dotBiz Infrastructure on SCMS for GAE

Content Style Guide

[Color](#_2og1fy9h2v6a)

[Main](#_m8b7y181jjrf)

[Accent](#_2uil984v4gnl)

[Black & White](#_9emjkgx6hql8)

[Font](#_32t48dluj92v)

[Quicksand](#_rru9yjio4p79)

[Header Nav](#_uhjn066l1pk8)

[Billboard Header](#_64mif83o7tkq)

[Button](#_ewpesyi36adu)

[Tile Header (Home Page)](#_nwx2fuwhtq)

[Tile Accent (Home Page)](#_582dp8klb39a)

[Tile Header (SideBar)](#_m4qc5qzcq55b)

[Tile Accent (SideBar)](#_v267ru61psiq)

[Page header](#_rljxndvvmim5)

[Page Content](#_lnnlu6yxquhh)

[Geometry](#_tz5a3t7t17az)

[Content Blocks](#_4qhlf8bw74xb)

[Block Spacing](#_1b87x0re6dy8)

[Corners](#_mabs8gs01xli)

[Buttons](#_7bxcv5889kc7)

# Color

## Main

|  |  |  |
| --- | --- | --- |
|  | **Hex** | **RGB** |
|  | #96231f | rgb(150,35,31) |
|  | #58a326 | rgb(88,163,38) |
|  | #04bde5 | rgb(4,189,229) |
|  | #d79e05 | rgb(215,158,5) |
|  | #9702b7 | rgb(151,2,183) |

## Accent

|  |  |  |
| --- | --- | --- |
|  | **Hex** | **RGB** |
|  | #f97b7d | rgb(249,123,125) |
|  | #9df860 | rgb(157,248,96) |
|  | #abfffc | rgb(171,255,252) |
|  | #f5ed14 | rgb(245,237,20) |
|  | #e26ffb | rgb(226,111,251) |

## Black & White

|  |  |  |
| --- | --- | --- |
|  | #0f0403 | rgb(15,4,3) |
|  | #ffffff | rgb(255,255,255) |

# Font

## Quicksand

Web Use: <http://www.google.com/fonts/specimen/Quicksand>

Local Use: <http://www.fontsquirrel.com/fonts/quicksand>

### Header Nav

Quicksandbold, 20px, uppercase

### Billboard Header

Quicksandregular, 33px, uppercase

### Button

Quicksandbold, 18px, uppercase

### Tile Header (Home Page)

Quicksandbold, 27px, uppercase

### Tile Accent (Home Page)

Quicksandregular, 20px

### Tile Header (SideBar)

Quicksandbold, 24px, uppercase

### Tile Accent (SideBar)

Quicksandregular, 19px

### Page header

Quicksandbold, 25px, uppercase

### Page Content

Quicksandregular

# Geometry

## Content Blocks

|  |
| --- |
| *Content Page Block SIzes* |

The content body area is 665 px wide. When an element needs to be “as wide as possible”, specify either “100%”, or if percentages are not acceptable, “665px”. Percentages are preferred in all cases but are not always an option (e.g., images must have an explicit width).

## Block Spacing

|  |
| --- |
| *Block Spacing* |

Primary block spacing is 12 pixels.

## Corners

All elements except buttons have hard (90º) corners. Created content (tables, images, etc) should conform to this style whenever possible.

### Buttons

|  |
| --- |
| *Button Corner Radius* |

Button corner radius is 10 pixels. In the exceptional case that an element with hard corners is undesirable, use this radius for consistency.