

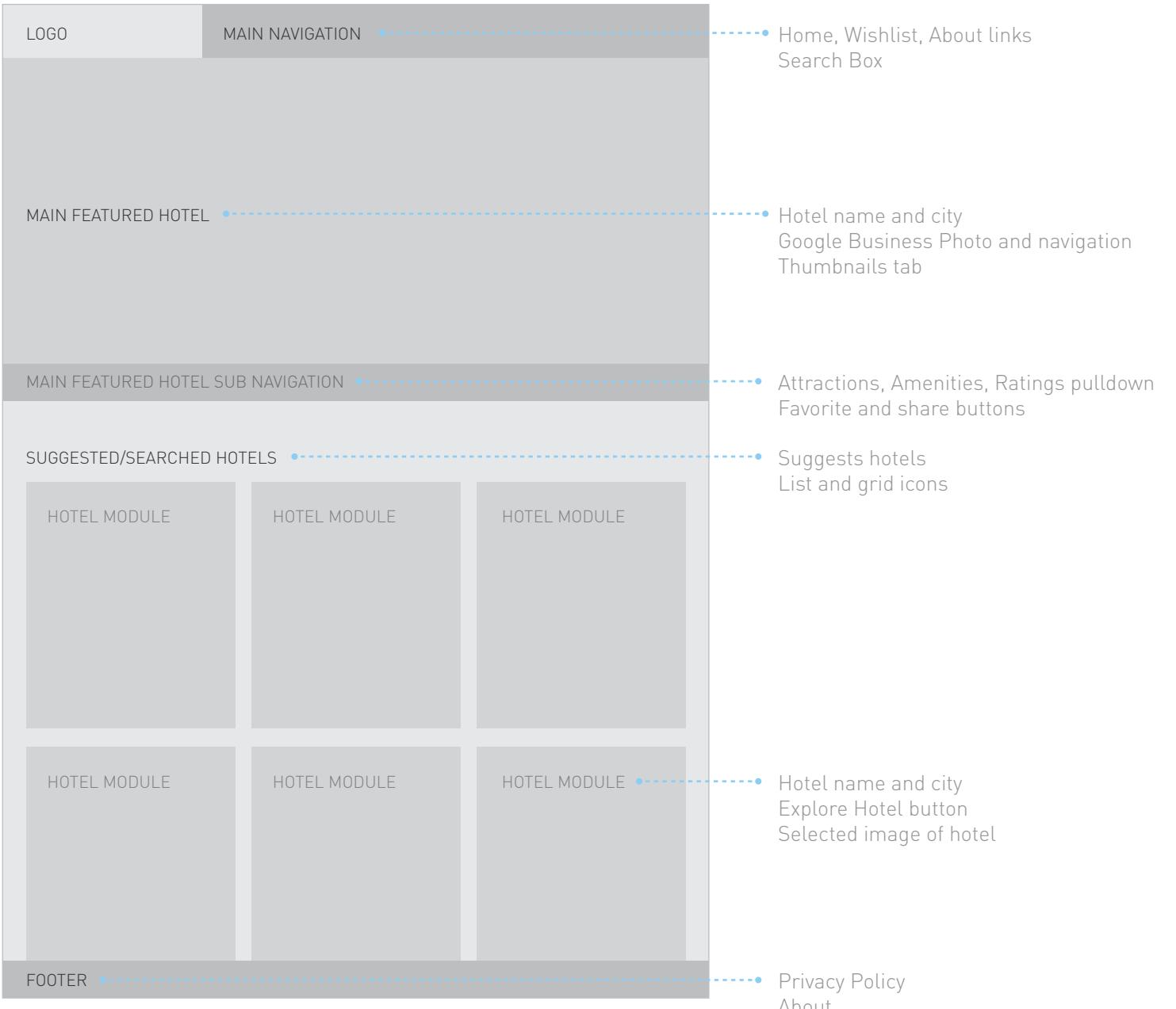


GREATEST HOTELS

A STYLE GUIDE
BY ALEXA MARTINEZ

THE STRUCTURE WIREFRAMES

The following are general mockups of the wireframes system for the Greatest Hotels Group website. To the right is a display of what the full homepage would look like. This is a template for every page of the website. The logo and main navigation stay consistent throughout, along with a main featured hotel in its full screen state. Underneath lies the system of suggested hotel modules that shift and expand when clicked by the user. The footer rests at the bottom of the screen and suggests that users can keep scrolling to generate more information.

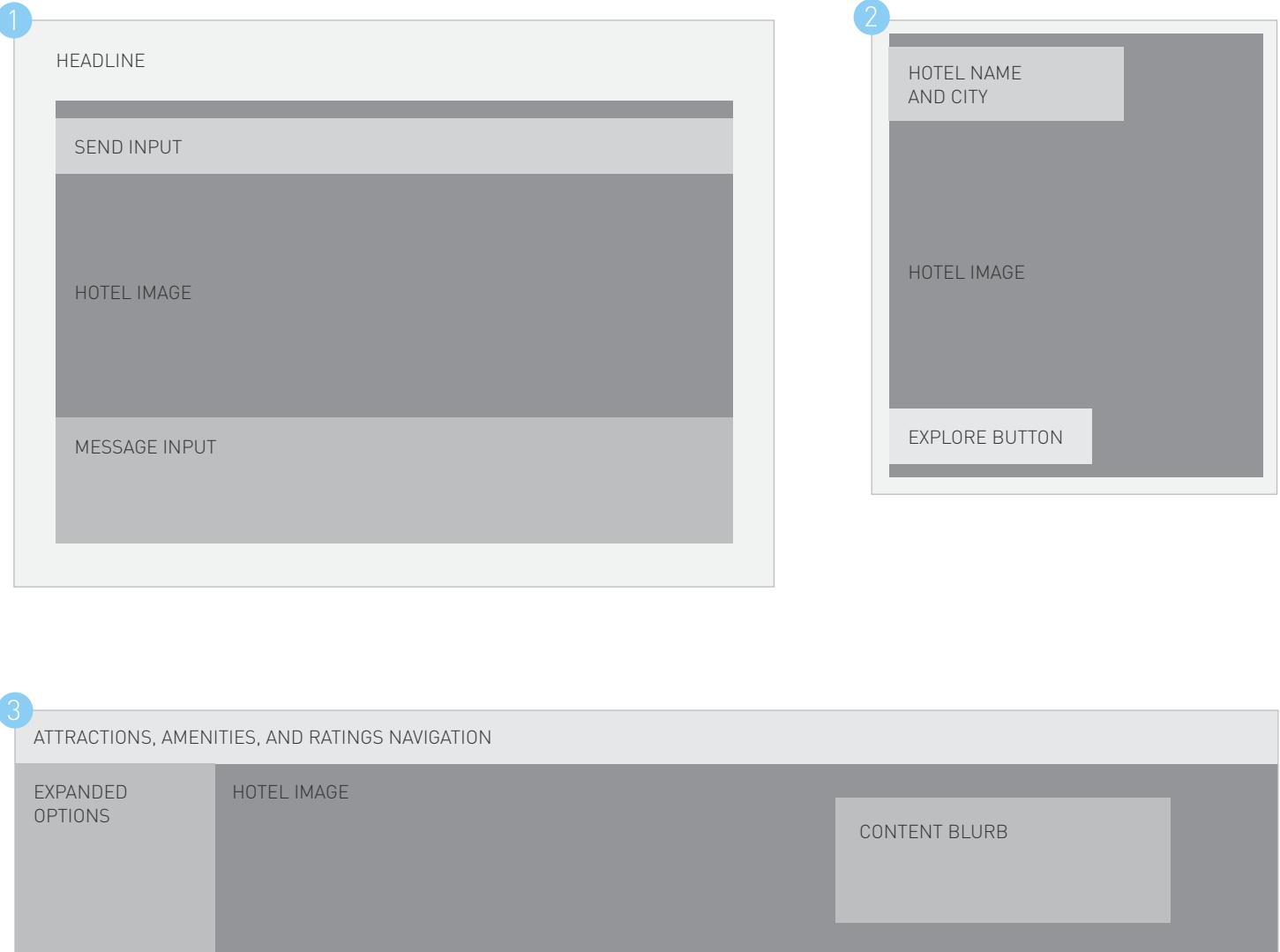


THE STRUCTURE

WIREFRAMES

The following are three different templates that represent reoccurring elements within the website.

- 1 This is the pop-up that appears when clicking on the share icon in the expanded hotel state.
- 2 Here is a template of the Hotel Module that lies within the suggested or searched module of the website.
- 3 This is the expanded state of the Main Featured Hotel that contains buttons for local attractions, key amenities, and reviews and ratings.

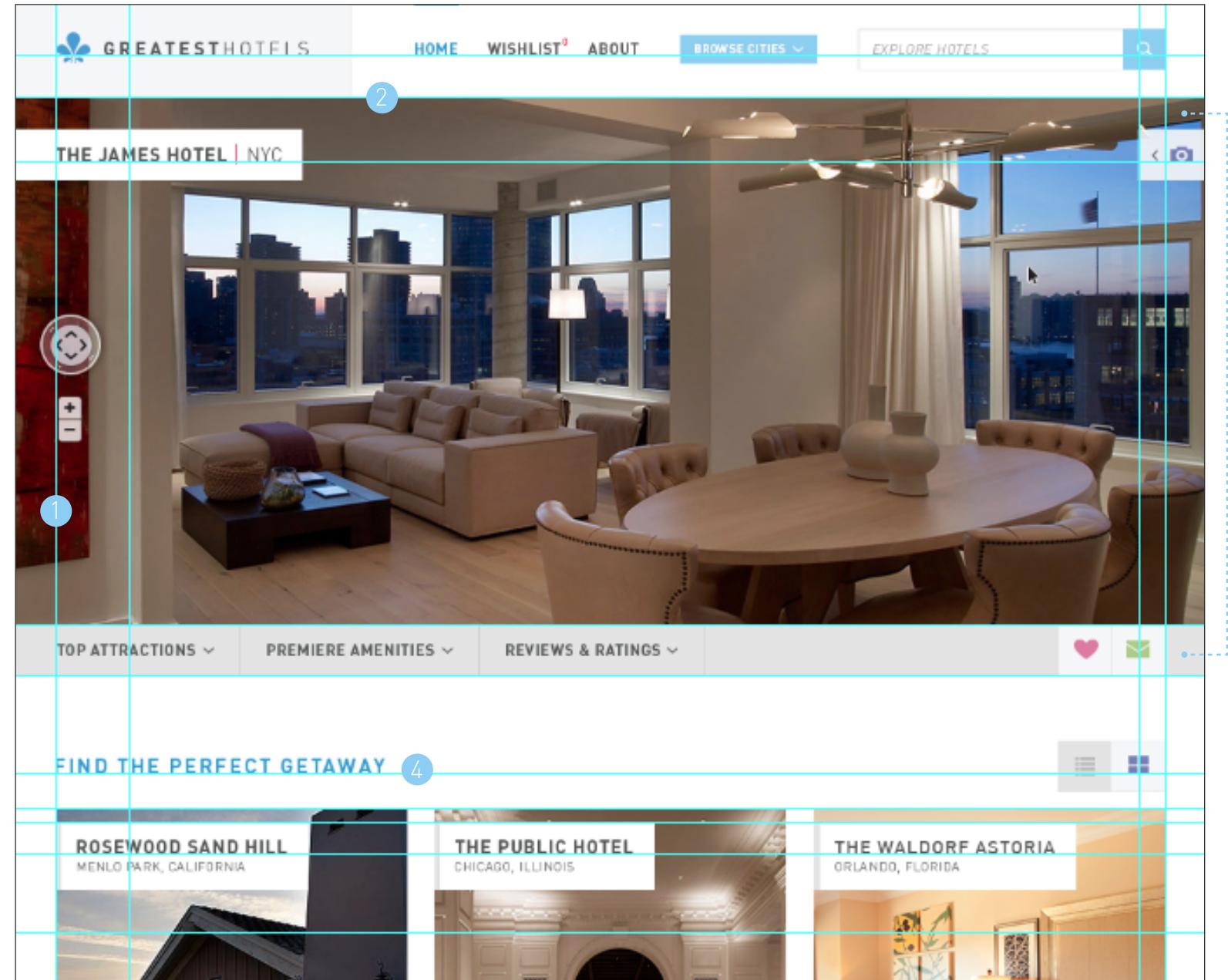


THE STRUCTURE

GRID SYSTEM

The grid structure for the Greatest Hotels Group website is pretty straight forward. Here are a few annotations for margins and spacing.

- 1 Sides of website have 35px padding. Content does not flow past this. The entire webpage is 1026px.
- 2 Navigation bar is 82 px in height.
- 3 The entire featured hotel modules is 49px in height. When expanded it stretches to 651px.
- 4 The suggested hotels headline is always 72px below the featured hotel space and 30px above the other hotel modules.
- 4 A hotel's name and city flyout are 12px from the top of each module. Their text's padding is 15 px from the top and bottom and 19px from the left and right.



TYPOGRAPHY

DIN OT

The chosen typeface for the Greatest Hotels Group website is DIN OT. This sans serif is both friendly and organized, perfect for delivering hotel information in a neat yet inviting way. It offers a variety of weights to choose from which allows for the construction of hierarchy within the typography.

Aa Aa

ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TYPOGRAPHY

MAIN NAVIGATION, FOOTER, ETC.

These are the specs for the typography involved in the navigation menu as well as the footer. Each spec lists the point size of the type, the weight, tracking width, and color.

HOME **WISHLIST** ⁰ **ABOUT** **BROWSE CITIES** ▾ **EXPLORE HOTELS**

PAGE LINKS **13pt**
bold, +50 tracking
active #2a9bd3
inactive #505352

WISHLIST COUNT **9pt**
light, +50 tracking
#ec1a4d

BROWSE CITIES BUTTON **10pt**
bold, +50 tracking
#ffffff

SEARCH BOX **13pt**
light, +50 tracking
#adadad

COPYRIGHT © 2014 GREATEST HOTE

FOOTER COPY **11pt**
light, +50 tracking
#505352

ROOFTOP POOL

THUMBNAIL CAPTION **10pt**
light, +100 tracking
#6f7170

TYPOGRAPHY

MAIN FEATURED HOTEL

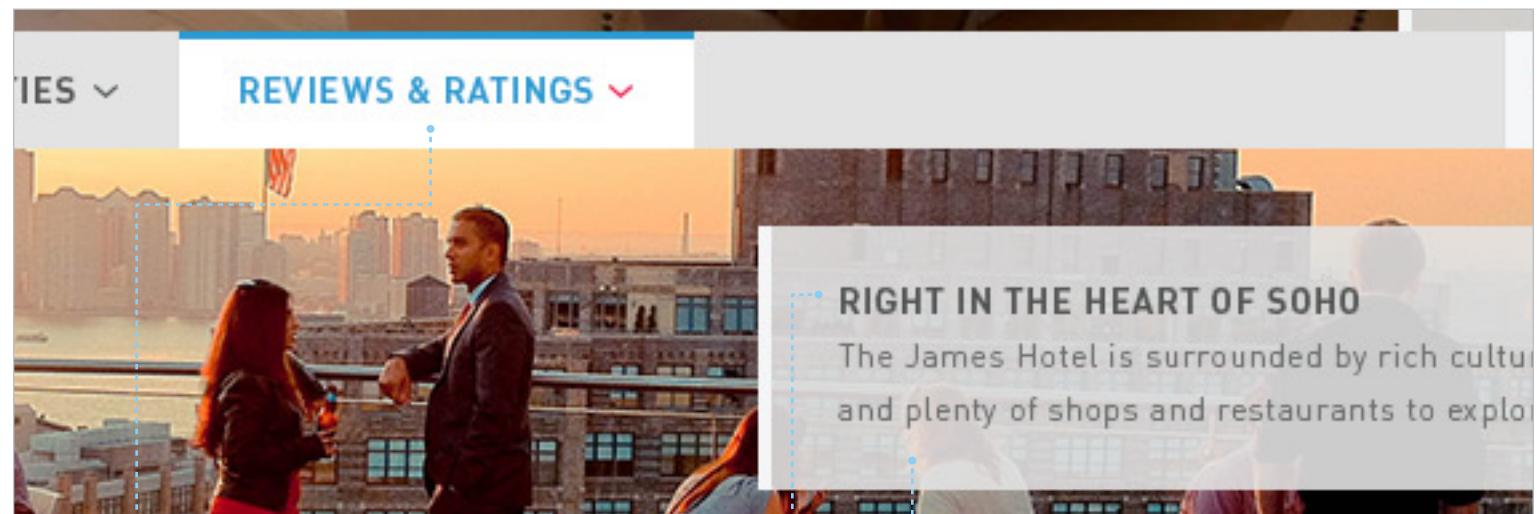
These are the specs for the typography involved in the navigation menu as well as the footer. Each spec lists the point size of the type, the weight, tracking width, and color.



HOTEL NAME **16pt**
bold, +50 tracking
#505352

CITY NAME **16pt**
light, +50 tracking
#505352

BOOK NOW BUTTON **12pt**
black, +100 tracking
#ffffff



EXPANDABLE BAR **13pt**
bold, +50 tracking
active #2a9bd3
inactive #505352

CAPTION HEADER **13pt**
bold, +50 tracking
#505352

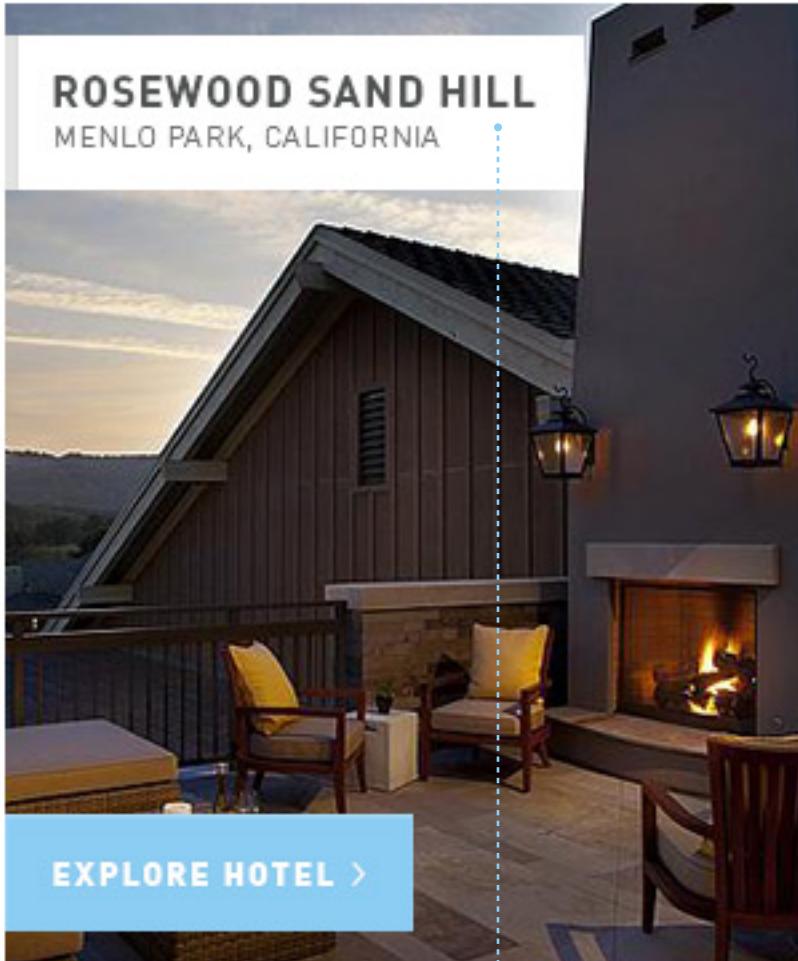
CAPTION COPY **12pt**
black, +100 tracking
#6f7170

TYPOGRAPHY

SUGGESTED/SEARCHED HOTELS

These are the specs for the typography involved in the navigation menu as well as the footer. Each spec lists the point size of the type, the weight, tracking width, and color.

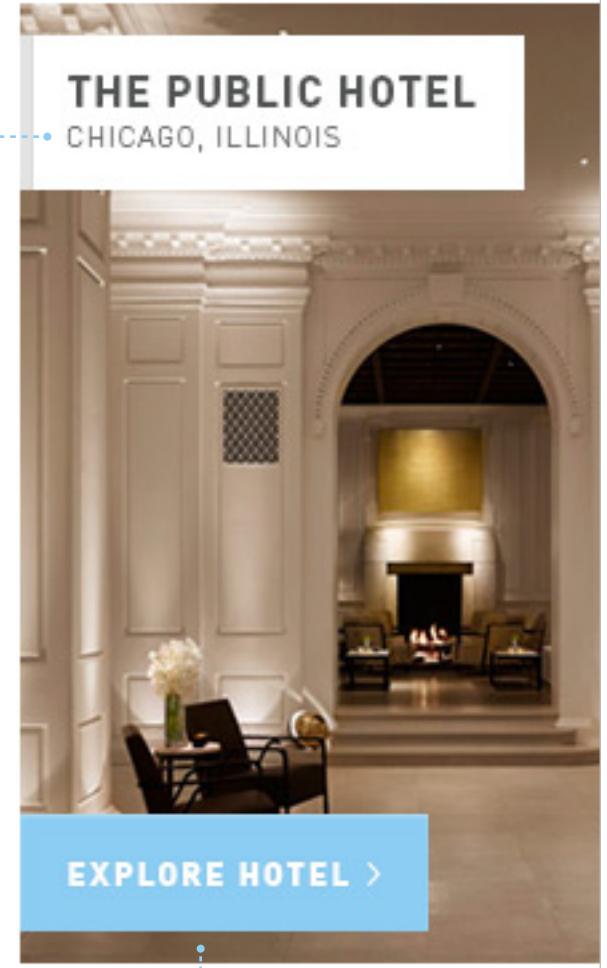
FIND THE PERFECT GETAWAY



HEADLINE **18pt**
bold, +100 tracking
#2a9bd3

HOTEL NAME **16pt**
bold, +50 tracking
#505352

CITY NAME **11pt**
light, +50 tracking
#6f7170



EXPLORE HOTEL BUTTON **12pt**
black, +100 tracking
#ffffff

BUTTONS AND MENUS SPECIFICATIONS

The following is a comprehensive guide to all buttons and menus as well as their specifications as they change states.

- 1 - 35px padding (top and bottom)

- active state shows blue highlight
- hover: #8bcdf3, active: #2a9bd3

- 2 - 21pt leading

- 31px padding from all edges of box
- hover: #2a9bd3, 12pt, light
- pressed: #505352, 13pt, bold

- 3 - hover: #e3e3e3

- pressed: #e3e3e3, 75% opacity on icons

- 4 - 5px padding from all edges of box

- hover: #747eb9
- pressed: #6f7170, bold

1 DEFAULT



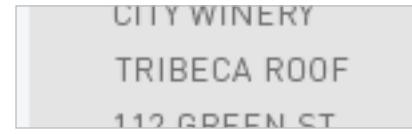
HOVER



ACTIVE / PRESSED



2 DEFAULT



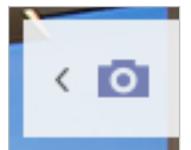
HOVER



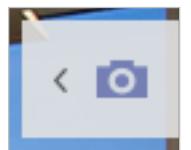
PRESSED



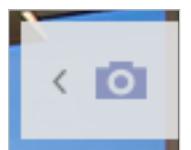
3 DEFAULT



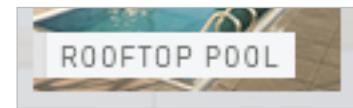
HOVER



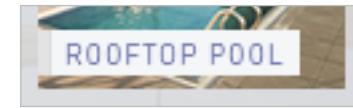
PRESSED



4 DEFAULT



HOVER



PRESSED



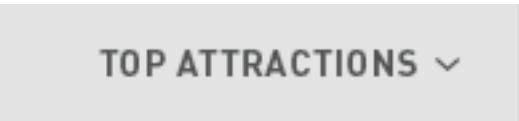
BUTTONS AND MENUS

SPECIFICATIONS

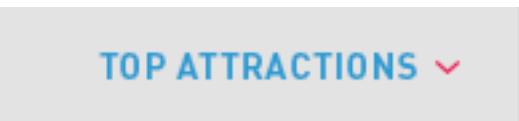
The following is a comprehensive guide to all buttons and menus as well as their specifications as they change states.

- 1 - 17px padding (top and bottom)
- blue highlight appears as active
- hover: #2a9bd3 and #ec1a4d
- on active, bar is #ffffff
- 2 - 18px padding from all edges of box
- hover: #2a9bd3 box
- pressed: #e3e3e3 text
- 3 - 8px padding (top and bottom)
- 12px padding (left and right)
- hover: #2a9bd3 box
- pressed: #e3e3e3 text
- 4 - 11px padding from all edges of box
- hover: #2a9bd3 box
- pressed: #e3e3e3 text
- 5 - 13px padding from all edges of box
- inactive: #e3e3e3 box, #bababa text
- pressed: 75% opacity on icons
- 6 - 13px padding from all edges of box
- pressed: 75% opacity on icons

1 DEFAULT



HOVER



ACTIVE



2 DEFAULT



HOVER



PRESSED



EXPLORE HOTEL >

3 DEFAULT



HOVER



PRESSED



4 DEFUALT



HOVER



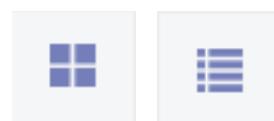
PRESSED



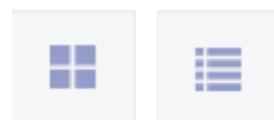
5 INACTIVE



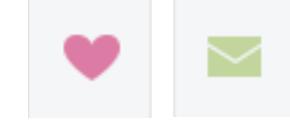
HOVER / ACTIVE



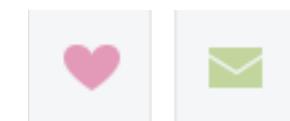
PRESSED



6 HOVER / ACTIVE



PRESSED



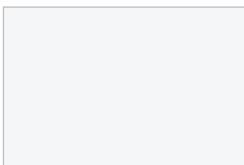
COLOR PALETTE

The website's color palette is listed to the left in both RGB and Hex values.

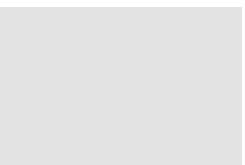
The main palette consists of the greys used in the navigation systems and fly out tabs. The hot pink is used an accent for the thin bars in the expanded hotel state. The darker blue is shown with the active states of navigation as well as the header for the suggested and searched hotels.

The second palette collects the swatches that are use for the icons, including search, thumbnail, share, favorite, and recommend.

MAIN PALETTE



R 245 | G 246 | B 247
#f5f6f7



R 227 | G 227 | B 227
#e3e3e3



R 173 | G 173 | B 173
#adadad



R 186 | G 186 | B 186
#bababa



R 111 | G 113 | B 112
#6f7170



R 80 | G 83 | B 82
#505352



R 237 | G 26 | B 77
#ec1a4d



R 42 | G 155 | B 211
#2a9bd3

SECONDARY PALETTE



R 139 | G 205 | B 243
#8bcdf3



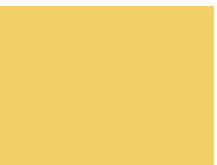
R 116 | G 126 | B 185
#747eb9



R 167 | G 197 | B 113
#a7c571



R 217 | G 109 | B 153
#d96d99



R 242 | G 208 | B 105
#f2d069