

K. Long Health Economics Consulting

Complete Design Documentation

FONTS & COLOR PALETTE

Fonts are licensed through Typekit.

For complete CSS pattern library, please view link:
<http://typecast.com/Rw2YJvhfPT/share/14ee1ed8e56229537fcaf70e8669bd2ad08fd67e>

Adelle Sans Bold

SECTIONS

Adelle Sans Regular

Dr. Long is a senior health economist with 20 years of applied economic, clinical, and outcomes research experience. Her diverse professional career includes research positions held in provider and payer settings where she gained substantial expertise in measuring the quality and value of health care service delivery from varying perspectives.



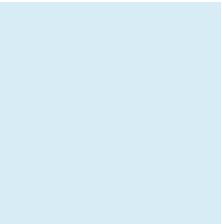
RGB (0, 66, 147)
 #004293



RGB (0, 114, 188)
 #0072bc



RGB (0, 174, 240)
 #00aef0



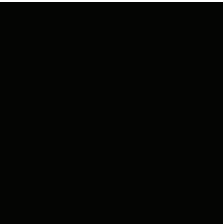
RGB (217, 234, 245)
 #d9eaf5



RGB (121, 121, 121)
 #797979



RGB (70, 70, 70)
 #464646

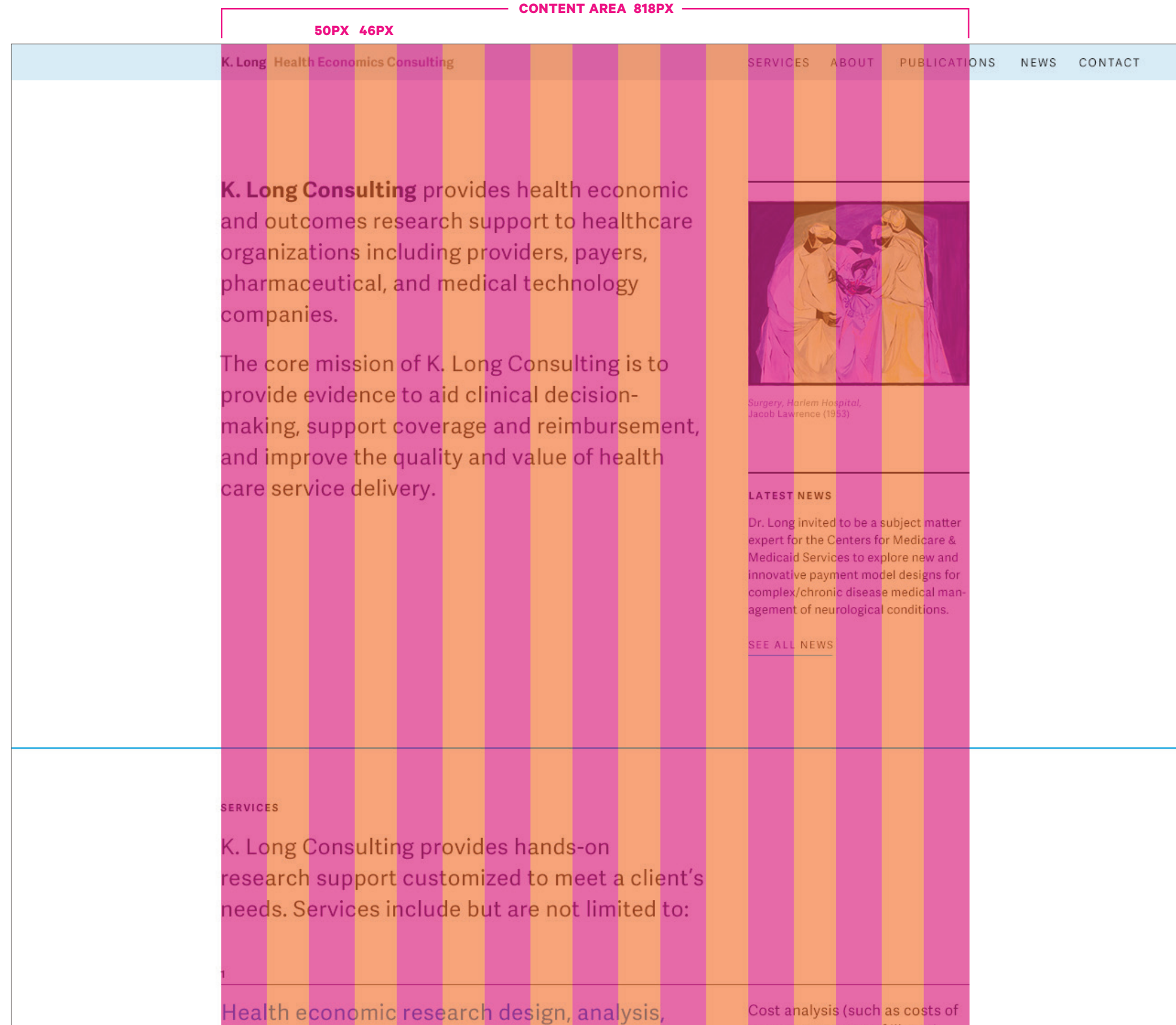


RGB (0, 0, 0)
 #000000

1.1 DESKTOP GRID

Desktop grid is comprised of 9 columns (50px) with 46px margins.

Please translate pixel measurements to percentage-based measurements. Fluid columns are ideal.



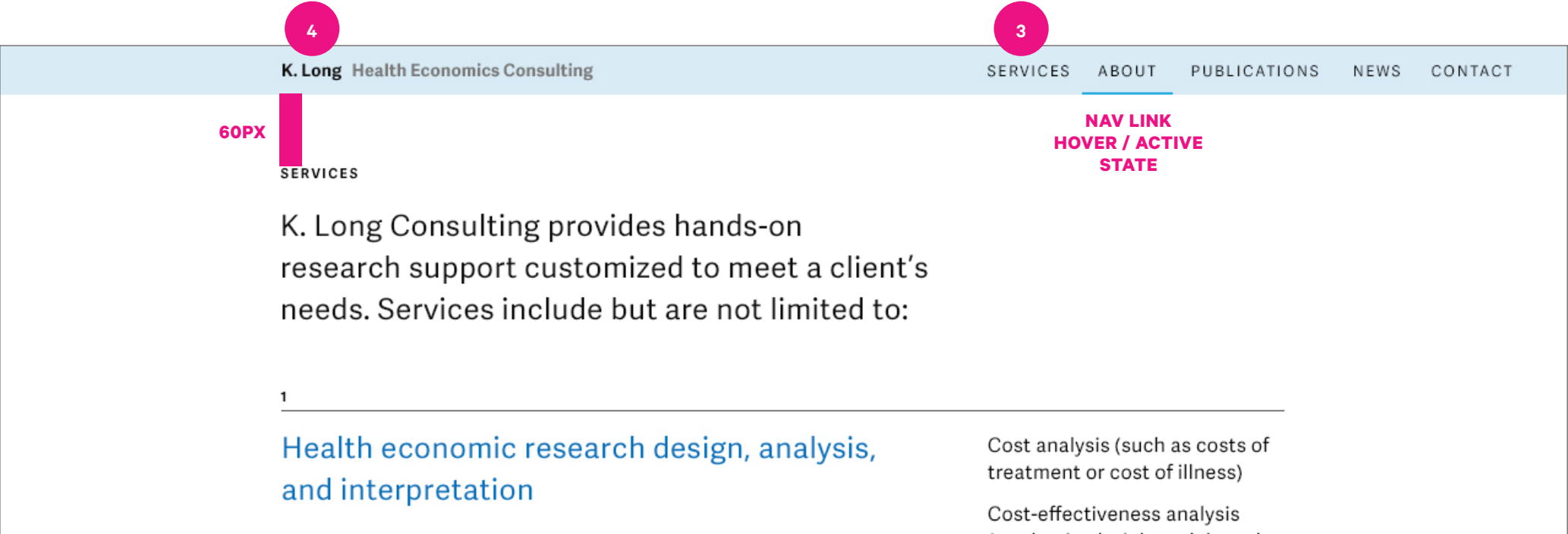
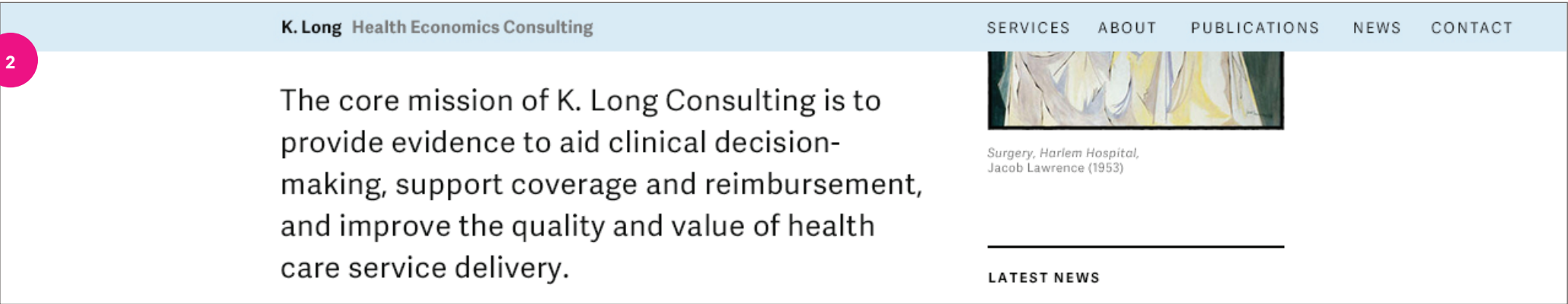
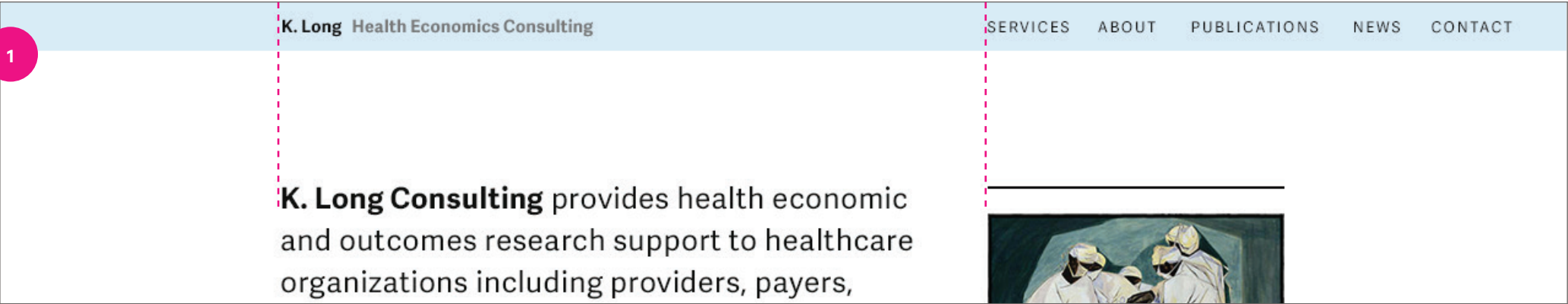
1.2
DESKTOP
NAVIGATION

1
Navigation links align with text grid (see next page for scaling details).

2
Top navigation bar is sticky: content scrolls underneath.

3
Navigation links scroll to appropriate section. Scroll to point where nav bar just covers blue horizontal section divider line (60px).

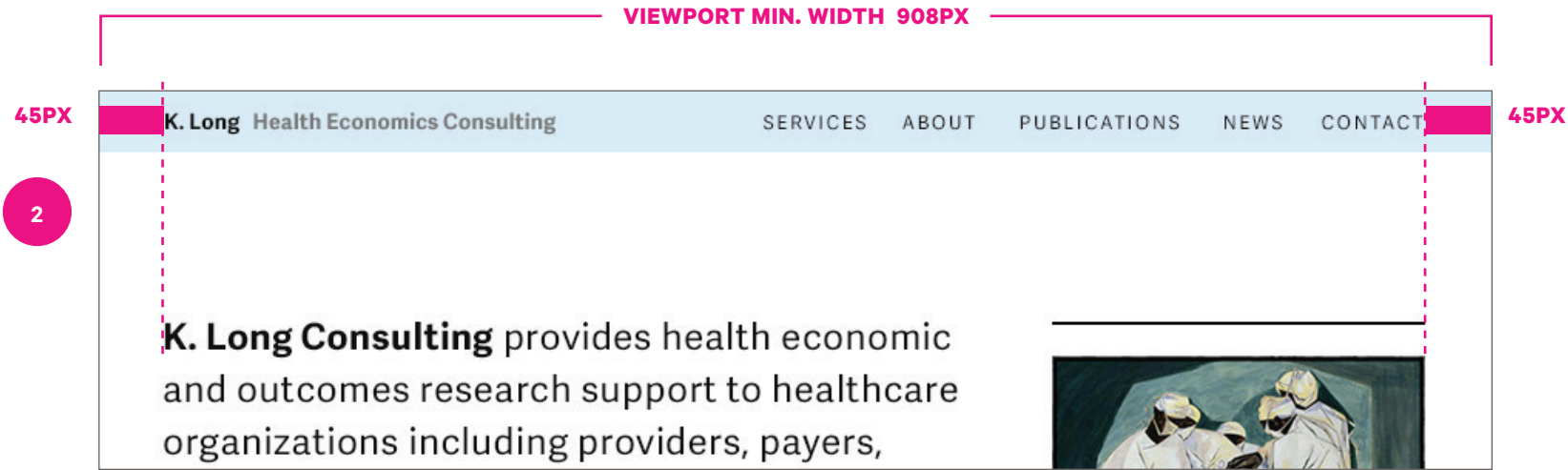
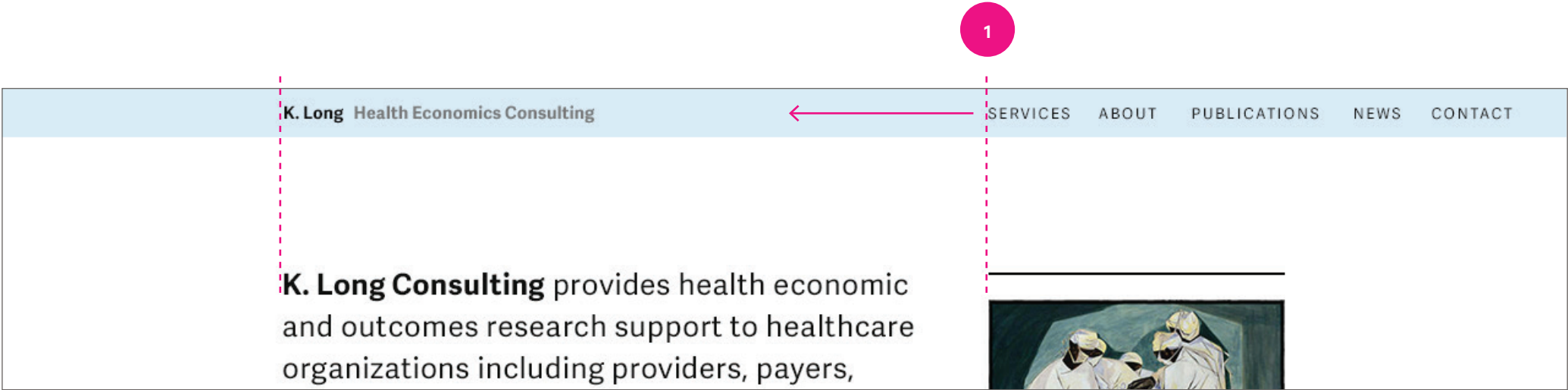
4
Clicking site title scrolls back to intro section (top of page).



1.2
DESKTOP
SCALING

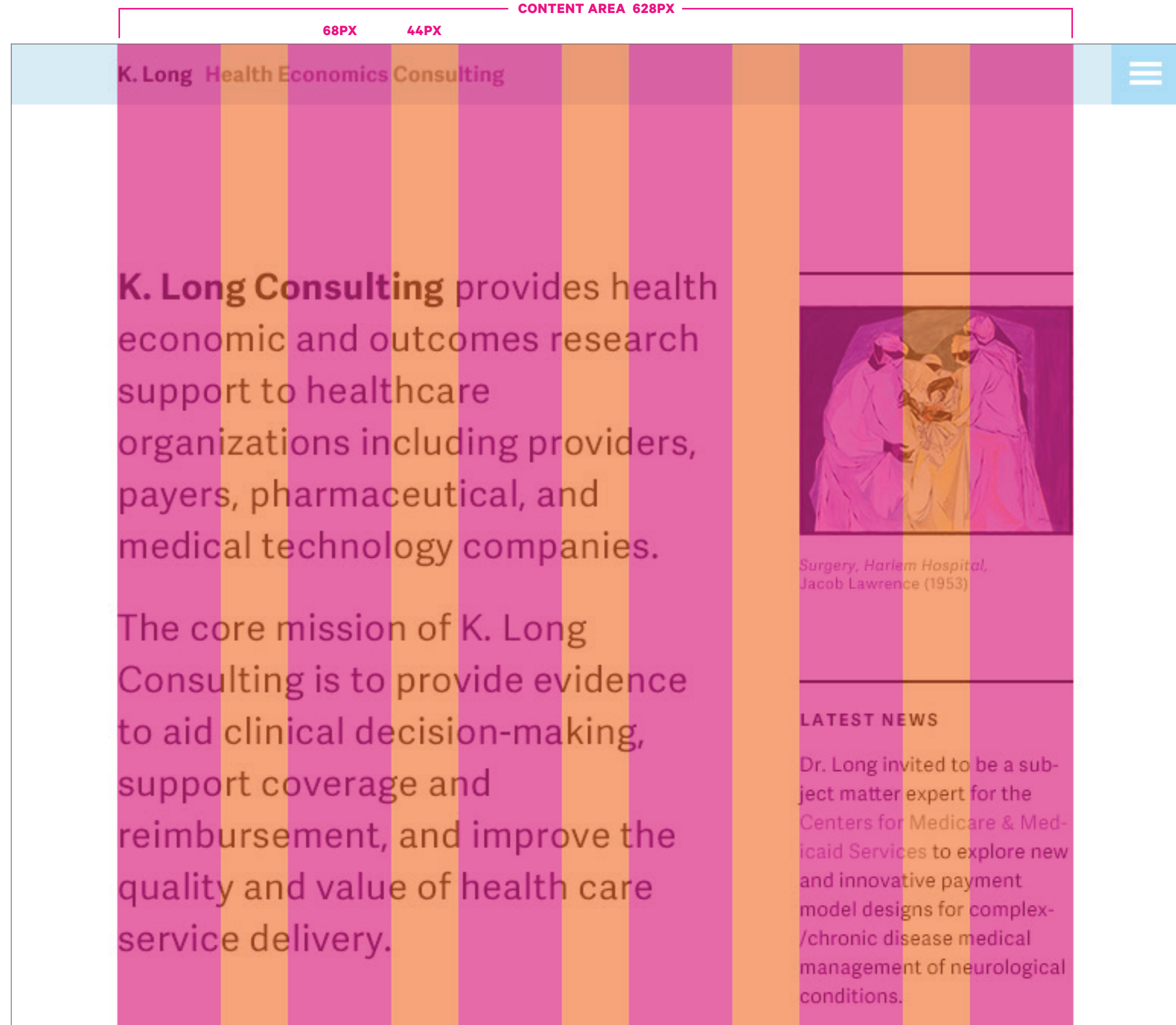
1
Where viewport is wide enough, nav links align with column 6 (narrower second column of content area).

2
As viewport becomes narrower, links shift to the left, keeping a fixed distance from edge of viewport (45px). Minimum viewport width is reached when right edge of nav links align with right edge of content area. Breakpoint is triggered below this width.



2.1 TABLET VERTICAL GRID

Tablet vertical grid is comprised of 6 columns (68px) with 44px margins.

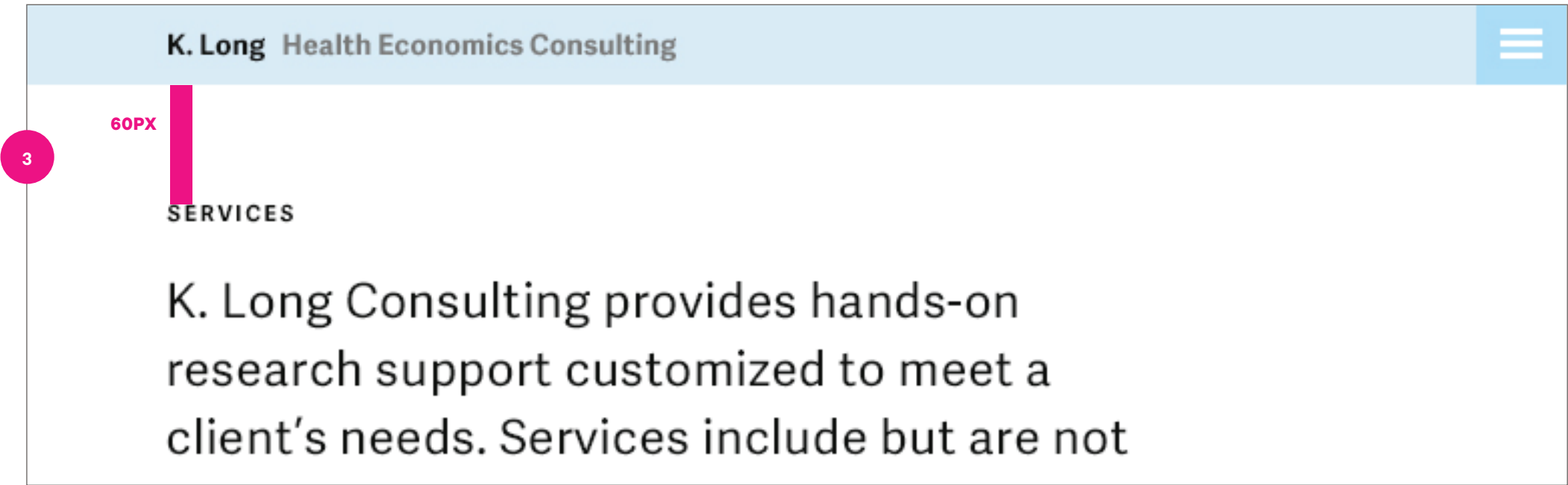
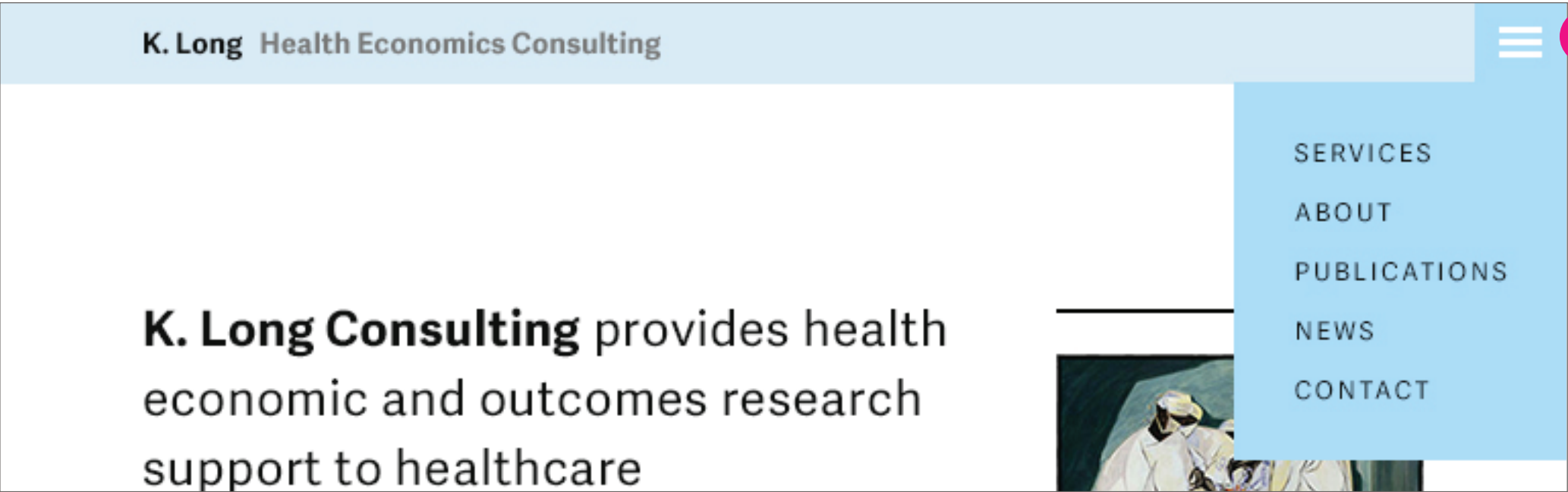
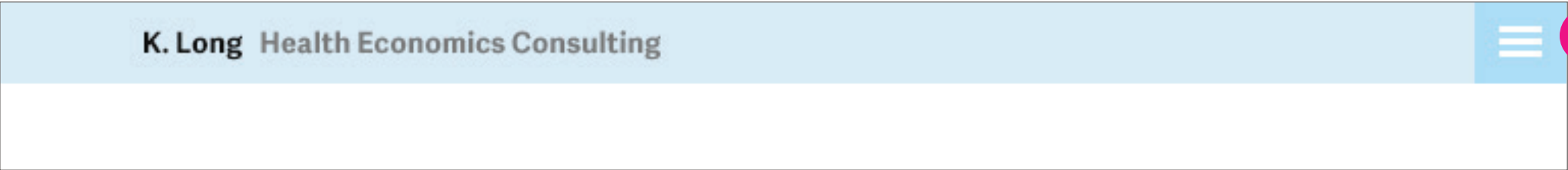


2.2
TABLET VERTICAL
NAVIGATION

1
Tablet in vertical orientation switches to a menu icon.
Content scrolls underneath nav bar.

2
On tap, icon opens menu with navigation links. On tap,
links scroll to appropriate section.

3
Scroll behavior is generally similar to desktop.



3.1

MOBILE

GRID

Mobile grid is comprised of 1 column (520px) with 60px margins. Occasionally, a thinner column (440px) is used.



3.2 MOBILE NAVIGATION

1
At mobile widths, site name/home link switches to two columns.

2
Behavior is generally similar to tablet. Note typography change for menu links.

