**ILearn Style Guide**

**1. Branding**

**1.1 Logo Usage**

* Always use the official logo.
* Maintain clear space around the logo to ensure visibility.
* Ensure the logo is displayed consistently across all platform pages and materials.

**1.2 Color Palette**

* Use the official color palette provided in the brand guidelines for all platform elements.
* Ensure proper contrast between text and background colors for readability.

**1.3 Typography**

* Use the approved fonts as specified in the brand guidelines.
* Maintain consistent font sizes and styles for headings, body text, and other elements.

**2. Content Creation**

**2.1 Writing Guidelines**

* Follow a clear and concise writing style.
* Provide clear headings and subheadings to structure content.
* Use bullet points and numbered lists for clarity.

**2.2 Multimedia Elements**

* Ensure all images, videos, and audio files are of high quality.
* Provide alternative text for images to make content accessible.
* Use multimedia elements to enhance learning, not distract from it.

**2.3 Accessibility**

* Follow accessibility standards (e.g., WCAG) to make content accessible to all users.
* Provide closed captions for videos and transcripts for audio content.
* Ensure text content is screen reader-friendly.

**3. User Interface Design**

**3.1 Layout and Navigation**

* Maintain a clean and consistent layout throughout the platform.
* Use intuitive navigation menus and breadcrumbs.
* Prioritize responsive design for various screen sizes.

**3.2 Buttons and Icons**

* Use clear and descriptive labels for buttons.
* Ensure buttons and icons are consistent in style and placement.
* Follow established design conventions for common actions (e.g., Save, Submit).

**3.3 Forms and Input Fields**

* Keep forms simple and minimize the number of required fields.
* Provide clear error messages and validation feedback.
* Use standard input field types and labels.

**3.4 Mobile Responsiveness**

* Test the platform's responsiveness on various mobile devices.
* Ensure all features and content are accessible on mobile devices.

**4. Interactivity**

**4.1 Quizzes and Assessments**

* Create clear instructions for quizzes and assessments.
* Provide immediate feedback on quiz results.
* Randomize questions in order to prevent cheating.