MAY 2023

STYLE GUIDE

PREPARED AND PRESENTED BY

PAULA MARÍ ESTEVE

Table of contents

1. Introduction

The Excello Automotive website style manual contains guidelines to ensure a consistent and well understood development that allows for the proper maintenance of the portal.
As such, this manual provides a set of guidelines for future changes that may be required to the website. These guidelines ensure consistency between the delivered website and future changes.
Special interest has been taken in bringing coherence to the navigation and layout of the elements to ensure a clean, coherent design that provides a satisfactory user experience.

ADAPTABILITY

The HTML and CSS developed is adaptive or "responsive". That is, the layout of the elements are adjusted according to the different screen sizes of the different devices used by users.

ACCESSIBILITY

The HTML and CSS developed is adaptive or "responsive". That is, the layout of the elements are adjusted according to the different screen sizes of the different devices used by users.

2. Photographs and icons

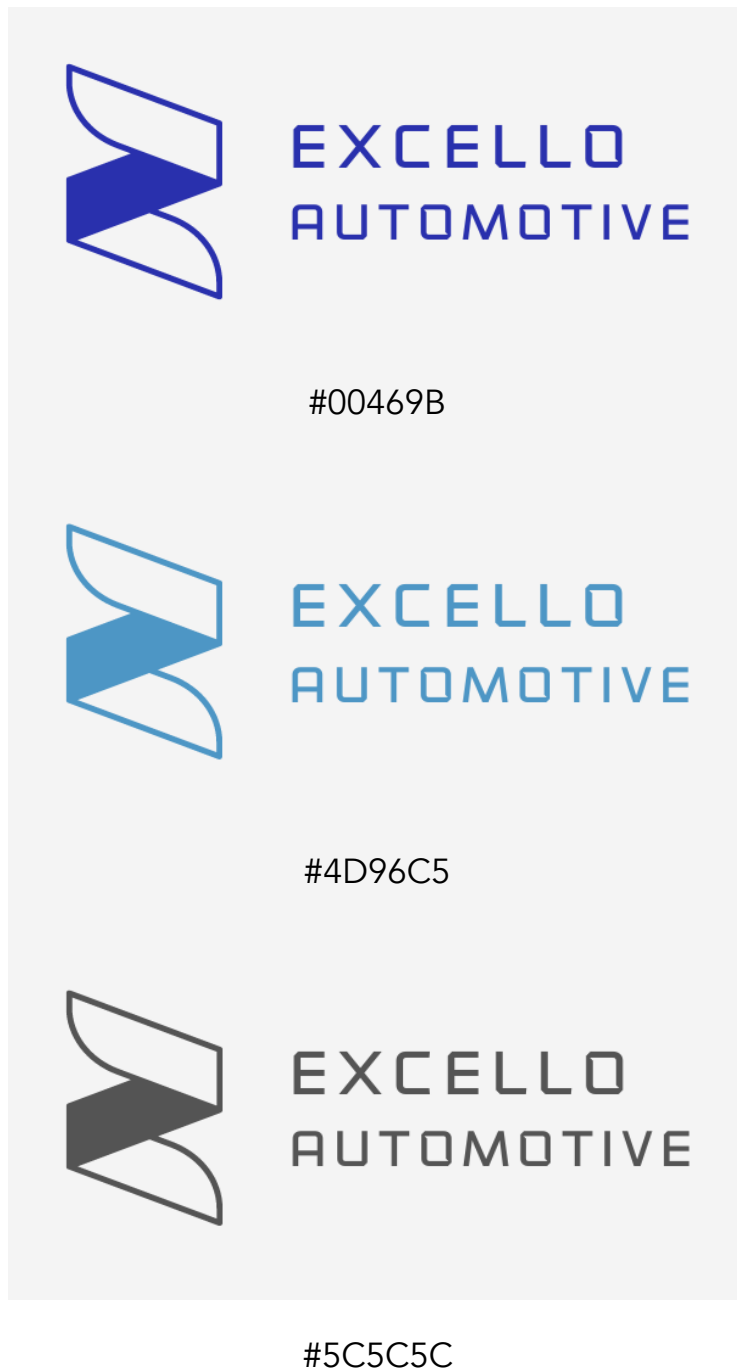The choice of images must be in jpg, webp or gif format.

For the icons we will use the "Fonts Awesome" library, as these can be adapted to different sizes without losing resolution and can be completely changed in colour.
We will use them as a subtle visual attraction to guide the users. These are some examples of "Font Awesome" icons:

3. Logos

We will use the three representative colours of the brand identity, taking into account the background colour or its location, we will choose one of the three.

#00469B

#4D96C5

#5C5C5C

4. Colour palette

We will use this colour palette for the web design to show the personality of the brand. Blue tones convey stability, confidence and closeness, while grey tones convey tranquillity, balance and elegance. We will use pink and purple tones to attract the user's attention and guide them through the application.

Most of the colours allow us to use text in both white and black on them.

4D96C5	74BEDA	8487C1	6E2992	DB0C88	D66FAD

012C7B	01398B	00469B	6985AE	D1D1D1	979797	5C5C5C	2F446C

5. Typography

The logos will be in Monserrat italic typeface. The Montserrat typeface rescues the beauty of urban typography from the first half of the 20th century. It has a "geometric style with subtle optical adjustments". As a result, there is a sans serif family with many variations and application options for the corporate and publishing sectors. This font is free and can be obtained from Google Fonts.

For the text used on the website, we will use the LATO font family. The letters are symmetrical and elegant thanks to the traditional proportions of the typeface, which especially emphasise the capital letters.

TEXT SIZE

The default text size will be 13px.
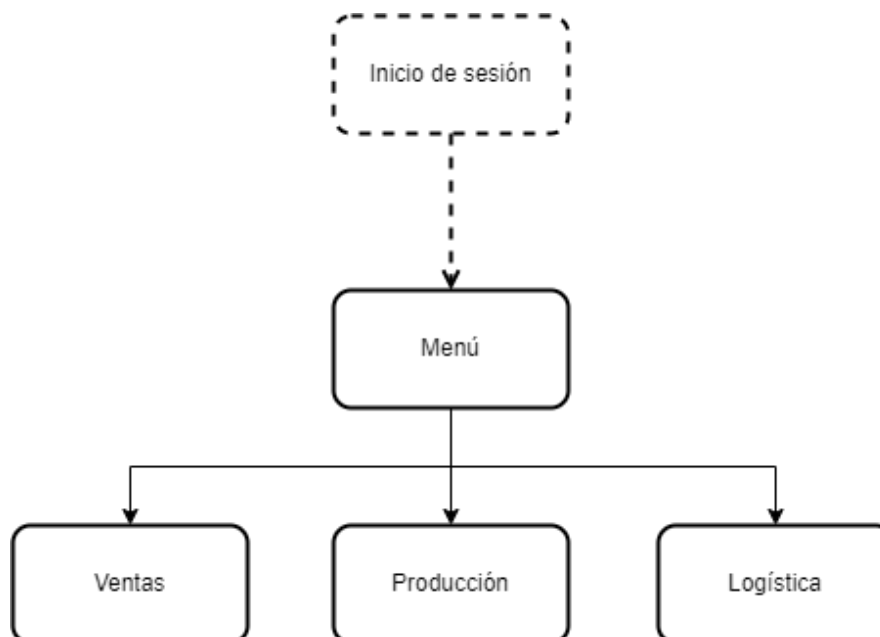The most common element sizes are:
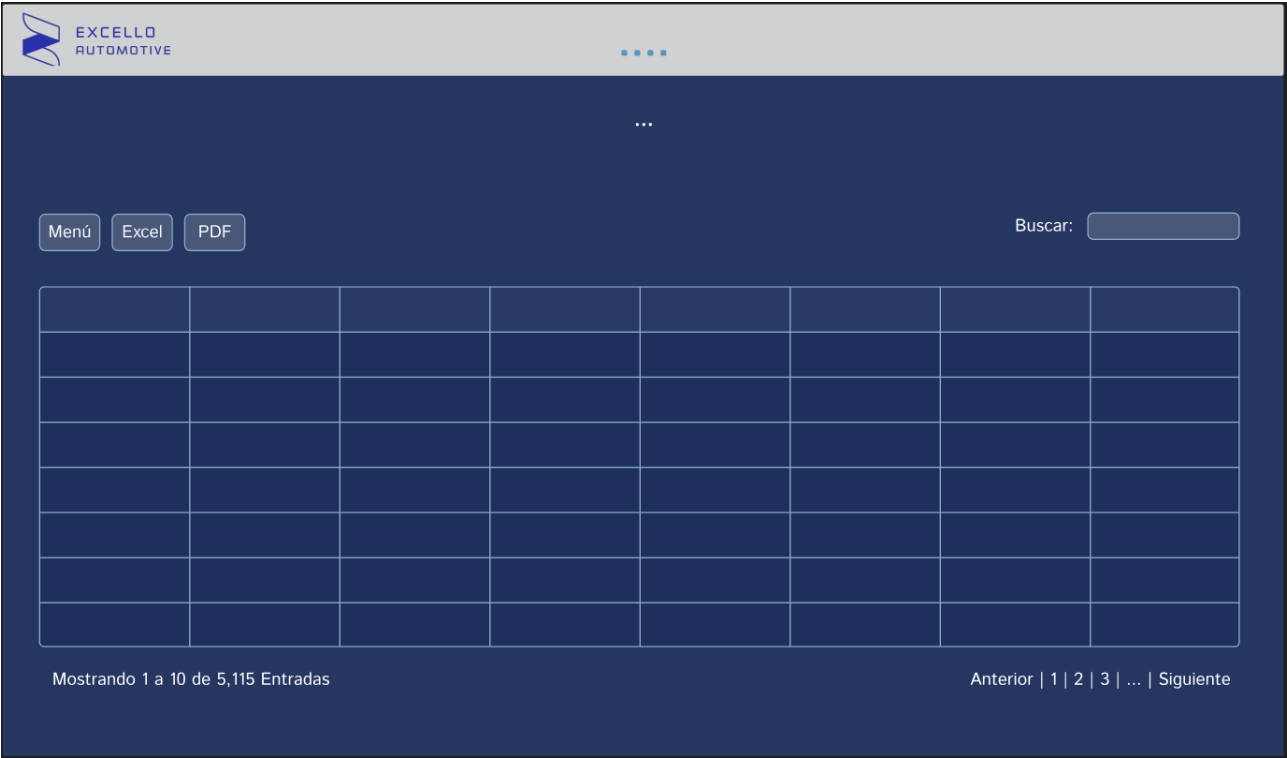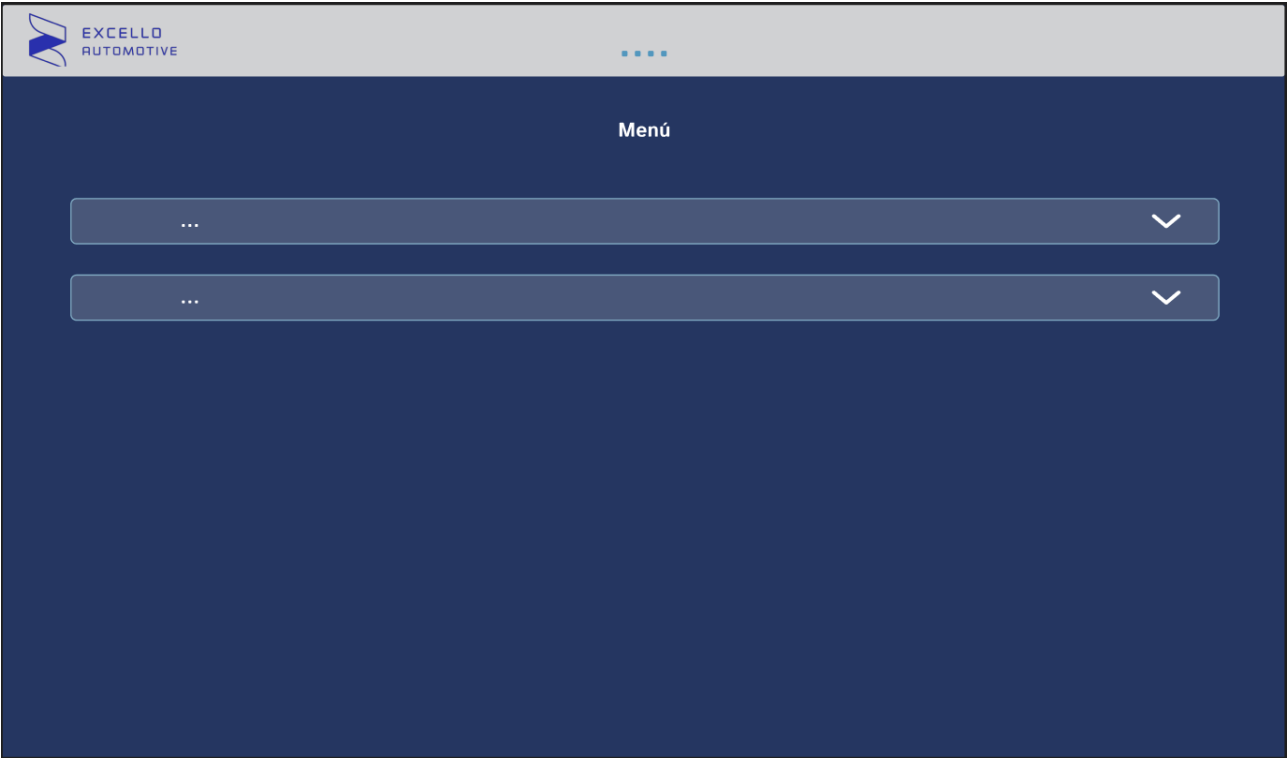 - h1: 24px
  - h2: 20px
  - h3: 16px
  - h4: 14px

6. Navigation map

We are going to use a radial navigation model with the home page as the central axis, which will consist of a menu with all the available monitors. Everything revolves around it. The user lands on the home page and, from there, can visit one monitor or another. But if he wants to move from one monitor to another, he must return to the home page and select it from there.
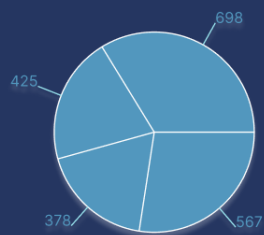
The intention is to create a login for the users that will be linked to this model in a linear way with the menu.
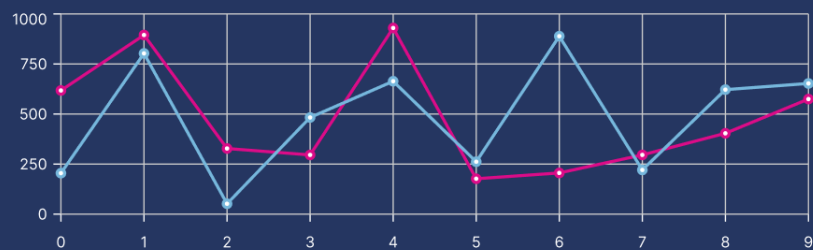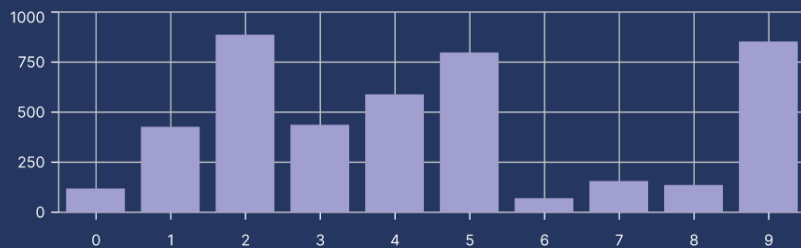
7. Wireframe

Modelos fabricados

698
425
378
567

Fabricados x Mes

Ventas

Producidos x Día

Kuga	520
Transit	409
Connect	656
Mondeo	499