

UI Style Guidelines

For Torf's Gallery of Art by Monika Lie

V1.0.

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Intro

The client needs assistance to build his online art gallery where he can display his paintings, and possibly create a network with people that has the same interests and vision for art as he has.

Project brief

As of today, his current website does not follow the universal design principles, nor the WCAG- and SEO guidelines.

For this project, I have been assigned to fulfill these requirements, in addition to making the website responsive and more user-friendly for future visitors to his online-gallery.

Target group

As mentioned in the attached project brief (creative brief), the target audience are segmented by their appreciation for the kind of art Torf's Gallery will represent.

Visual- and brand identity

Torf's Gallery will have a neutral, mature and simple brand voice to evoke serious and quality assured to his branded content, with a hint of professionalism. At the same time, he wants to create a brand voice that also can be down-to-earth and authentic.

We will create a minimalist webdesign style that focuses on the content of the website and remove any extraneous elements, to make it aesthetically pleasing and more easier to navigate, which we believe can help to boost traffic and conversions.

His «products» of paintings will also influence a great deal the creation of this styleguide and the future re-webdesign of the website.

Color palette

Here you will find the colors that are widely used across the website. The color palette is influenced by the colors that are most frequently used in the paintings.

✓ Do



✗ Don't



Primary colors

Use areas: Buttons, solid background and links

\$--blue

\$--dark-blue

HEX
#0557A8

RGB
5 87 168

HSB
210 97 66

HEX
#162B46

RGB
22 43 70

HSB
214 69 27

Secondary colors

Use areas: Backgrounds and text colors

\$--white

\$--light-green

\$--green

\$--black

HEX
#EBEFF2

RGB
235 239 242

HSB
206 3 95

HEX
#162B46

RGB
22 43 70

HSB
214 69 27

HEX
#0557A8

RGB
5 87 168

HSB
210 97 66

HEX
#011826

RGB
1 24 38

HSB
203 97 15

Typography

IBM Plex Serif - 30px (bold) Headings

Aa

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1234567890

Inter - 24px (bold) Subheadings

Aa

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1234567890

Inter - 16px (regular) Bodytext

Aa

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1234567890

Font family, headings and links

Below you'll find font families and styles for each of the headings and links that are used on the website.

Base size: 16px;

Heading 1

font-family: "IBM Plex Serif", serif;
font-size: 96px;
letter-spacing: 0;
line-height: 1.5;

Heading 2

font-family: "IBM Plex Serif", serif;
font-size: 64px;
letter-spacing: 0;
line-height: 1.5;

Heading 3

font-family: "Inter", sans-serif;
font-size: 48px;
letter-spacing: 0;
line-height: 1.5;

[Link](#) [Link](#)

[Link →](#) [Link →](#)

font-family: "Inter", sans-serif;
font-size: 36px;
letter-spacing: 0;
line-height: 1.5;

Form elements

DEFAULT

Name *

Email *

Image *

Message *

SEND

STATUS

INPUT

Ola |

ERROR

Text about error

SUCCESS

Ola Nordmann

Your message has been successfully sent!

BUTTON:HOVER

SEND

PRIMARY BUTTON

Spaces recommended between border of the button and button text: **25px** bottom and top, **50px** left and right.



DEFAULT

PRIMARY BUTTON

ON HOVER

PRIMARY BUTTON

ON CLICK

PRIMARY BUTTON

SECONDARY BUTTON

The same spaces for bottom, left, right and top.



DEFAULT

SECONDARY BUTTON

ON HOVER

SECONDARY BUTTON

ON CLICK

SECONDARY BUTTON

UI components

Dropdown

SUBJECT *

Choose request type:

- Commission
- Commission
- Commission
- Commission

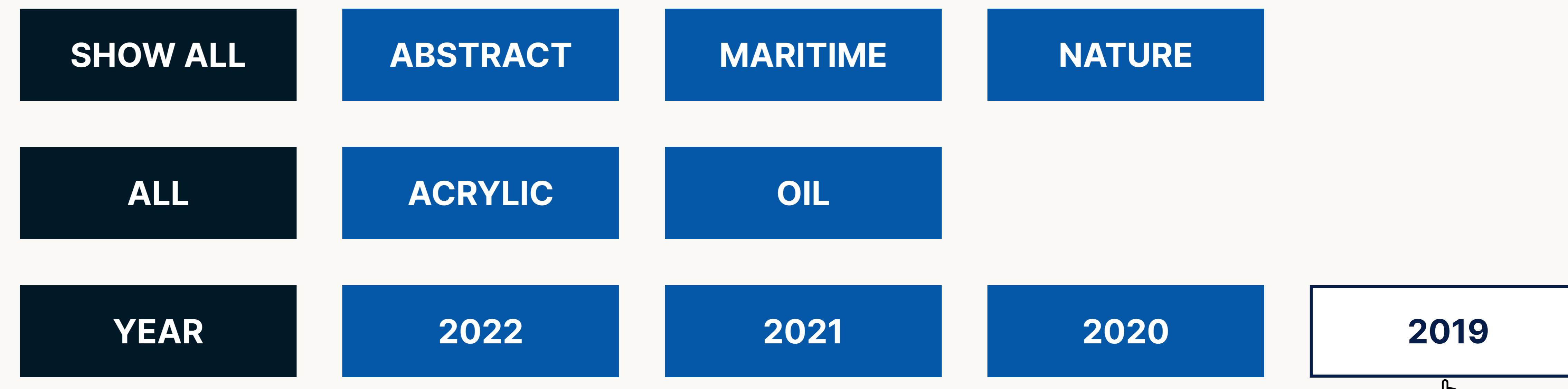
SEARCH BAR

Search for paintings ...

MS |

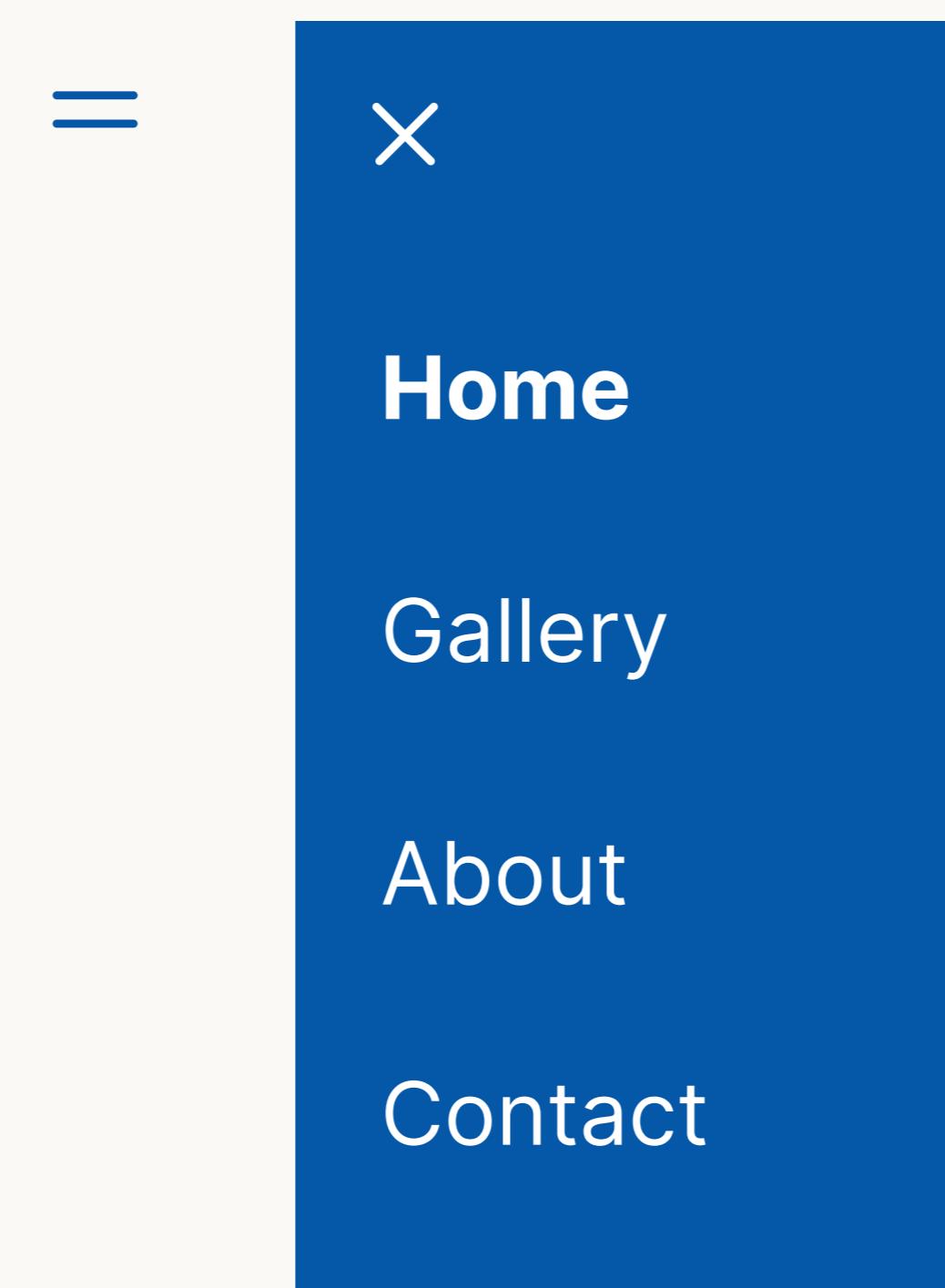
- M/S Lofoten – Changing Weather
- M/S Lofoten – Into the Fjord
- M/S Lofoten – Out the Fjord

FILTER BUTTONS



ICONOGRAPHY

MOBILE MENU



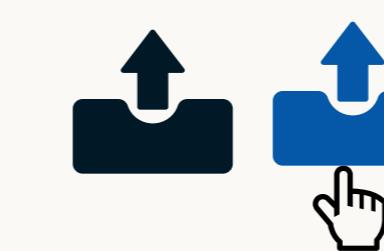
ARROW LINKS



ZOOM BUTTONS



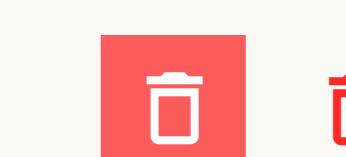
IMAGE UPLOAD (ADMIN)



DASHBOARD ICONS



DELETE BUTTONS (ADMIN)



EDIT BUTTON (ADMIN)



Imaginary

At Torf's Gallery we shoot our own photography and maintain an extensive image library. It is therefore important to use specific types of images which reflects the brand identity and its theme.

Correct usage & rules

1. Stock photos are strictly not allowed! Only real and own images (that belongs to the website's owner) are allowed to be used.
2. Up to three different image sizes in width exist on the website where painting images are involved.
3. All photos must be taken with natural light, so that the photos look as similar as possible to reality.
4. The only photo manipulations that are allowed beforehand are photo-cropping that are necessary with the owner's permission and approval.
5. The images can either have a square- or rectangular shape. Avoid «image-stretching»!

HERO BANNER (HEADER)

DESKTOP VERSION



height: 600px;

max-width: 1000px;

MOBILE VERSION



width: 300px;

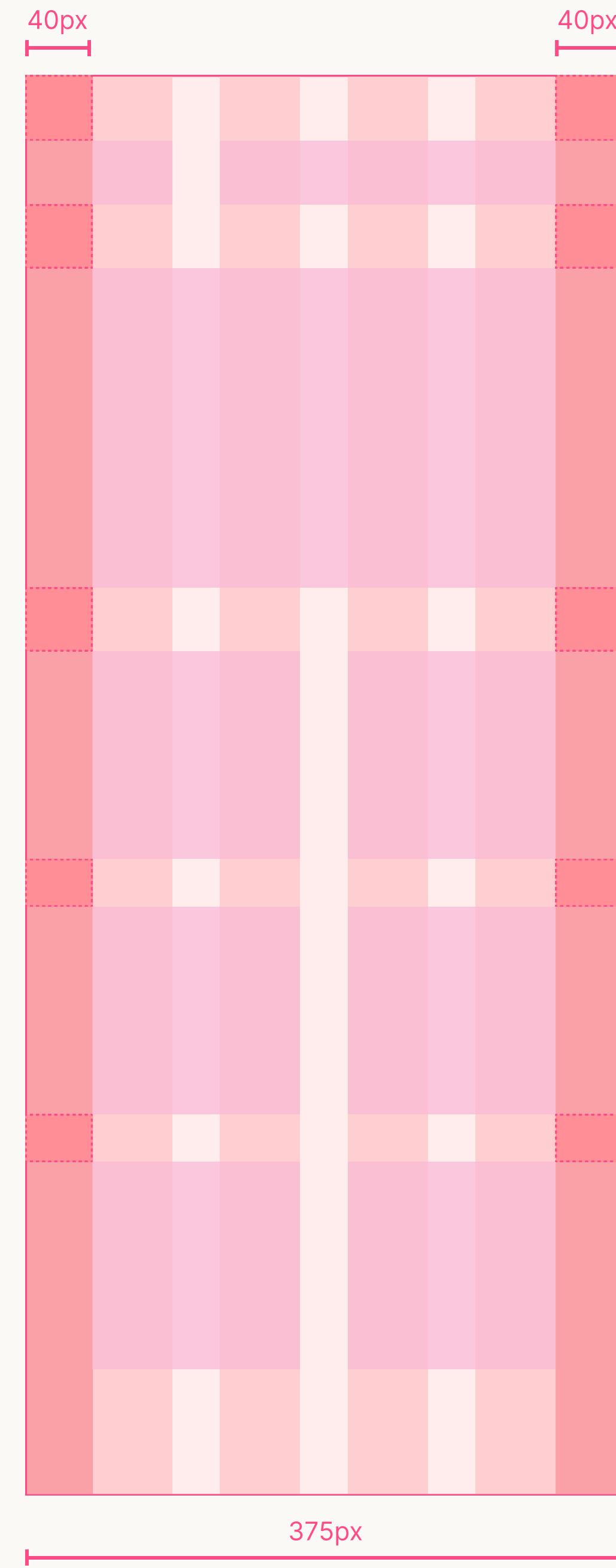
IMAGE SIZES



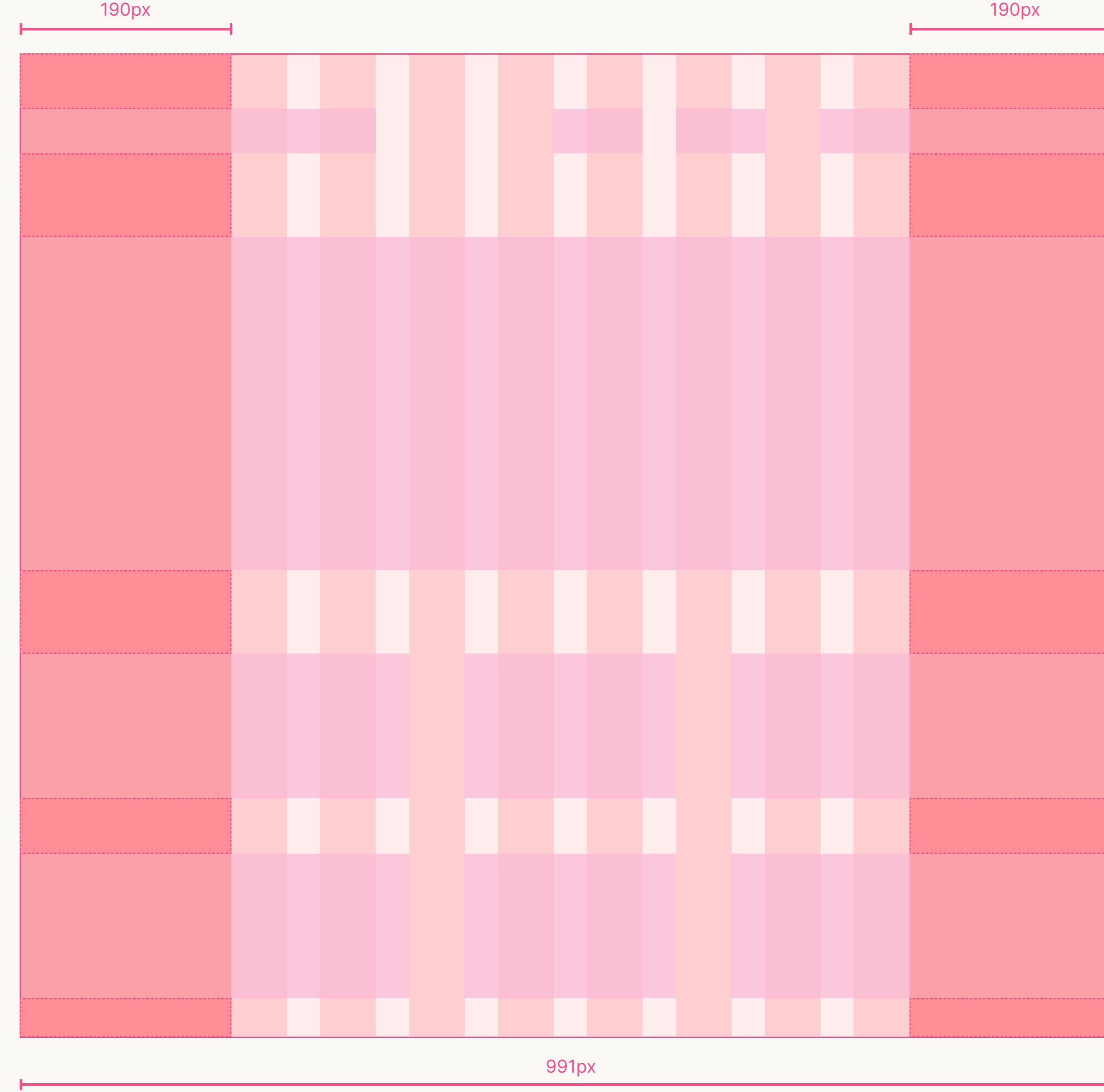
The images inside a grid gallery should be between **250-300px** width with max **50px** gap between them.

Grid system

MOBILE



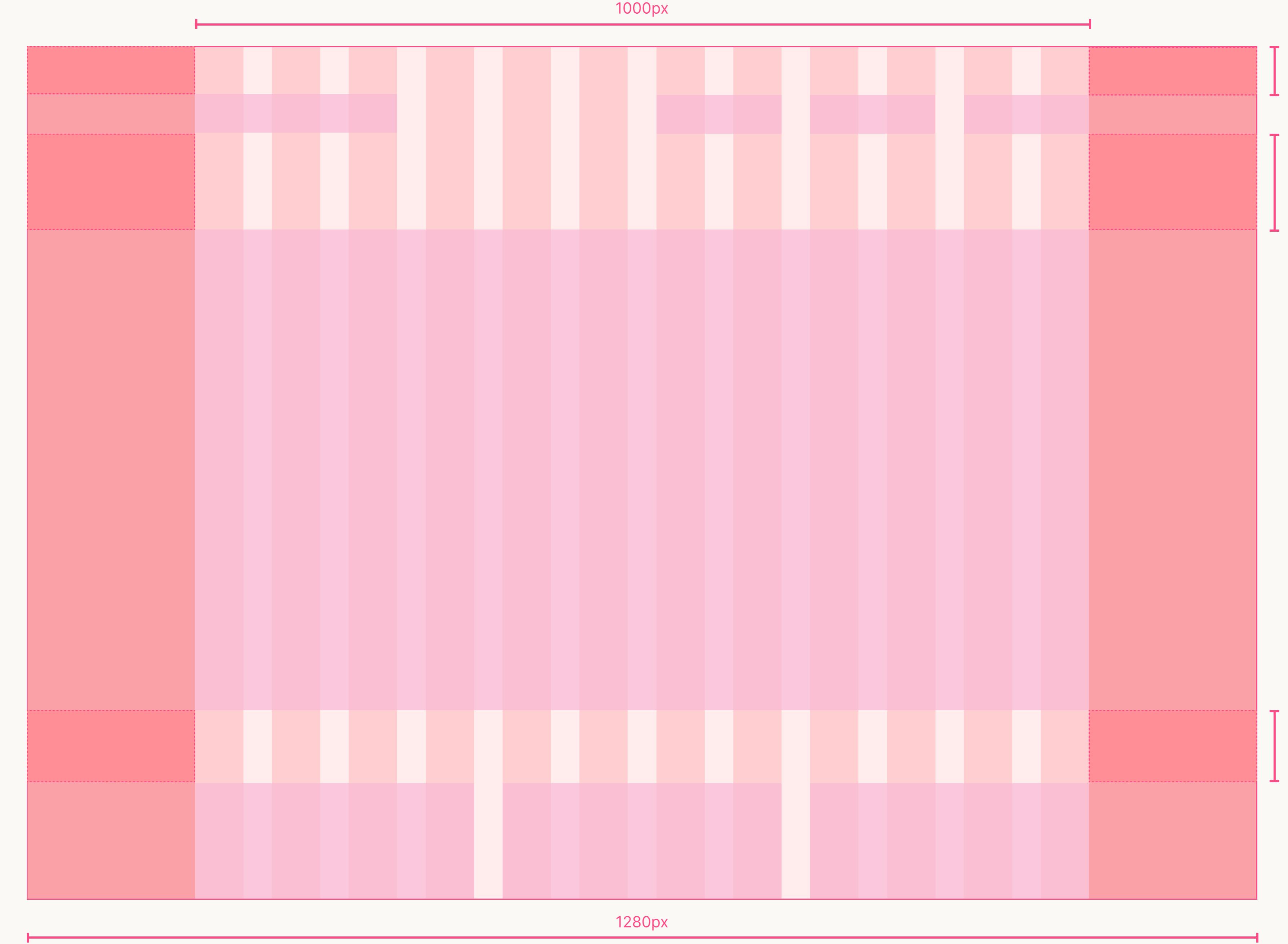
TABLET - LAPTOP



4 column-grid will be used for max-width **991px**. **30** to **40px** gutter width is set.

8 column-grid will be used from min-width **991px** to max-width **1280px** **30px**. The gutter width will have the same value as for desktop sizes.

DESKTOP



12 column-grid will be used for min-width **1280px** where **1000px** is the max-width.

Thank you!