MONOCLE

WEB DESIGN SYSTEM STUDY for MONOCLE.com NEWS

Headlines and Titles

For headlines and titles, the site primarily uses the Plantin font in a simibold line weight. Variations of titles may be in UPPERCASE.

Body Text

The main body copy of articles tends to also use the Plantin font in simibold line weight, thought the size is reduced by 50%.
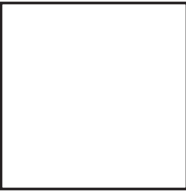
Subheadings and Buttons
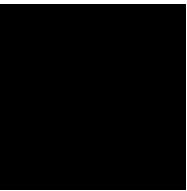
Subheadings within cards, button text, and input fields use the Helvetica Neue font, ranging from Bold (75) to Roman (55) weight.
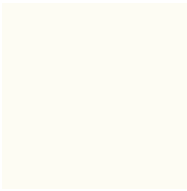
COLOR AND STYLING

Backgrounds and Featured Content

Page Background
White
#ffffff

Footer Background
Black
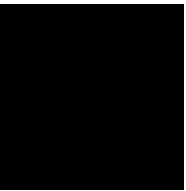#000000

Featured Content
Neutral Gray
#fdfcf3

Call to Action
Light Yellow
#fdfbe4

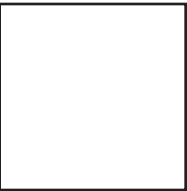Radio Background
Dark Gray
#2a2929

Typography, Buttons, and Cards

Body Text
Black
#000000

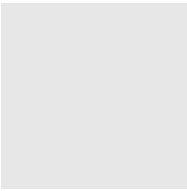Secondary Text
Mid-Gray
#6e6e6e
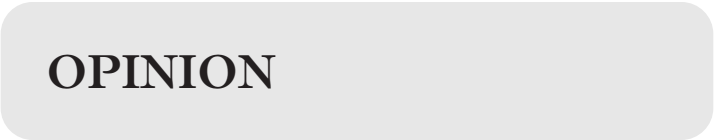
Radio Text
White
#ffffff

Button
Yellow
#ffc500

Travel Card
Light Blue
#64d5ff

Opinion Card
Mid-Light-Gray
#e7e7e7

BUTTONS AND CARDS

SUBSCRIBE

MONOCLE CITY GUIDES

OPINION

HOMEPAGE OVERVIEW

Header

Main article

Radio widget

Sidebar articles

Radio card carousel

Featured articles

Columnists carousel

Travel Guides carousel

Articles by catecory

Shopping cards carousel

Partner content carousel

Featured upcoming events

Subscribe call to action

Footer and additional links
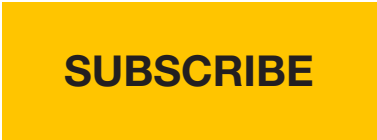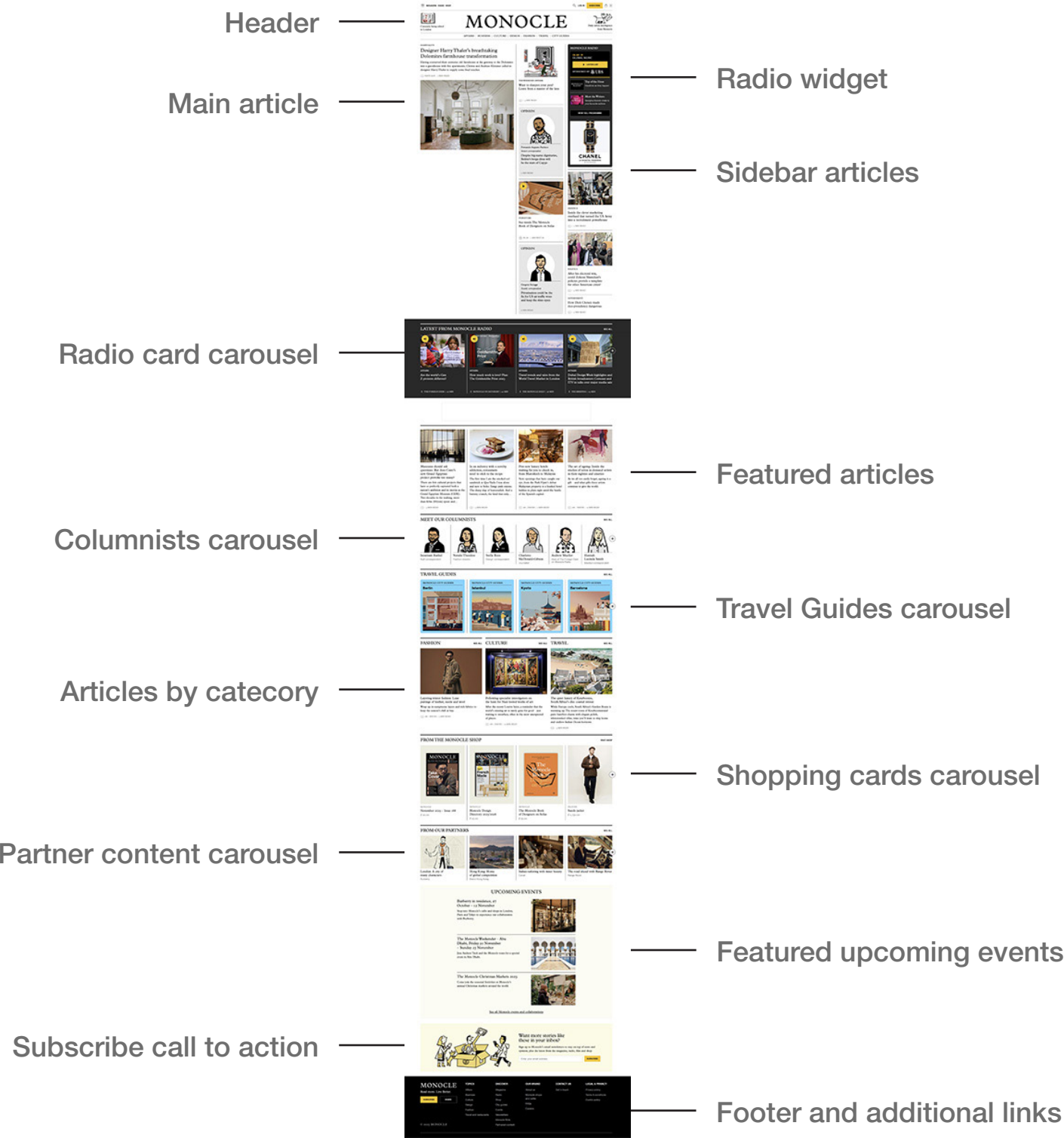
UNIFYING PRINCIPLES

The homepage for MONOCLE is broken up into multiple sections of distinct content. The font and overall style are unified throughout, with repeated elements and styling across articles. The primary theming seems to focus on cards as links to longer article content. Most cards are the basic article format, while others have colored backgrounds that stand out from the white sleak aesthetic.

HEADER

☰ MAGAZINE RADIO SHOP   🔍 LOG IN SUBSCRIBE 🛍 £

MONOCLE

Currently being edited in London

Daily inbox intelligence from Monocle

AFFAIRS | BUSINESS | CULTURE | DESIGN | FASHION | TRAVEL | CITY GUIDES

HEADER--TOPNAV

☰ MAGAZINE RADIO SHOP   🔍 LOG IN SUBSCRIBE 🛍 £

HEADER--TOPNAV__LINKS

☰ MAGAZINE RADIO SHOP

☰ Links   MAGAZINE Magazine   RADIO Radio   SHOP Shop

HEADER--TOPNAV__FIELDS

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🔍 Search   LOG IN Login   SUBSCRIBE Subscribe   🛍 Cart   £ Currency

HEADER--LOGO

MONOCLE

Currently being edited in London

Daily inbox intelligence from Monocle

HEADER--LOGO__EDITED

Currently being edited in London

Graphic   Currently being edited in London   Text

HEADER--LOGO__NEWSLETTER

Daily inbox intelligence from Monocle

Graphic   Daily inbox intelligence from Monocle   Text

HEADER--LOGO__TITLE

MONOCLE

Logo

HEADER--MAINNAV

AFFAIRS | BUSINESS | CULTURE | DESIGN | FASHION | TRAVEL | CITY GUIDES

PAGE LINKS

| AFFAIRS | BUSINESS | CULTURE | DESIGN | FASHION | TRAVEL | CITY GUIDES |

NESTING ORGANISMS

The header element may be one of the most complicated overlapping features of the main page of the site, and likely each page within the site. The Header is comprised of at least 3 organisms nested within a larger organism. The font remains the same throughout, and the color palette is limited, however the header scales dynamically and collapses into drop down menues that take advantage of side scrolling for lists of links.

ARTICLE--MAIN

DEFENCE

Inside the clever marketing overhaul that turned the US Army into a recruitment powerhouse

While global militaries struggle to attract young recruits, the US Army is running a successful marketing operation from Chicago. The recruitment code has been cracked by enlisting ad executives and timeless messaging.

📖 | 7 MIN READ

FOUNDATION OF CARDS

The main page of MONOCLE relies heavily on the use and re-use of card elements. All the linked articles and widgets are distributed as cards with similar features. An image element is combined with catogory information, an article title, summary of the article contents, and often an estimate of the length of time to read. All articles stick to the same Plantin font type, with few exceptions, like widgets or travel guides.

ARTICLE--MAIN__SUMMARY

DEFENCE

Inside the clever marketing overhaul that turned the US Army into a recruitment powerhouse

While global militaries struggle to attract young recruits, the US Army is running a successful marketing operation from Chicago. The recruitment code has been cracked by enlisting ad executives and timeless messaging.

📖 | 7 MIN READ

DEFENCE   Article category

Inside the clever marketing overhaul that turned the US Army into a recruitment powerhouse

Title

While global militaries struggle to attract young recruits, the US Army is running a successful marketing operation from Chicago. The recruitment code has been cracked by enlisting ad executives and timeless messaging.

Preview

📖 | 7 MIN READ   Estimate

POLITICS

After his electoral win, could Zohran Mamdani's policies provide a template for other American cities?

📖 | 3 MIN READ

ARTICLE--CARD__NEWS

OPINION

Gregory Scruggs
Seattle correspondent

Privatisation could be the fix for US air traffic woes and keep the skies open

6 MIN READ

ARTICLE--CARD__OPINION

Carlota Rebelo

Senior foreign correspondent
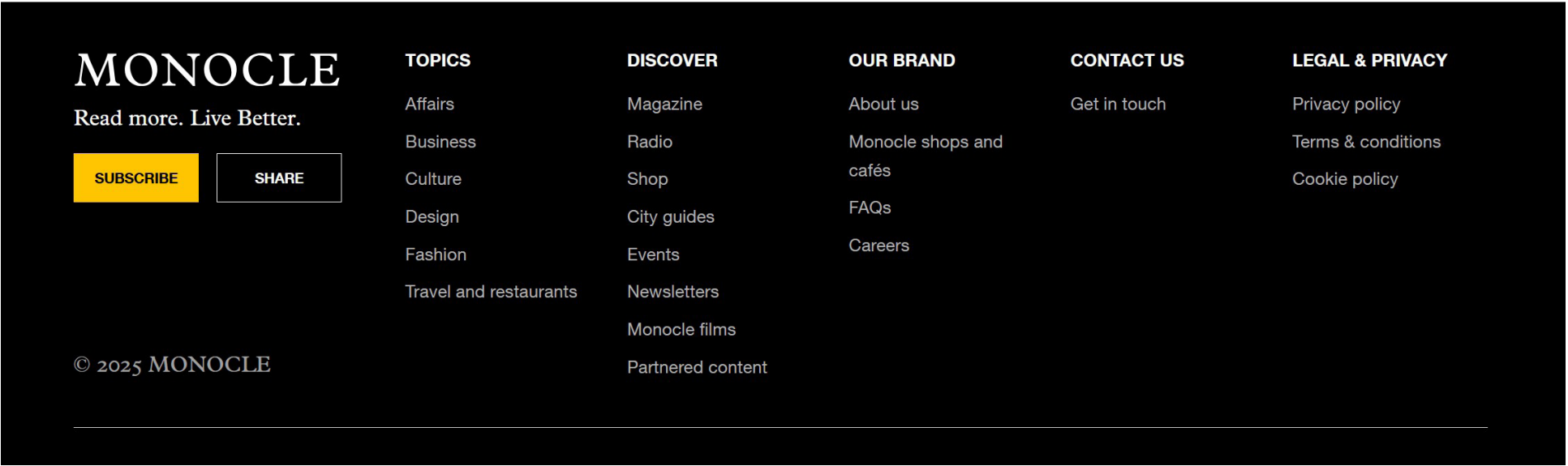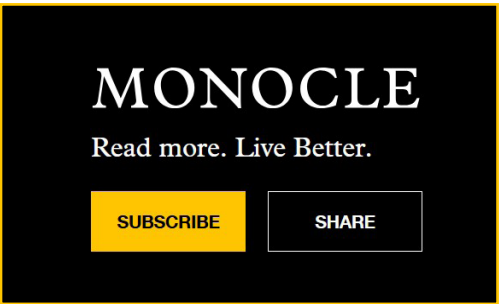
ARTICLE--CARD__PROFILE

MONOCLE CITY GUIDES

Istanbul

ARTICLE--CARD__TRAVEL

Above is a collection of common cards that demonstrate unified style and implementation.
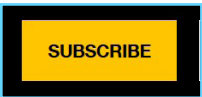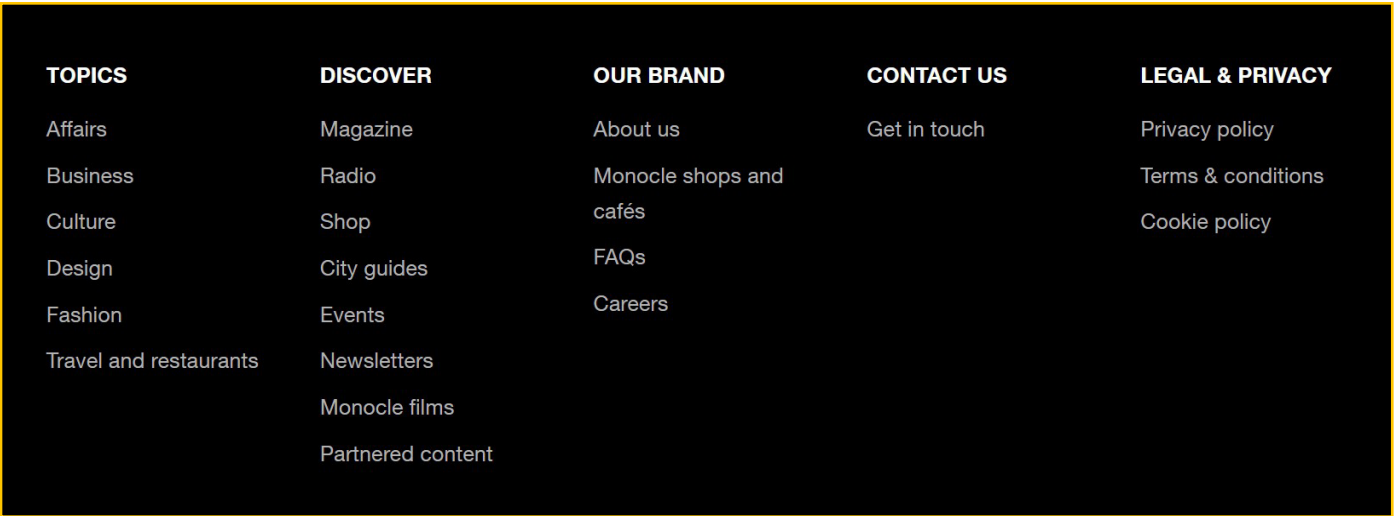
FOOTER

FOOTER

MONOCLE

Read more. Live Better.

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Culture
Design
Fashion
Travel and restaurants

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Radio
Shop
City guides
Events
Newsletters
Monocle films
Partnered content

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Careers

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FOOTER--ACTIONS

MONOCLE

Read more. Live Better.

SUBSCRIBE   **SHARE**

MONOCLE
Heading

Read more. Live Better.
Paragraph

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SHARE
Share

FOOTER--NAVLIST

TOPICS
Affairs
Business
Culture
Design
Fashion
Travel and restaurants

DISCOVER
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Newsletters
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TOPICS
List heading

Affairs
Business
Culture
Design
Fashion
Travel and restaurants
List items