is the lower right quadrant. Then upper right, and least is lower left.

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Introduction – Color Theory

Key Concepts:

- **Primary Colors:** Red, Blue, Yellow (base colors)
- **Secondary Colors:** Orange, Green, Purple (made by mixing primaries)
- **Tertiary Colors:** Mix of primary + secondary (e.g., teal, magenta)

Color Harmonies:

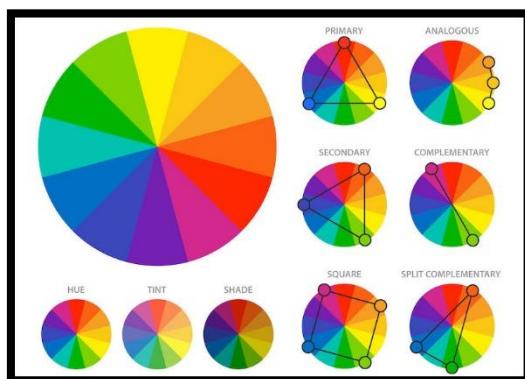
- **Monochromatic:** Variations of one hue (light/dark).
- **Analogous:** Colors next to each other on the wheel (e.g., Blue, Teal, Green).
- **Complementary:** Opposite colors (e.g., Blue & Orange) for high contrast.
- **Split-Complementary:**

Base color + 2 neighbors of its complement, less tension than complementary.

- **Triadic:** Three evenly spaced colors (e.g., Red, Yellow, Blue).
- **Tetradic (Double Complementary):**
Two complementary pairs (rich, diverse palette).
- **Square:** Four evenly spaced colors around the wheel.

Practical Tips:

- Use **1 primary color, 1–2 secondary colors**, and plenty of **neutral tones**
- Reserve bold or contrasting colors for **CTA buttons and alerts**
- Test your palette for **color blindness and accessibility**



Extended Introduction – Color Theory

Color Psychology:

- **Red:** Energy, passion, urgency
- **Orange:** Creativity, friendliness, enthusiasm
- **Yellow:** Optimism, warmth, attention
- **Green:** Growth, health, calm
- **Blue:** Trust, professionalism, calm
- **Purple:** Luxury, creativity, wisdom
- **Black:** Power, sophistication, formality
- **White:** Cleanliness, simplicity, purity



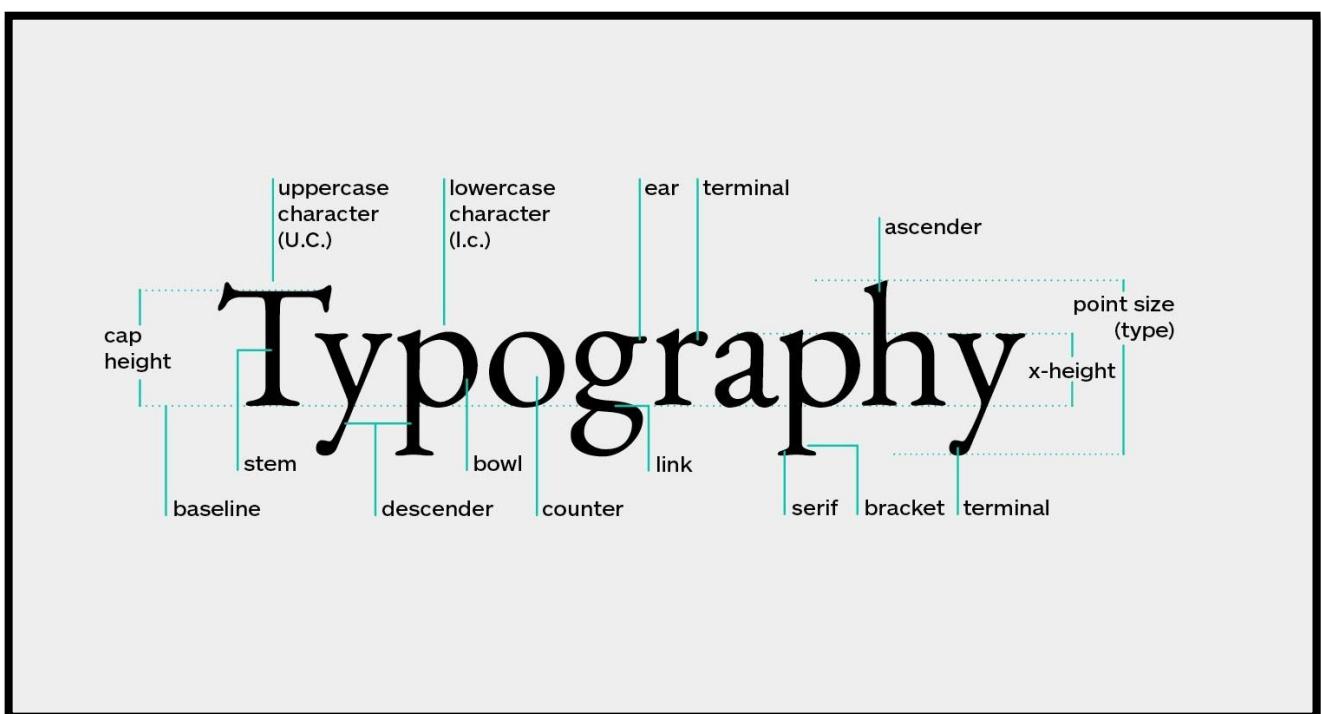
Introduction – Typography

Guidelines:

- Use **no more than 2–3 typefaces** (e.g., 1 for headings, 1 for body)
- Establish a **clear type of hierarchy** (H1 > H2 > Body > Caption)
- Use consistent **line height** (1.4x to 1.6x font size for readability)
- Choose web-safe and legible fonts (e.g., Inter, Roboto, Lato, Open Sans)

Modifiers:

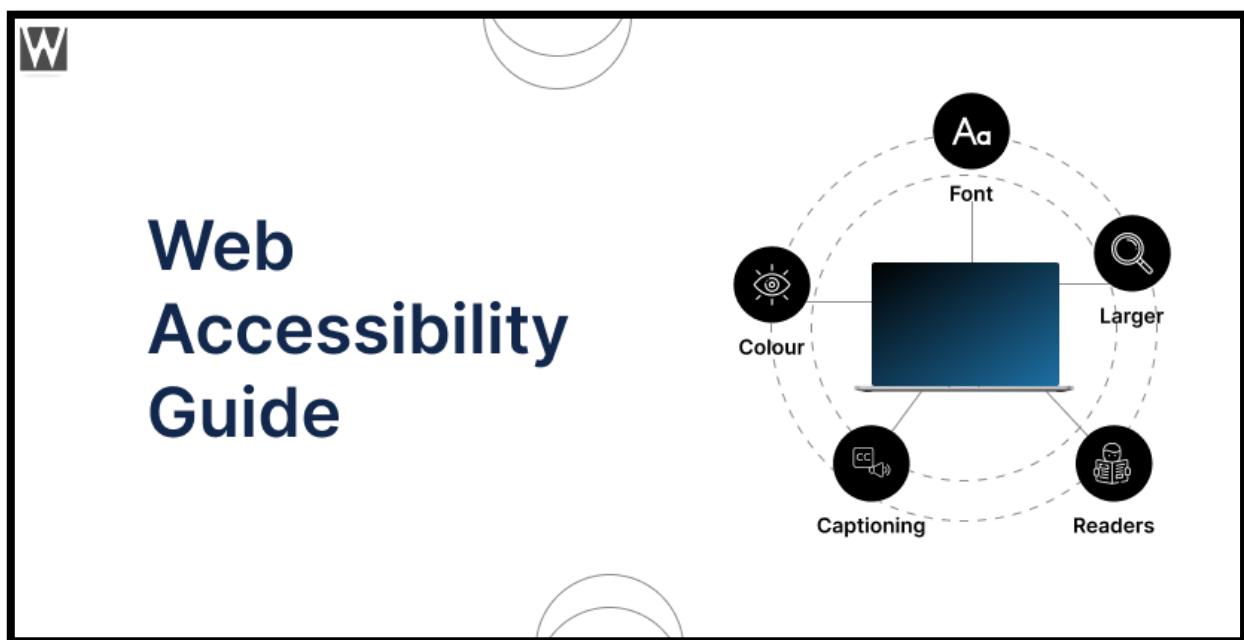
- Weight (light, regular, bold)
- Case (uppercase for labels, sentence case for paragraphs)
- Letter spacing (for uppercase or small caps)



Introduction – Accessibility

Core Practices:

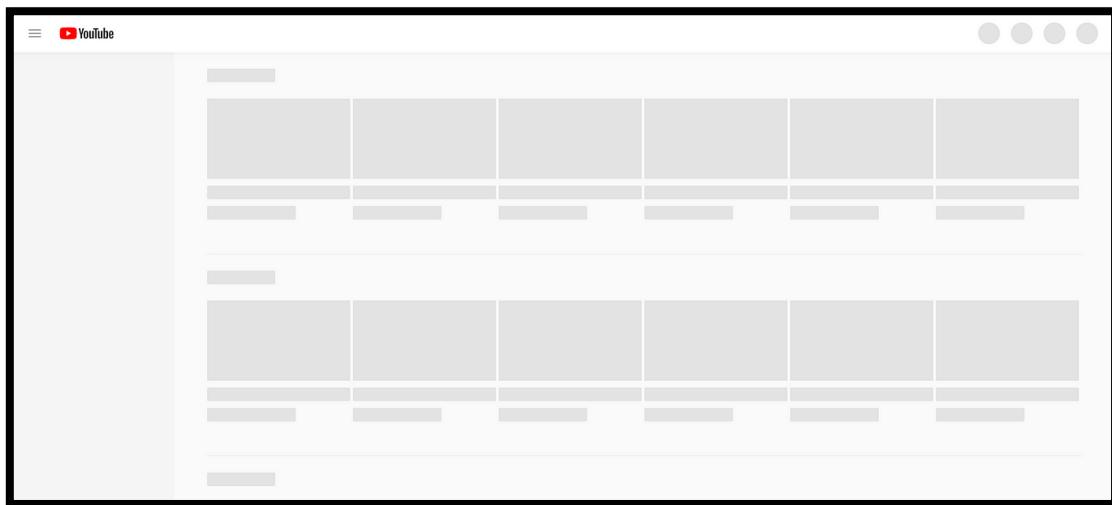
- Use sufficient **color contrast** (WCAG guidelines: 4.5:1 for body text)
- Add **alt text** to images
- Ensure **keyboard navigation** (tab order, skip links)
- Use **semantic HTML** for screen readers
- Don't rely on color alone to convey meaning



1. General Website

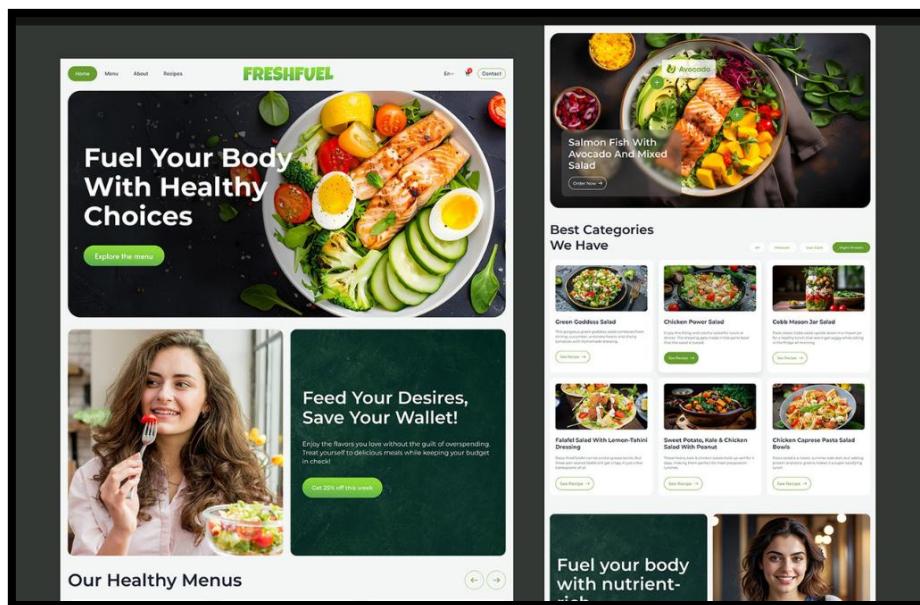
Skeleton Page

- Base layout with empty sections for content blocks
- Displayed while loading
- Helps establish spacing and structure



Main Content

- Dynamic portion of the page (text, images, interactivity)
- Usually inside a container or layout grid



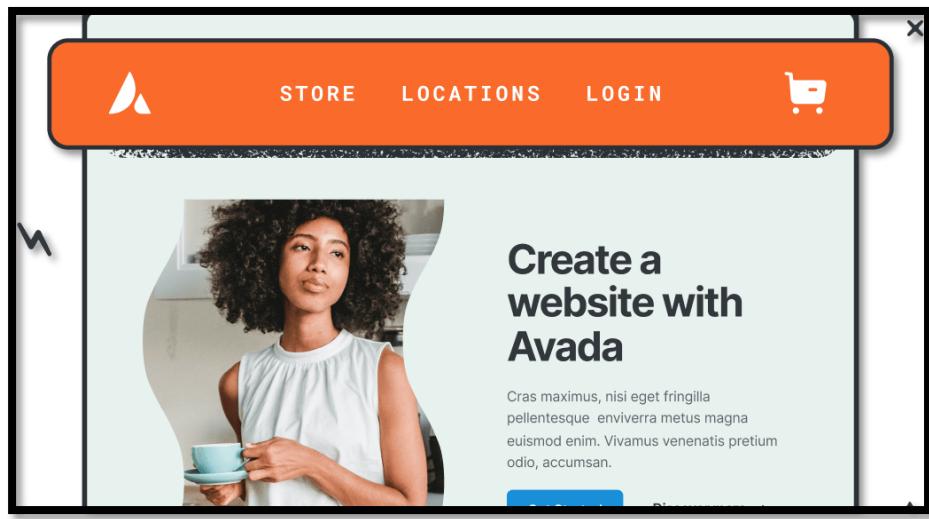
2. Navigation Elements

Header

- Consistent Element of the Website
- Holds all important Functions / Most used elements

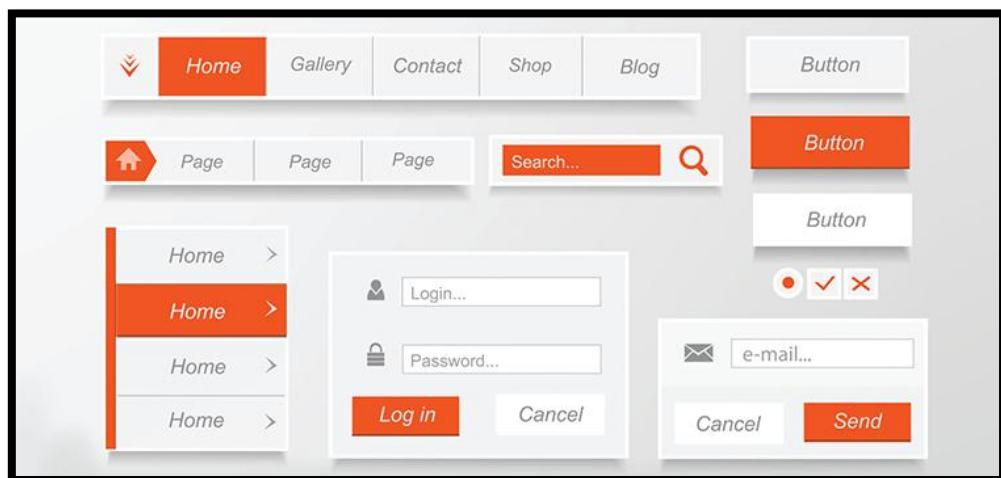
Sticky Header on Scroll

- Nav bar / Header stays visible while scrolling
- Improves user access to nav and CTAs



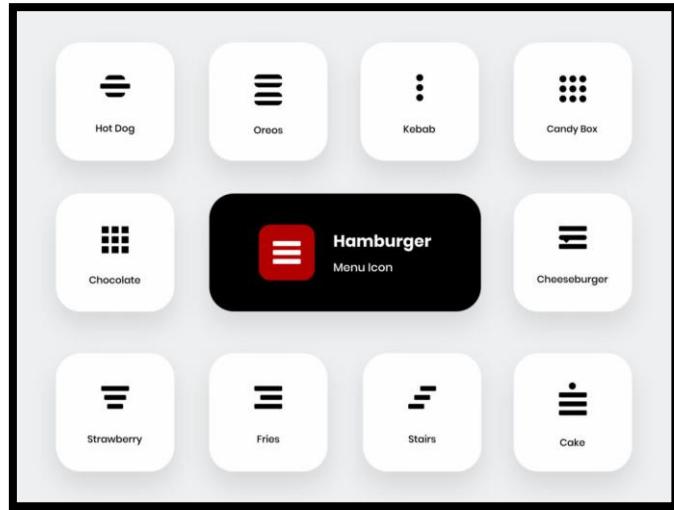
Nav Bar / Menu

- Fixed or scrollable navigation row
- Can include dropdowns, icons, and CTA button



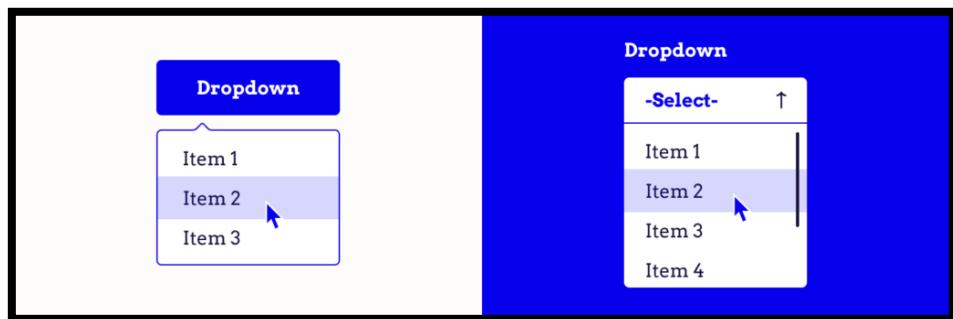
Hamburger Menu

- Collapsible icon (☰) used on mobile
- Toggles a slide-in or dropdown menu



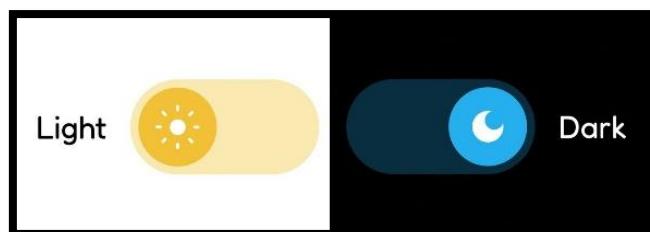
Dropdown Menu

- Expands on hover or click
- Nested nav for categories or multi-level links



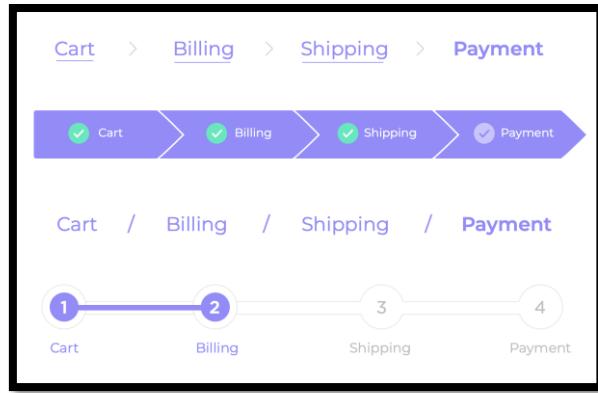
Light/Dark Mode Switcher

- Theme toggle (☀️ / 🌙 icons)
- Affects global color scheme



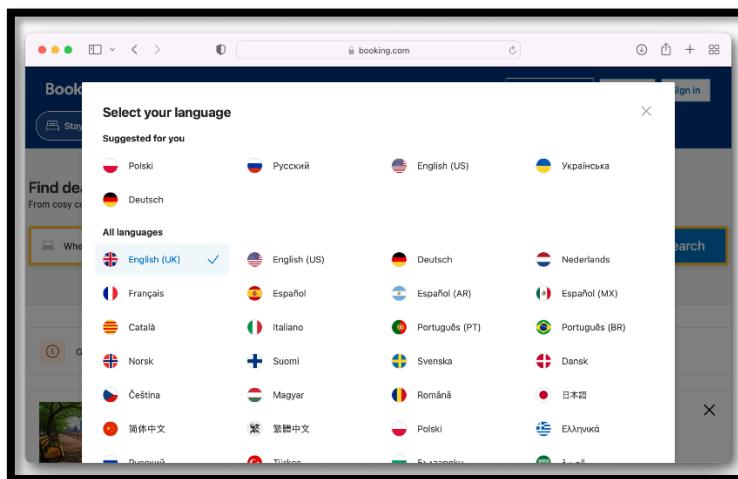
Breadcrumbs

- Show current page hierarchy (Home > Events > Schedule)
- Useful for deep pages or eCommerce



Language Switcher

- Toggle or dropdown to change language
- May use flag icons or language codes



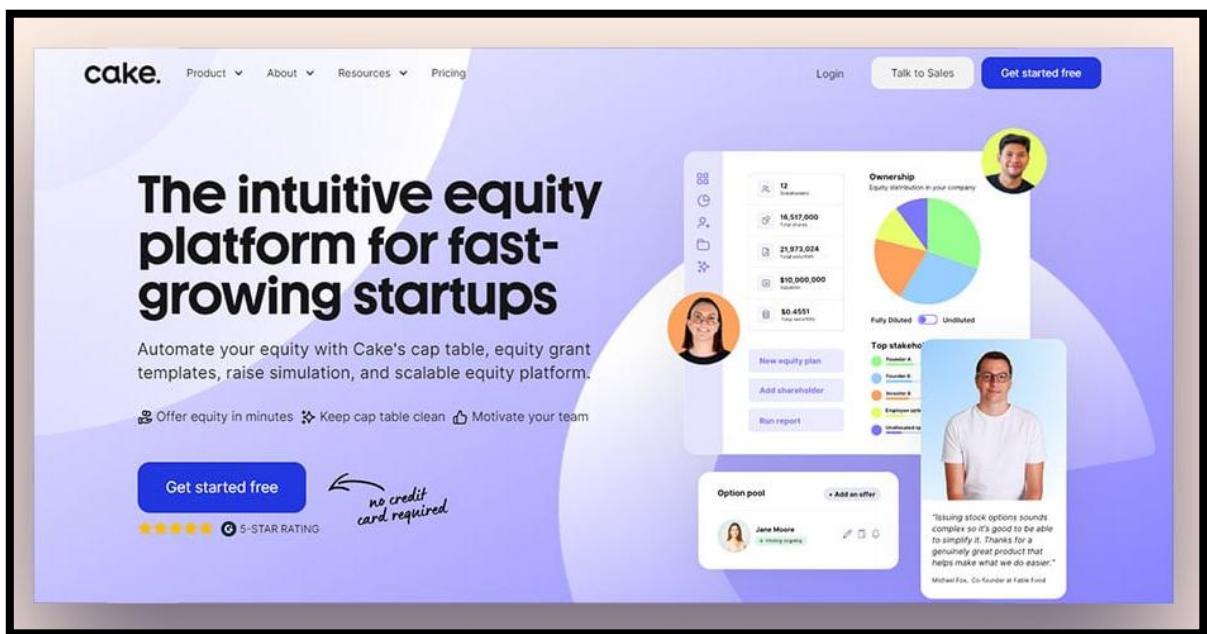
3. Hero Section Elements

Includes:

- Headline
- Subheadline
- Background image or video
- Overlay (darken background for contrast)
- CTA Button(s)
- Optional: Event Date, Tagline, Ratings, Logos

Variations:

- Fullscreen or half-screen
- With animation or parallax
- Minimal text or rich text combo



4. Cards

Used For:

- Displaying groups of content like blog posts, people, products

Core Elements:

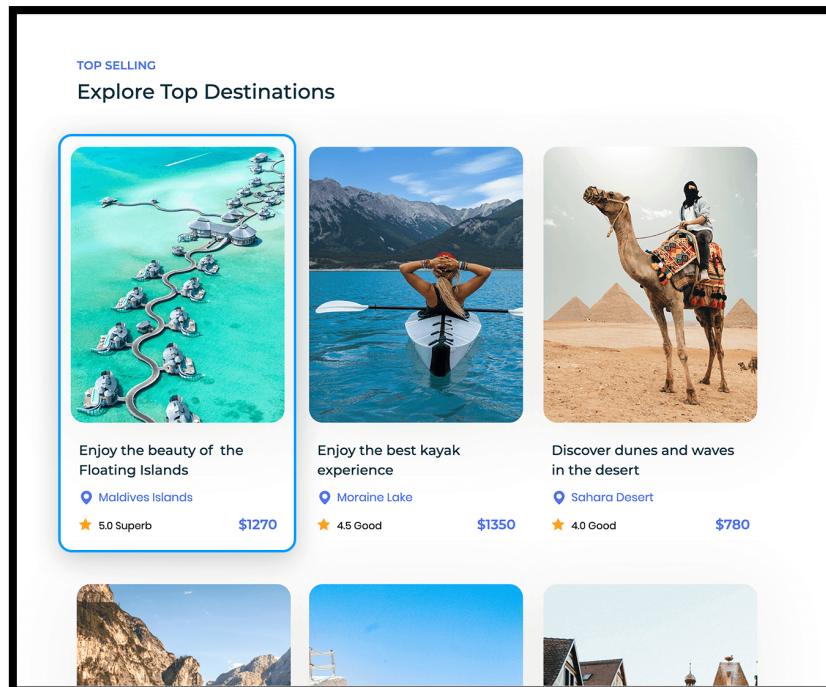
- Image or icon
- Title & short description
- CTA (e.g., “Learn More”)

Variations:

- Vertical / horizontal layout
- Hover effects (lift, shadow, overlay)
- With tags, ratings, or icons

States:

- Default
- Hover
- Selected / Active



5. Section Blocks

Definition:

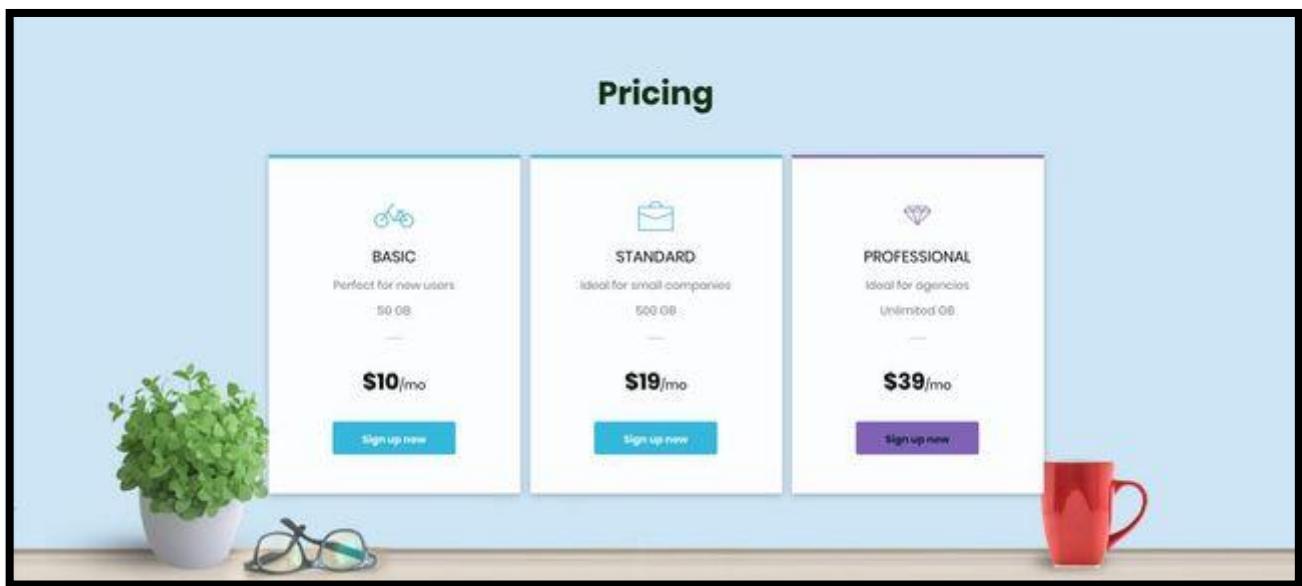
- Individual content areas used to divide a page

Layouts:

- 2-column (text & image)
- Full-width banner
- Alternating left/right images
- Grid or list view

Modifiers:

- Background (solid, image, gradient)
- Borders or separators
- Responsive stacking for mobile



6. Forms

Used For:

- Contact, sign-up, ticketing, checkout, surveys

Core Elements:

- Input field
- Text area
- Dropdown
- Radio buttons / checkboxes
- Submit button

States:

- Empty
- Focused
- Filled
- Error (e.g., required)
- Success

Modifiers:

- Grouped inputs
- Inline validation
- Step-based (multi-page)

The image shows a mobile device screen with a light blue background. On the left side, there's a decorative graphic of tropical leaves in shades of blue, white, and orange. The word "ACME" is printed in a small white box at the top of this graphic. To the right of the graphic is a white rectangular form area with the title "Sign up" in bold black font. The form contains several input fields: "FIRST NAME" with "Jane" typed in, "LAST NAME" with "Doe" typed in, "PHONE" with "699-558-7896", "EMAIL" with "janedoe@mail.com", "PASSWORD" with a masked password, and "CONFIRM PASSWORD" with a masked password. Below the fields are two checkboxes: one checked for "I accept terms and conditions" and another checked for "I want to receive news.". At the bottom of the form is a large blue button with the text "SIGN UP" in white.

7. Event Schedule UI

Used For:

- Timed programs, agendas, conference schedules

Components:

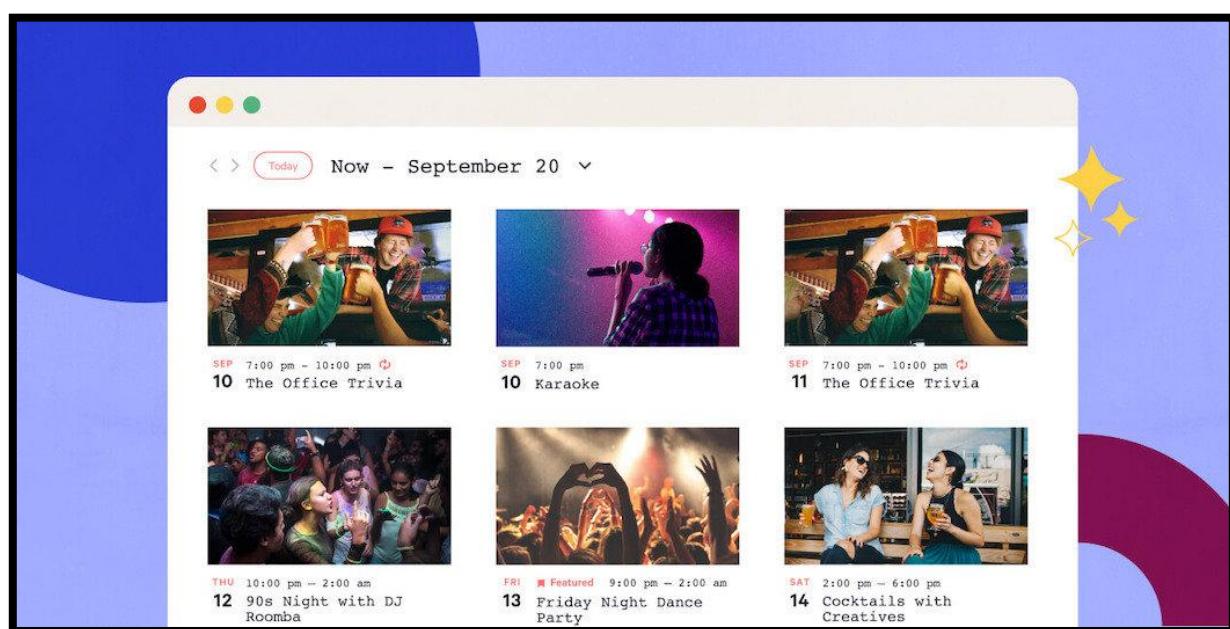
- Time slots
- Event title & description
- Location
- “Add to calendar” buttons

Layouts:

- Tabs by day
- Accordion sections
- Vertical timeline
- Filters by type or category

Modifiers:

- Color-coded by type
- Searchable or filterable



8. Interactive Elements

Used For:

- Adding interactivity and feedback

Examples:

- Scroll to anchor links
- Hover reveals / hover states
- Tooltips
- Accordions
- Modal windows (popups)
- Lightbox (image expand)
- Embedded maps or video
- Microinteractions (e.g., icon spin on hover)

States:

- Default
- Active
- Hovered
- Dismissed

The screenshot displays the violet platform's provider analytics and training data. At the top, there's a navigation bar with 'Products', 'Markets served', 'Customers', 'Case studies', 'About', and 'Blog'. On the right, there are 'Log in' and 'BOOK A DEMO' buttons. The main heading is 'Insights to power inclusive health care.' Below it, a subtext reads 'Improve quality of care with the industry's first provider cultural competence analytics and training platform.' A 'REQUEST A DEMO' button is visible.

On the left, there are two pie charts: 'Education history' (Courses completed: 25, Hours learning: 154) and 'Demographics' (represented by a small pie chart icon). In the center, there's a search interface with fields for 'Search by language' (BIFOC), 'Search by name', and 'Filter by comment' (BIFOC, LOGO). Below this is a table of providers:

PROVIDER NAME	SPECIALTY	LANGUAGES	VIOLET BENCHMARKS
Tracy K. Paul	Cardiologist	English, Spanish	
John Mard	Internist	English	
Xin Zoi	Pediatrician	English, Mandarin	
Robert Mendez	Internist	English, Spanish	

A callout bubble for 'Xin Zoi' indicates 'New Benchmark achieved.' At the bottom, a cookie consent message reads: 'This site uses cookies to provide you with a more responsive and personalized service. By using this site you agree to our use of cookies. If you'd like to learn more, please review our [Privacy Policy](#)' with a 'I agree' button. A green circular icon with a white phone receiver is in the bottom right corner.

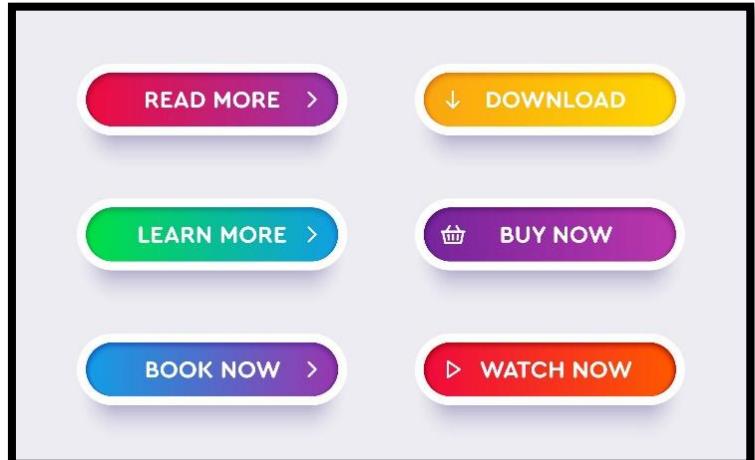
9. CTA Buttons (Call To Action)

Purpose:

Encourages users to take a specific action

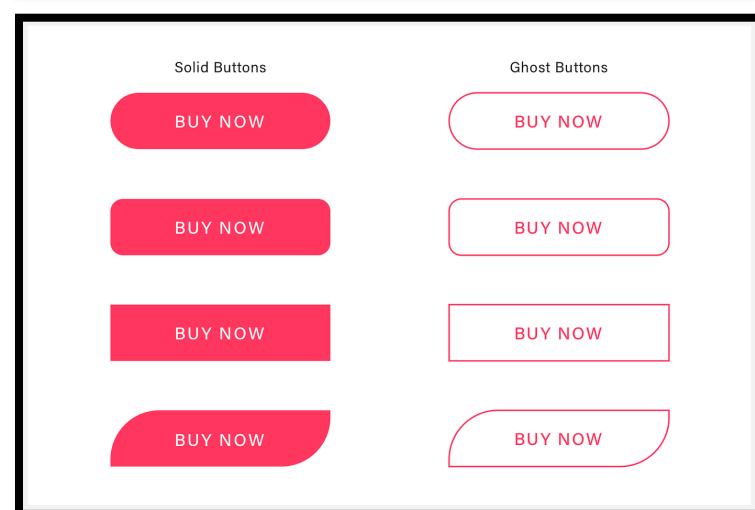
• Primary CTAs

- Buy Tickets
- Reserve Now
- Get Started
- Sign Up Free
- Learn More



• Secondary CTAs

- Contact Us
- Watch Video
- View More
- Subscribe
- See Schedule



• States

- Default
- Hover
- Pressed / Active
- Disabled
- Loading

• Modifiers

- With icons (e.g., arrows, plus)
- Ghost button (transparent background, border)
- Full-width (for mobile or emphasis)
- Outlined vs. filled

10. Media UI

Used For:

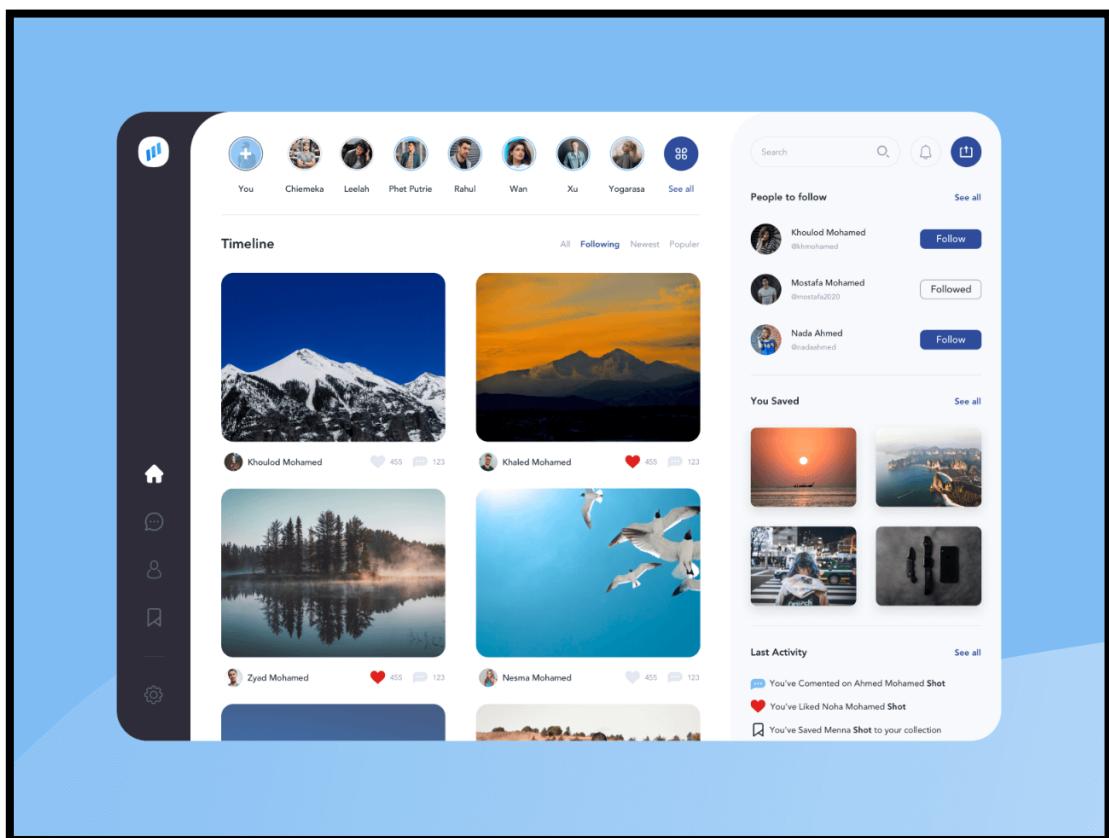
- Displaying photos, videos, and social content

Components:

- Image gallery / carousel
- Embedded videos (YouTube, Vimeo)
- Lightbox preview
- Auto-play or manual controls
- Social media previews (Instagram feed, Twitter embed)

Modifiers:

- Grid layout
- Caption overlay
- Pagination / navigation arrows



11. Footer UI Elements

Purpose:

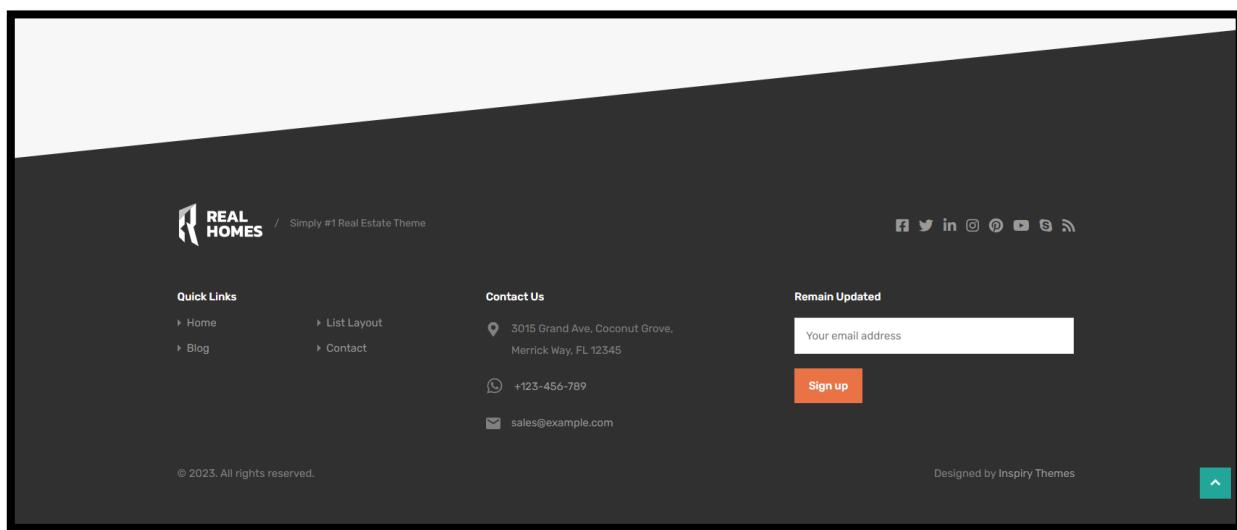
Secondary navigation and site utility

Common Elements:

- Logo
- Quick links (About, Contact, FAQ)
- Newsletter signup
- Social media icons
- Legal links (Privacy Policy, Terms)
- Contact info (email, phone, address)

Modifiers:

- Multi-column layout
- Minimal / condensed for mobile
- Optional back-to-top button



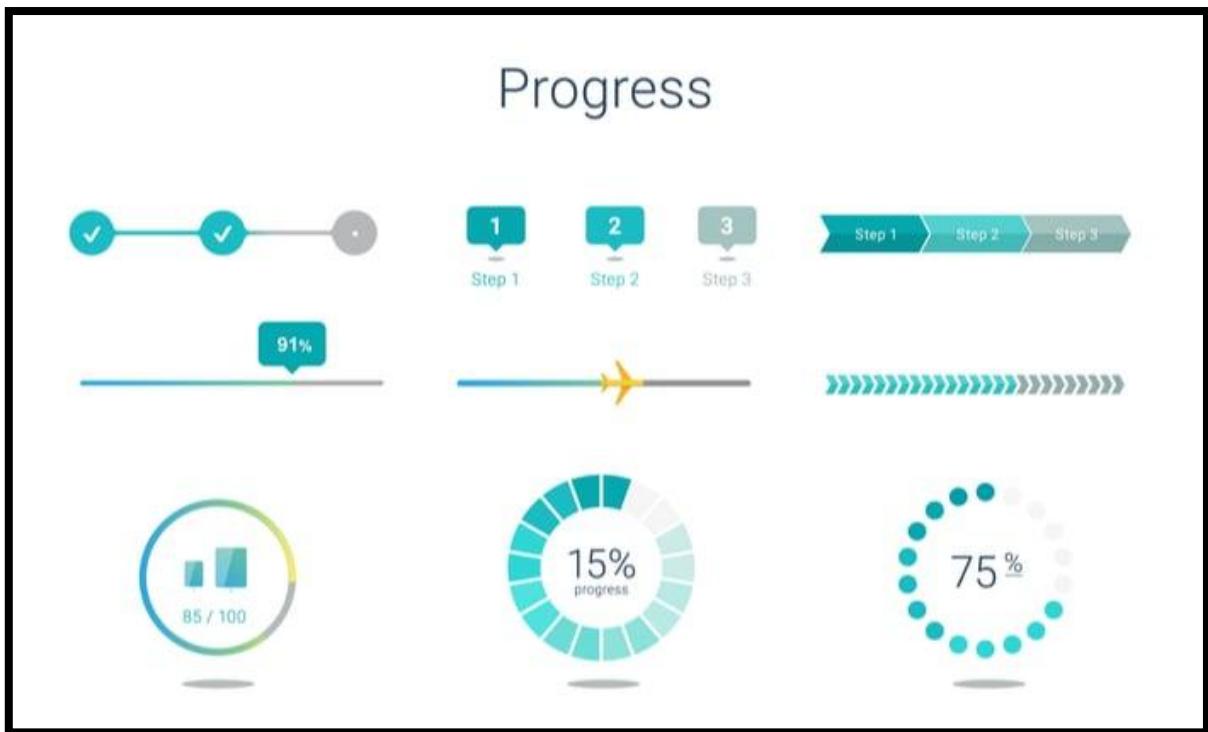
12. Supporting Components

Used Throughout Website

- Tags / Badges (e.g., “New”, “Popular”)
- Chips (selectable or filterable pills)
- Toasts / Notifications (temporary alerts)
- Accordions / Collapsibles
- Tabs
- Tooltips
- Pagination
- Progress bars / steps
- Rating stars

States:

- Default
- Hover
- Active
- Dismissed



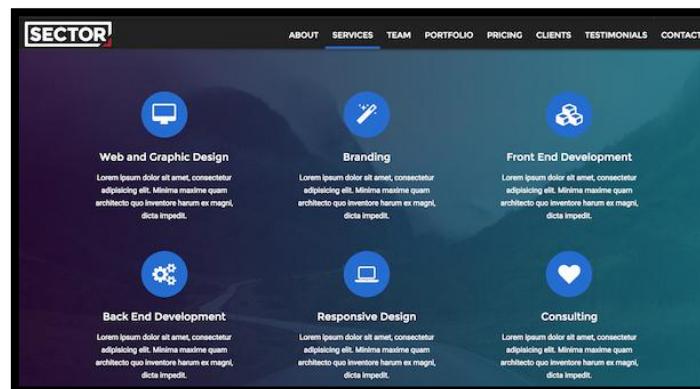
13. Typography / Icons

Typography:

- Heading hierarchy (H1 > H2 > H3 > Body)
- Font pairings (Display + Body font)
- Line height and spacing
- Uppercase / lowercase
- Weight variety (regular, bold, light)

Icons:

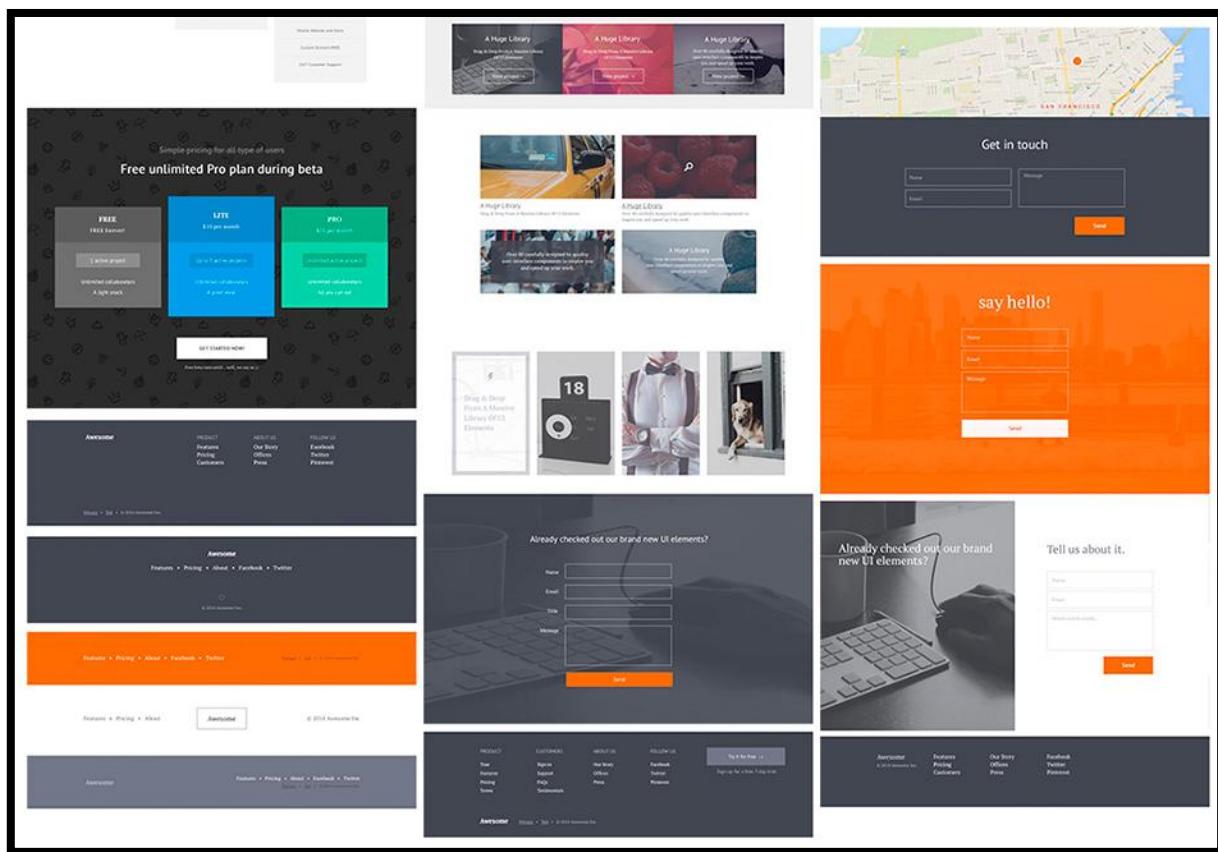
- Functional icons (search, menu, close)
- Status icons (checkmark, warning, error)
- Decorative icons (for categories or sections)
- Icon sets (Font Awesome, Iconify, Material Icons)



14. UX Patterns

Reusable patterns for common flows:

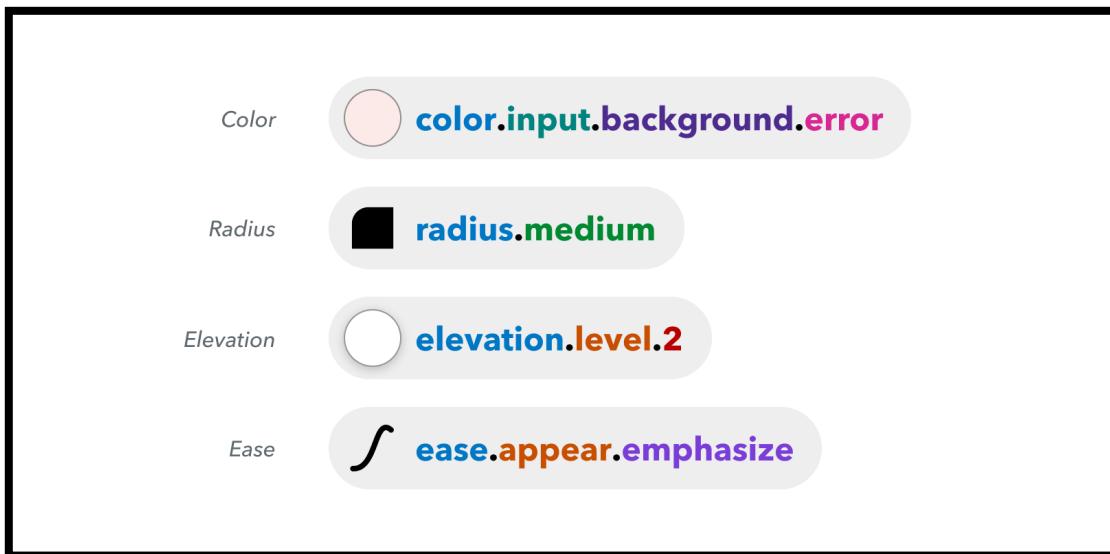
- Empty States
- Toast vs. Modal vs. Inline Error
- Multi-Step Forms / Wizards
- Onboarding Tours
- Confirmation Dialogs
- Pagination vs. Infinite Scroll
- Filtering & Sorting



15. Design Tokens / Foundations

For scalable design systems:

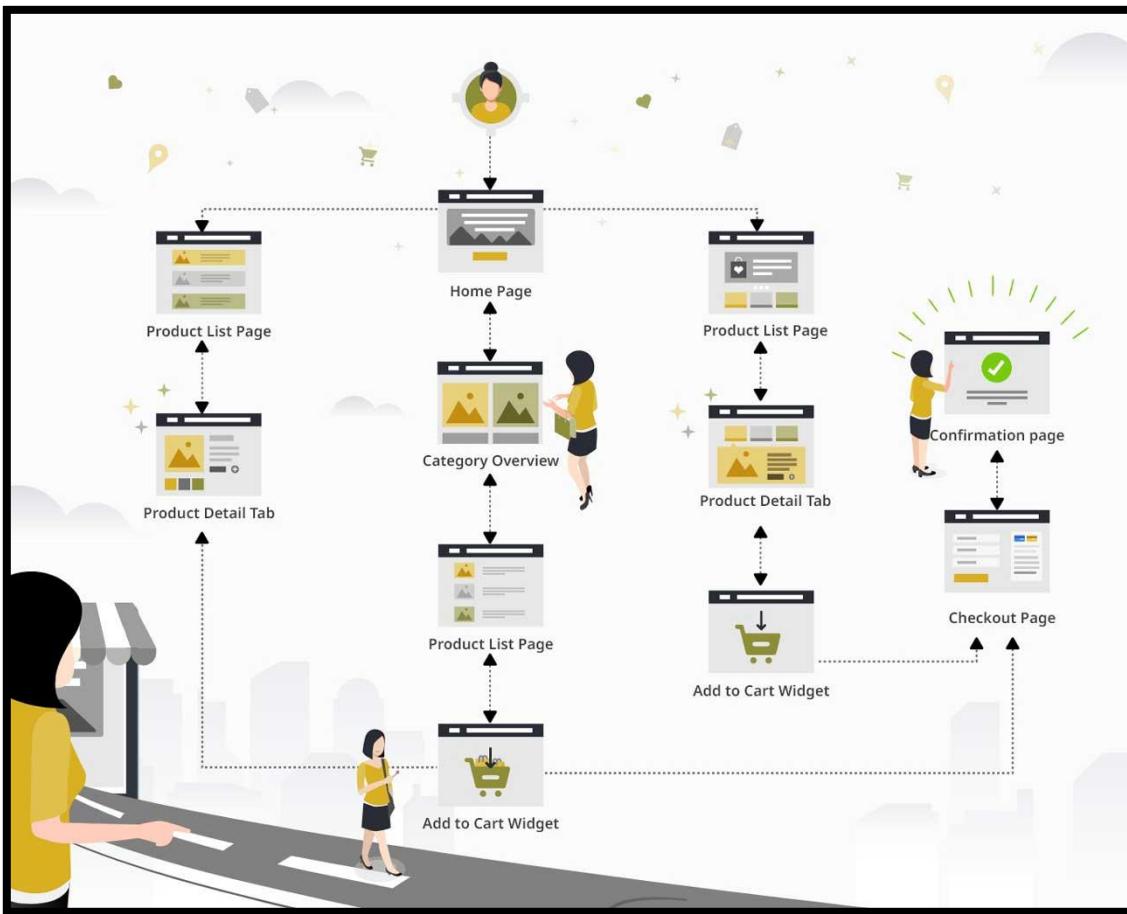
- **Color Tokens:** --color-primary
- **Spacing Tokens:** --space-sm, --space-lg
- **Font Tokens:** --font-body, --font-display
- **Border Radius:** Rounded levels (sm, md, full)
- **Elevation Levels:** Shadows / z-index



16. User Journey & Flow Mapping

Define user behavior and interaction paths:

- Landing → Explore → Sign Up → Convert
- Key touchpoints: CTA clicks, scrolls, form submissions
- Tools: Flowcharts, wireframes, journey maps
- Use in onboarding, checkout, lead generation



17. Layouts

Grid Systems

- 12-column (common for web)
- 4, 6, or 8-column (for mobile or tighter designs)
- Vertical spacing grid (4pt, 8pt, 10pt systems)
- Baseline grid for consistent text alignment

Breakpoints (Responsive Design)

- Mobile: ≤ 480px
- Tablet: 481px–768px
- Small Desktop: 769px–1024px
- Large Desktop: 1025px+
- Custom breakpoints for high-res or ultrawide displays

Containers

- Fixed-width (e.g., 1140px or 1280px)
- Fluid containers (percentage-based)
- Max-width constraints to limit stretch

Spacing System

- Consistent paddings/margins (4, 8, 16, 24, 32 px...)
- Token-based spacing (e.g., --space-md)
- Internal spacing vs. external spacing

Flex & Auto Layout (Figma / CSS)

- Direction: horizontal / vertical
- Justify: start, center, end, space-between
- Align items: top, center, bottom
- Wrap content for responsiveness
- Stack items with spacing in between

Z-Index Layers (Stacking Context)

- Base layer: content
- Middle: overlays, cards
- Top: modals, tooltips, navbars

Column-Based Layouts

- Single column (mobile, blog post)
- Two-column (content + sidebar)
- Three-column (dashboard UI)
- Masonry (Pinterest-style grid)

Common Page Structures

- Header → Hero → Content Blocks → Footer
- Hero → Features → Testimonials → Pricing → CTA
- Sidebar Layout (e.g., docs, dashboards)
- Tabbed Interface (horizontal or vertical tabs)

Alignment & Positioning

- Centered layout (login pages, modals)
- Left-aligned for readability
- Split-screen (image left, text right)
- Floating elements (badges, tooltips)

Visual Hierarchy Techniques

- Size (larger = more important)
- Color contrast (draw attention)
- Spacing (grouping related content)
- Typography hierarchy

Section Transitions

- Hard cut (clear block separation)
- Soft transition (gradients, curved dividers, slants)
- Overlapping sections (for depth and flow)

Mobile-First Principles

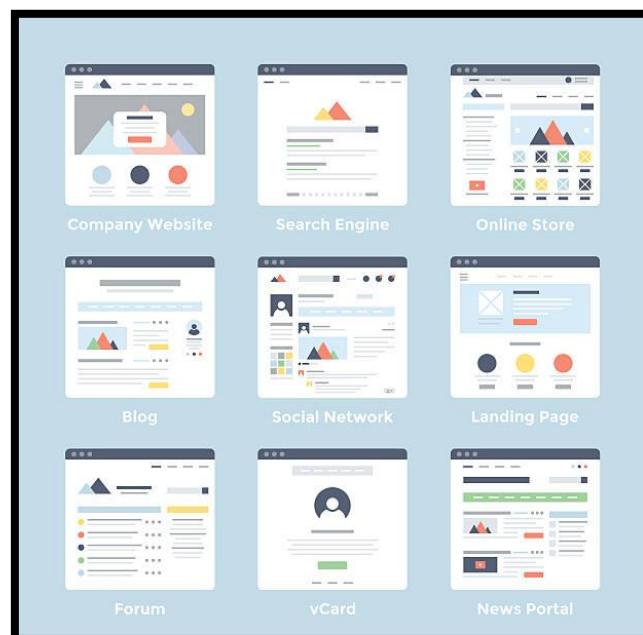
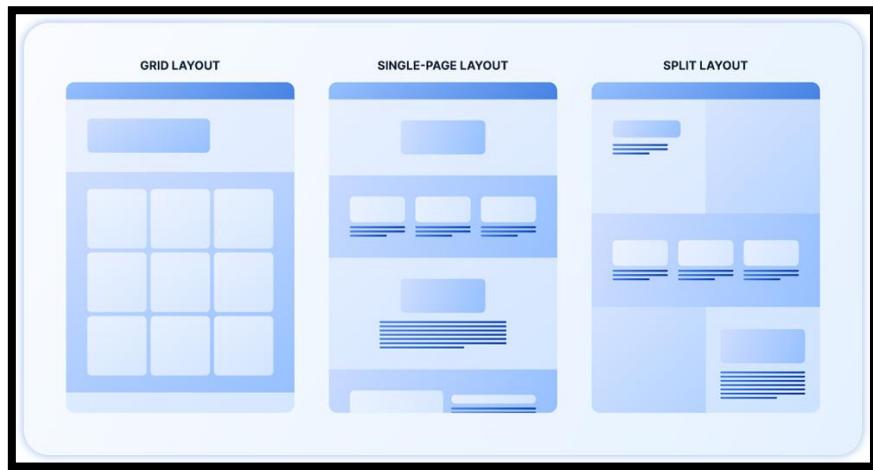
- Stack content vertically
- Touch-friendly tap targets
- Collapse complex structures (e.g., accordions, tabs)

Layout Patterns

- F-pattern (reading left to right, top to bottom)
- Z-pattern (used in landing pages)
- Card-based layout (modular, responsive)
- Scrollable horizontal layout (e.g., product carousels)

Modifiers:

- Full width vs. constrained
- Sticky sections (e.g., sidebar, headers)
- Nested layouts (e.g., cards within grids)
- Responsive visibility (show/hide by device)



Picture Sources:

- https://www.flaticon.com/de/kostenloses-icon/website-design_5234318
- <https://red-website-design.co.uk/design-principles-effective-website/>
- <https://www.geeksforgeeks.org/principles-of-web-design/>
- <https://www.wix.com/blog/7-principles-of-design-websites>
- <https://uxplanet.org/7-essential-principles-of-web-design-e9645d54cec8>
- <https://www.hongkiat.com/blog/basics-behind-color-theory-for-web-designer/>
- <https://www.designmantic.com/blog/infographics/the-10-commandments-of-color-theory/>
- <https://www.flux-academy.com/blog/what-is-typography>
- <https://www.webyking.com/blog/web-accessibility/>
- <https://uxdesign.cc/what-you-should-know-about-skeleton-screens-a820c45a571a>
- <https://www.designerpeople.com/blog/food-website-design/>
- <https://avada.com/feature/header-builder/>
- <https://amazing7.com/navigation-bar-why-it-holds-importance-for-a-website.html>
- <https://www.webdesign-journal.de/hamburger-menne/>
- <https://www.a11y-collective.com/blog/mastering-web-accessibility-making-drop-down-menus-user-friendly/>
- <https://www.youtube.com/watch?v=YpV3FUswUks>
- <https://www.justinmind.com/ui-design/breadcrumb-website-examples>
- <https://simplelocalize.io/blog/posts/ui-design-language-selector-examples/>
- <https://www.sliderrevolution.com/design/what-is-a-hero-section/>
- <https://www.justinmind.com/de/ui-design/karten>
- <https://blog.duda.co/sections-new-building-blocks-modern-web-design>
- <https://medium.com/uxparadise/guidelines-for-awesome-web-form-design-f1ebbf122d9>
- <https://theeventscalendar.com/blog/learning/best-way-to-display-events-on-your-website/>
- <https://www.justinmind.com/blog/interactive-website-designs-youll-want-to-steal/>
- <https://www.bigdcreative.com/5-tips-for-designing-a-call-to-action-button-that-converts/>
- <https://masteryourwebsite.com/design-call-to-action-button-c87446a65949>
- <https://sketchelements.com/tag/social-media/>
- <https://realhomes.io/footer-layouts/>

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<https://sonysimon.com/web-development/icon-usage/>

<https://www.awwwards.com/mastering-ui-patterns-for-smarter-design.html>

<https://smart-interface-design-patterns.com/articles/naming-design-tokens/>

<https://www.softcrylic.com/blogs/understanding-user-journey-maps-in-digital-marketing/>

<https://ventraip.com.au/blog/website-layout-ideas/>

<https://www.istockphoto.com/de/search/2/image-film?phrase=website+layout>
