

# BandSite Project Style Guide & Components Library

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# Type Kit

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The text styles presented here are used exclusively throughout the BandSite designs. Please refer to the guidelines on this screen for desktop, tablet and mobile text styles.

## TYPEFACE & WEIGHTS

Avenir Next Regular - 400

Avenir Next Demi - 600

**Avenir Next Bold - 700**

## DESKTOP & TABLET TEXT STYLES

# Page Header

Text size: 60px | Line height: 68px | Text weight: Bold 700

## Section Header

Text size: 36px | Line height: 44px | Text weight: 700

### Subheader

Text size: 24px | Line height: 32px | Text weight: Demi 600

#### Body Copy

Text size: 14px | Line height: 22px | Text weight: Regular 400

#### Footer Copy

Text size: 14px | Line height: 20px | Text weight: Regular 400

## LABELS & BUTTONS

Text size: 12px | Line height: 20px | Text weight: Bold 700

## MOBILE TEXT STYLES

### Page Header

Text size: 24px | Line height: 32px | Text weight: Bold 700

### Section Header

Text size: 24px | Line height: 32px | Text weight: Bold 700

#### Subheader

Text size: 14px | Line height: 22px | Text weight: Demi 600

#### Body Copy

Text size: 13px | Line height: 18px | Text weight: Regular 400

#### Footer Copy

Text size: 13px | Line height: 18px | Text weight: Regular 400

## LABELS & BUTTONS

Text size: 10px | Line height: 20px | Text weight: Bold 700

# Colors

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These colors are used for typography, components, branding, and are solid colors at 100% opacity, unless stated otherwise.

## PRIMARY COLORS

**BandSite-Black:** Primary text color for dark on light background. Dark background color

**Silver:** Secondary text color. Inactive CTA text color.

**White:** Primary text color for light on dark background. Light background color. Active CTA text color.

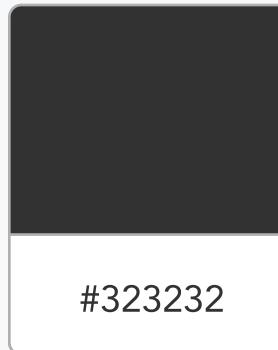
## SECONDARY COLORS

**BandSite-DarkBlack:** CTA hover state.

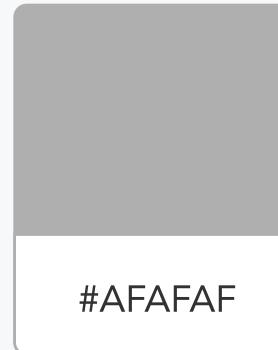
**Mercury:** Divider line. Form field outline.

**Alabaster:** Alternative light background color

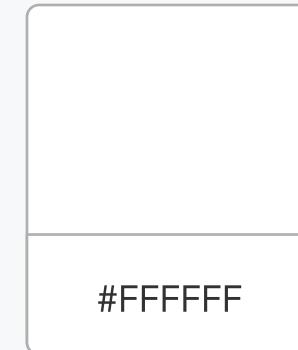
## PRIMARY COLORS



BandSite-Black



Silver



White

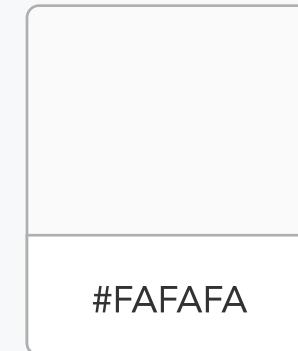
## SECONDARY COLORS



BandSite-DarkBlack



Mercury



Alabaster

# Layout Grid

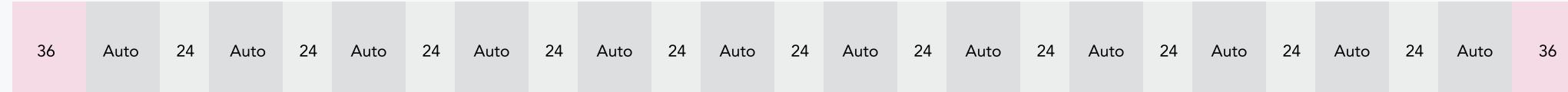
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Composed of columns, gutters, and margins, the layout grid ensures that designs adapt to different screen sizes and orientation in order to maintain consistency.

## DESKTOP (12 COL) - SCREEN SIZES OVER 1280PX



## TABLET (12 COL) - SCREEN SIZES BETWEEN 768PX - 1279PX



## MOBILE (6 COL) - SCREEN SIZES BELOW 767PX



**DESKTOP** screen sizes are defined at 1280px, but are applied to screen sizes 1280px and greater.

**TABLET** screen sizes are defined at 768px, but are applied to screen sizes from 768px to 1279px.

**MOBILE** screen sizes are defined at 320px, but are applied to screen sizes 767px and below.

# Padding

Padding refers to the space between UI elements and are measured in increments of 8px, unless otherwise specified.

To maintain consistency across designs, utilize these general padding guidelines in combination with the responsive grid layout.

Padding guidelines can be used both vertically and horizontally.

## DESKTOP / TABLET

Padding before headlines: 48px

Padding after headlines: 36px

Padding between components: 36px

## MOBILE

Padding before headlines: 24px

Padding after headlines: 16px

Padding between components: 16px

## PADDING INCREMENTS (IN PX)



80



64



56



48



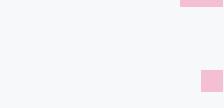
40



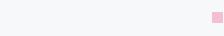
32



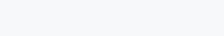
24



16

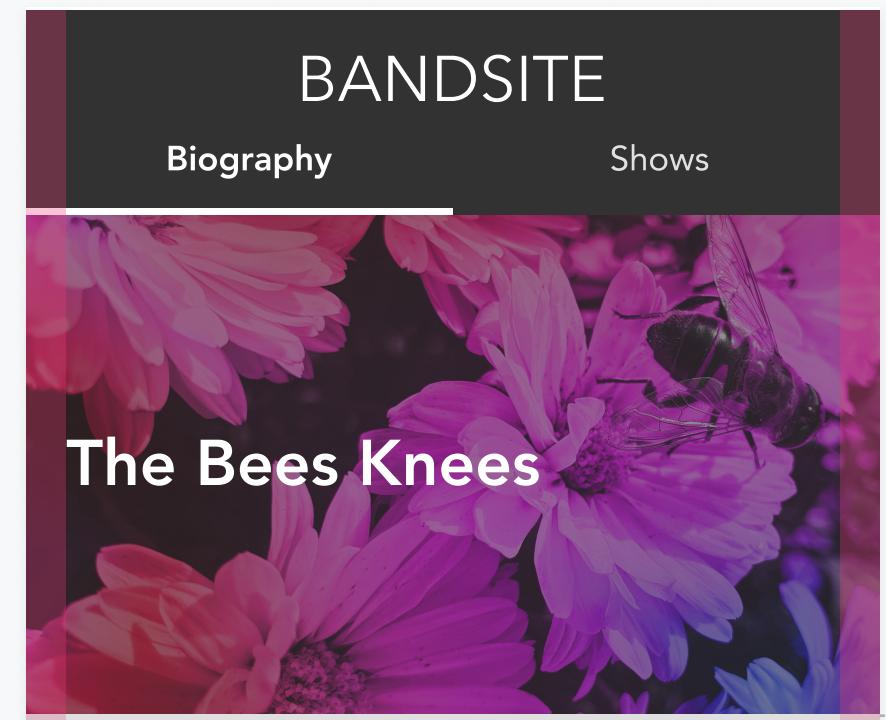


8



4

## EXAMPLE



## About the Musicians

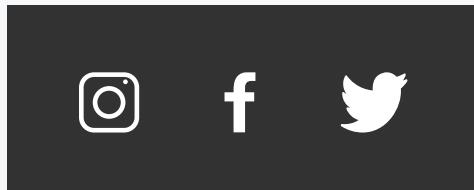


"We push each other to be the best. It's not

# Iconography & Call To Actions

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## SOCIAL ICONS



The icons used in the designs of this site are pulled from google's material design icon pack.

Icons will always be placed upon a background of BandSite-Black. Icons that are used in the place of text as links require no additional styling.

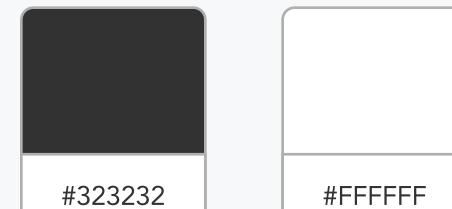
## BANDSITE LOGO



The BandSite logo should always be applied on a background of BandSite-Black. For all screen sizes, the logo should not exceed 20px in height, or 120px in width.

A CTA is used to prompt action or an immediate response from a user. Follow these guidelines below.

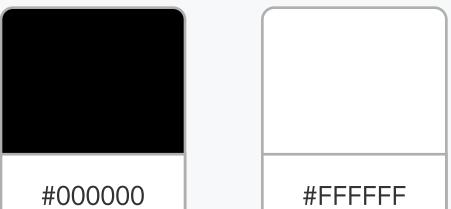
### PRIMARY CTA: DEFAULT



BandSite-Black

White

### PRIMARY CTA: HOVER



BandSite-DarkBlack

White

### BUTTON HEIGHT

The CTA button height will remain 40px throughout all screen sizes.

### BUTTON WIDTH

The CTA button width for desktop and tablet will be no less than 150px, and have no less than 32px of padding left & right. The CTA button for mobile should span the entire width of its container.

### BUTTON RADIUS

For radius treatment, default to 4px on all corners.

# Navigation

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This navigation style will be used throughout all pages of BandSite. A line that rests with the bottom margin of the navigation bar will indicate either an active, or hover state. The color Mercury will be used for inactive links, the color White will be used for active and hover links, as well as the underline. A font weight of bold will be used for active links. The minimum width of the underline will be 1 grid column unit, and the maximum width will be the width of the text.

## DESKTOP

BANDSITE      [Biography](#)      [Shows](#)

## TABLET

BANDSITE      [Biography](#)      [Shows](#)

## MOBILE

BANDSITE

[Biography](#)      [Shows](#)

## LINK STYLES

Active State      Inactive State      Hover State

# Footer

DESKTOP

## Get in Touch



BANDSITE

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The Bees Knees Management

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New York, NY 10012, USA

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**Pearl Gregg**  
Limitless Artist Group

Booking Agent for  
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**Carson Whyte**  
ARCH Entertainment

Booking Agent for  
UK / EU / AU

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TABLET

**Get in Touch** BANDSITE

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**Pearl Gregg**  
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Booking Agent for  
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MOBILE

**Get in Touch**

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Booking Agent for  
UK / EU / AU

cwhyte@archentertainment.com

**BANDSITE**

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# Divider

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## DESKTOP

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Stroke width: 1px

Fill color: Mercury

## TABLET

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Stroke width: 1px

Fill color: Mercury

## MOBILE

---

Stroke width: 1px

Fill color: Mercury

# Form Fields

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## FORM FIELD HEIGHT

The form field height will be no less than 48px on desktop & tablet, and no less than 36px on mobile.

## FORM FIELD WIDTH

The form field should span the entire width of the container for all screen sizes.

## FORM FIELD RADIUS

For radius treatment, default to 4px on all corners.

## FORM FIELD PADDING

For desktop & tablet screen sizes, default to 16px of padding on all sides. For mobile, default to 12px of padding on all sides.

## FORM FIELD LABELS

The space between the form field label and the form field itself will be 4px on all screen sizes.

## FORM FIELD BORDER

The form fields will have a 1px border using the color Mercury for the default state, BandSite-Black for the active state, and #D22D2D for the error state.

## DEFAULT STATE

### NAME



Enter your name

## ACTIVE STATE

### NAME



Mohan Muruge|

## FILLED IN STATE

### NAME



Mohan Muruge

## ERROR STATE

### NAME



# Tables

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## DEFAULT TABLE ROW

For desktop & tablet screen sizes, default to 24px of padding on top and bottom, with 18px of padding left and right. For mobile screen sizes, default to 16px on all sides.

## SELECTED TABLE ROW

When in a selected state, the background of the table row will be the color Mercury

## HOVER TABLE ROW

When in a hover state, the background of the table row will be the color Alabaster

## DEFAULT STATE

Mon Sept 06 2021

Ronald Lane

San Francisco, CA

BUY TICKETS

## SELECTED STATE

Mon Sept 06 2021

Ronald Lane

San Francisco, CA

BUY TICKETS

## HOVER STATE

Mon Sept 06 2021

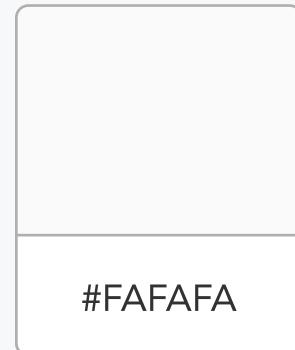
Ronald Lane

San Francisco, CA

BUY TICKETS



#E1E1E1



#FAFAFA

Mercury

Alabaster

# Avatars

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Avatar images will have a border radius of 50% applied.

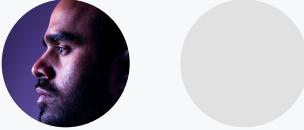
For desktop & tablet screen sizes, the image should be no larger than 48px in both width and height. For mobile screen sizes, the image should be no larger than 36px in both width and height.

The avatar image should have a placeholder color of Mercury applied in the event that an image is not provided.

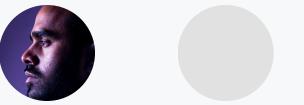


Mercury

## DESKTOP & TABLET



## MOBILE



# Hero Image

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An overlay of BandSite-Black with a 50% opacity will be applied on top of the hero images in order to increase legibility of the white hero text.



BandSite-Black  
Opacity of 50%

## EXAMPLE

