**Style Guide for Alberta (AB) Information Website**

**Client:**

Name of our Client: Tourism Alberta

Business Type: Tourism and Travel

Tourism Alberta is an Alberta government agency responsible for promoting tourism in the province of Alberta, Canada. The primary goal of this agency is to attract visitors to Alberta's attractions, natural beauty, and diverse activities This agency also works closely with other industry players within and outside of Canada to promote local Alberta businesses and contribute to the enhancement of the province.

**Style:**

Mood: Inviting, Adventurous, and Scenic

Inspiration: National Park and Nature Tourism Websites such as

<https://www.hellobc.com/>

<https://www.travelalberta.com/>

<https://www.destinationontario.com/en-ca>

The website design aims to convey a welcoming and adventurous atmosphere. It should make visitors feel excited to explore Alberta's natural beauty and engage in various activities while visiting Alberta. Our website draws inspiration from national park and nature tourism websites known for their stunning visuals, clean layouts, and user-friendly navigation.

The design conveys a sense of professionalism and modernity. It aims to be visually appealing with the use of colors such as light blue and blue-violet while maintaining readability and usability. The design combines a sticky navigation bar with a clean, uncluttered layout to enhance the user experience. The font used is Arial, which is easy to read and complements the overall design.

**Platform:**

Target Devices for our project: Traditional Computer Monitors and Laptops

Standard Resolution: 1024x768 pixels or higher

Given the current scope of our project, the website will be optimized for traditional computer monitors and laptops. The primary target resolution is 1024x768 pixels or higher. Our design should provide a seamless experience for users on these devices.

**Semantic Design Guide:**

* Header: A sticky header with a dark background (#333) and white text. It contains a navigation menu with hyperlinks to key sections of the website. The navigation items change color to red on hover.
* Sidebar: A fixed sidebar with a width of 250px on the left side of the content area. It provides easy navigation and maintains its position as the user scrolls. The sidebar uses blue-violet for navigation links.
* Content: The main content area with a left margin to accommodate the sidebar. It has a light blue background for easy readability.
* Gallery: Images are displayed in a gallery format. Each image container has an overlay that appears on hover, giving additional information.
* Footer: A fixed-position footer with a dark background (#333) containing contact information. It features white text and is divided into three columns with the 'info@abtravel.com' email address, the address of Alberta Tourism, and a phone number.

**Website Map:**

The website structure is divided into multiple sections, and each section may have subpages. The main navigation menu on the landing page links to the major sections. The interlinking of subpages within sections is implied. The website structure includes but is not limited to:

- Home- includes a gallery of different Alberta photographs. It also includes some external links to plan a trip to visit Alberta.

- Places to Visit while in Alberta

* Lethbridge
* Calgary
* Banff
* Jasper
* Edmonton
* Fort MacMurray
* Red Deer
* Waterton National Park

- Things to Do while in Alberta

* Visiting Important Places
* Hiking
* Kayaking
* Summer Camping
* Sightseeing
* Skating
* Winter Camping

- Reviews of the Alberta visitors regarding the places they have visited about the natural beauty, driving & parking facilities, other convenience facilities, facilities regularly monitored and maintained by the concerned agency or not, etc.

- Contact Us: How to contact us- the Alberta Tourism Agency in case of any information or error in our website.

The website will use clear navigation elements (hyperlinks) to guide users through the different sections and pages, ensuring a user-friendly experience. Subpages for "Places to Visit" and "Things to Do" sections will provide detailed information about each location or activity.

This style guide outlines the design choices, client information, and semantic elements for the Alberta Tourism Bureau website. It serves as a reference to maintain consistency and effectively convey the client's message and branding throughout the website.