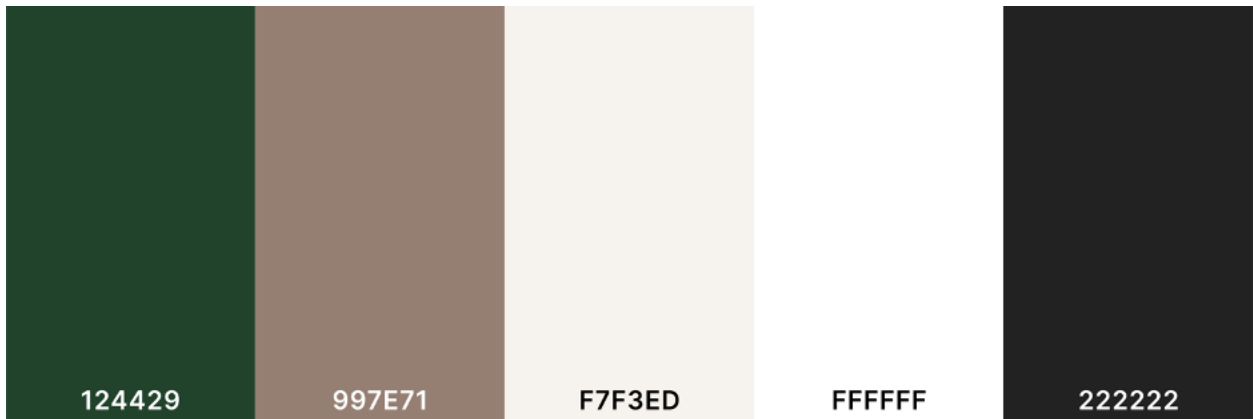


# Duquesne Incline Design Guide

## Logo



## Colors



## Fonts

Arvo

Lato

# Title

## Subtitle

Heading 1

Heading 2

Heading 3

Heading 4

Body Text

### **Navigating the Site**

When the user loads the site, they should land onto the home page featuring a large navigation bar and full page photo of the Duquesne Incline. After scrolling down slightly, they should reach a brief description of the Incline as well as a lightbox gallery displaying six unique photos related to the Incline. The user should then click through the photos using the next and close buttons. After the photo gallery, the user should then read through the programs available, clicking on one if interested. Lastly on the Home page is the footer with all contact information that the user is about to access. Since the menu bar is fixed, the user can then easily navigate to the About page to learn more about the history of the Incline through Early History and Fast

Facts. Following, there are links to three articles in which the user may want to visit and opens in another tab. This reaches the end of the About Page so that the user can continue to the Visit Page. Depending on what the user is interested in, they may click through all the accordion options on the visit page to learn more about how to visit the incline. Lastly, the user can visit the contact page to see a map of the mailing address as well as sign up for the Incline's newsletter. Since the navigation bar as well as contact information is on the top and bottom of each page, users should be able to seamlessly navigate between the pages as well as external links, all of which open in new tabs, on the website.

## Information Architecture

This site is based on a Hierarchical system in which different levels of importance for each item are emphasized by size and color. At first glance of the sight, a user will notice the large title and logo of the Duquesne Incline as well as the incredible photo to draw them in. Then on all pages but the Home page, a subtitle is presented in a larger and accented font to draw attention to the main topic of the page. Then, header and subheaders are sized slightly smaller in dark green to still draw some attention and notify the user of the information. Following that is all body text is fairly regular in size and color throughout the website. Two of the most important parts of information are located at the top and bottom of all pages for easy access. The top being the fixed menu bar such that the user does not have to scroll all the way up to move pages and there is no need for extra links in the footer. The footer contains all the important information about the incline for visitors to get most questions answered.

## Site Map

