Guidelines for DriverEd

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1.) Color palette

Home page background color code: #F6984D

Page header:

Header font color: #707070
Header font underline color: #F6984D
Language selector font color: #FFFFFF
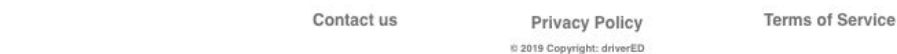Language selector font background shadow: #000000

Page Body:

Font color: #FFFFFF
Border color for icons on "Practice question...": #CCCCCC

Page Footer:

Font color: #707070

2.) Logo

There is going to only one logo with transparent background. The ideal and best suited logo size will be: 183x90, there can be ~2px change in the width or height.

Variation of the logo which are not allowed on page are the following:

Anything with the background and logo image getting stretched, text is not readable because image is getting pixelated, image is faded should not be used in the template.

3.) Typography

Font family used in the application are **Helvetica** and **Helvetica Neue**. Helvetica is used majorly in the application except for the header part of the application where Helvetica Neue is used

Paragraph Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

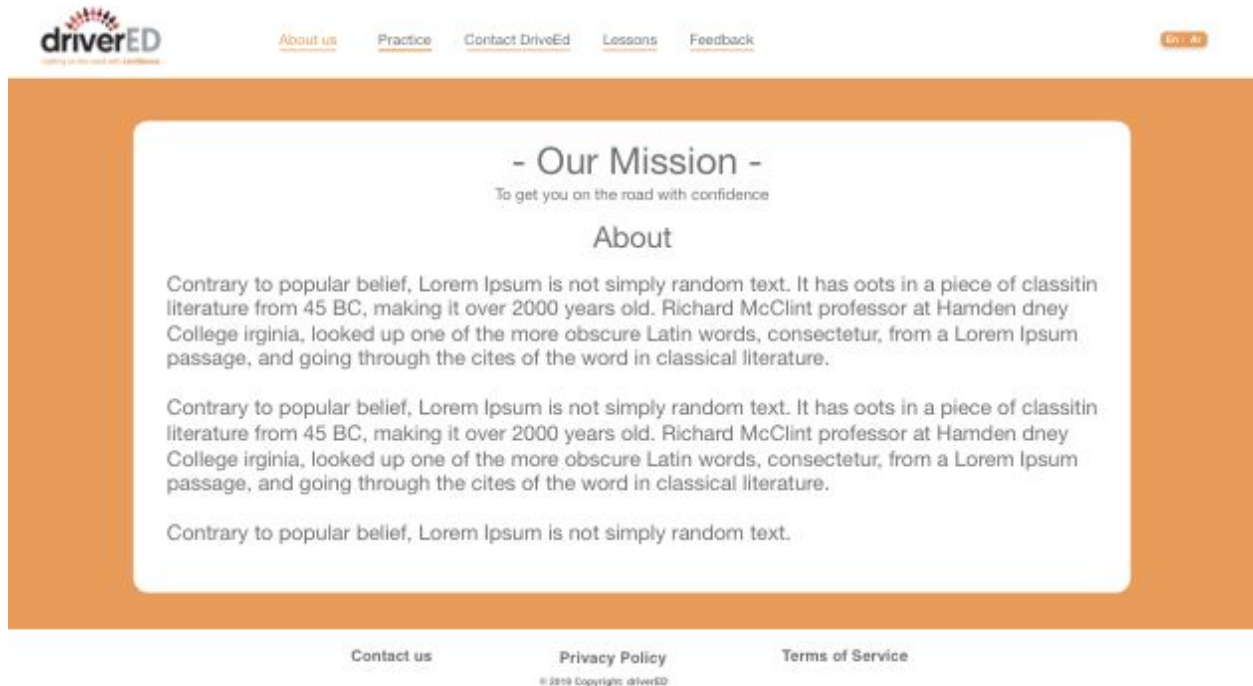!@#$%^&*()_+{}:"|\<>?/

Regular
Get on the road with Confidence

Oblique
Get on the road with Confidence

Bold
Get on the road with Confidence

4.) UI/UX

Grid View:

Header:
The header of the page is divided into 3-8-1 grid. To interpret this the if page header width is 100%, then 30% of it is for logo, 80% is for header buttons/links and the 10% of the header is for switching between the language.

Body(about us page):
Body grid view for the about page will be 1-10-1.

Footer:
Footer grid view will be 2-8-2 and the footer link will be 4-4-4 combination to give proper space to the content.

Css:
All the css mentioned are for the webpage of config 1920x935. So expect for css on the links, spacing between page part might change based on the screen size.
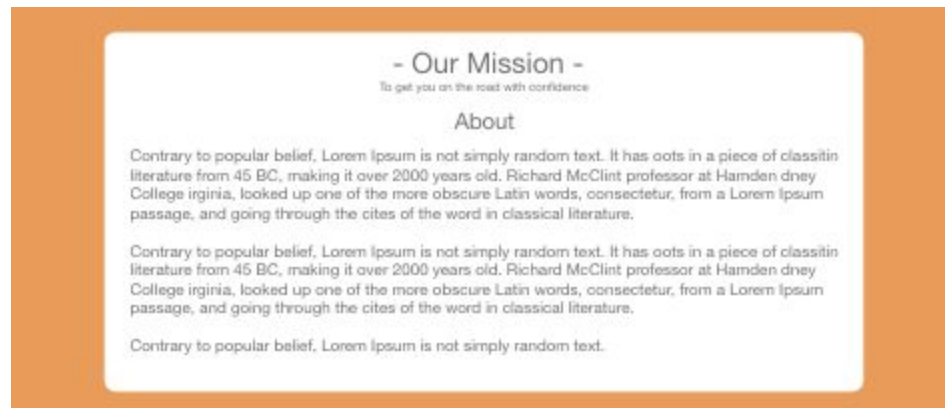
Header:

Logo: It will be left align, with margin of top: 28, bottom: 25, left: 50, so the css for the logo will look something like **{text-align: left, margin: 28px 0 25px 50px}**

Header links: the space between logo and the header links will be 185px, the highlighted text will be #F6984D and the space between two header topics will be 50px, font size of the links will be 22px, with underline will be 2px. Header links will be vertically align on the header. So css for topics will be {font-size: 22px,text-decoration: underline, margin-left: 50px, color: #707070} and highlighted topic css will be {font-size: 22px,text-decoration: underline, margin-left: 50px, color: #F6984D}

Language Selector: the space between header links and language will be approx 600px. Box will be of 70px with border radius of 10px with background #F6984D, font color will be white(#FFFFFF), font size will be 15px and padding will be 15px.

Body:

About-section: Css for the about us body page, The section of the page has border radius of 25px, margin of 60px from top and bottom, margin on left and right is about 10% of the page as the about us section will be of 80% of the page. Font color will be of #707070, paragraph font size is 32px. Font size for **"- Our Mission -"** is 57px with center align on the text. Css for "**To get you on the**

road with confidence" is 24px with center alignment on the text.
"About" font size if 45px with margin of 18px on top and 18px on bottom