ELECTIONS CANADA

POLITICAL PARTY COMPARISON PAGE

Style Guide

TEVIS BATEMAN

UX DESIGN

The Pitch

Our preliminary research indicated that our target audience is focused mainly on users who have a limited or average knowledge of Canadian political party policies. Our users want clear, concise, easy to access information surrounding the parties different policies. Access to clear information gives the users the ability to make informed decisions that they can feel confident in.

The layout of this page is designed to give the visitor control of the amount of information they want to be exposed to. At any point the user can add or remove the party policies of their choice. The user can also choose to minimize entire party columns to reduce on screen clutter, in order to better focus on the parties of their interest.

With all this in mind, we have aimed to create a clean, accessible web page free of bias that will provide an educational user experience to all our visitors.

Voice

The voice of the Party Policy Comparison page is one of accessibility and credibility. Canadians should find the information they find on this page easy to digest and free from bias. The information provided should be clear, concise and presented in a professional manner. The goal of this page is to educate, and should therefore provide a feeling of trust and transparency to its users.

In order to better define the voice of page we have included a list of what our page *is* and *isn't.*

Neutral but not soulless

Informative but not overwhelming

Concise but not limiting

Accessible but not patronizing

Open but not unintentional

Professional but not uptight

Tone

The tone of Party Policy Comparison page is relatively formal. We want to instill our readers with a sense of trust in the information presented. We are presenting facts about party policies not opinions, and our tone should reflect this neutrality. The tone of neutrality can be dry at times however, and opportunities to engage the reader should be seized, however, not at the expense of the integrity of the content.

Avoid opinions
Stick to the facts. Avoid sentences that critique.

Write clearly and concisely
Write short, to-the-point sentences. Avoid using embelishing.

Avoid slang & idioms
Use a plain and professional voice.

Visual Style

Much like the voice and tone, our visual style must should convey qualities of trust, neutrality, clarity and conciseness. As a result we have created a very simple, yet professional visual language to in order to create a positive user experience.

Style Tile

H1 HEADER **Liberal Party**

H2 SUB-HEADER THIS IS A PARTY

P TEXT This is some text about the Liberal Party. Here is some random text from the Star Trek universe. Deflector power at maximum. Energy discharge in six seconds. Warp reactor core primary coolant failure. Fluctuate phaser resonance frequencies. Resistance is futile. Recommend we adjust shield harmonics to the upper EM band when proceeding. These appear to be some kind of power-wave-guide conduits which allow them to work collectively as they perform ship functions.

A LINKS PARTY LINK **PARTY LINK** (active)
Liberal Party Liberal Party (active)

PAGE COLORS

BUTTONS — + **REMOVE** ⊗

Typography

Gilroy Sans
Bold – 1.875em(30px)
Capitalized
Black

Column Header

Gilroy Sans
Bold – 1.125em(18px)
Uppercase
Black

POLICY SUBHEADER

Merriweather
Light – .938em(15px)
Black

Will establish effective environmental protection regulatory infrastructure by restoring changes made to the Canadian Environmental Assessment Act

Gilroy Sans
Light – 1em(16px)
Uppercase

POLICY BUTTON
POLICY BUTTON **(active link)**

REFFERENCE LINK
REFFERENCE LINK (active link)

Colour

PARTY COLOURS

RGB(228, 36, 39)
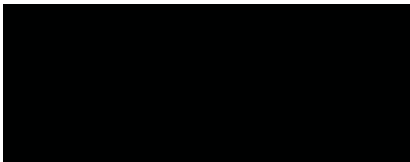#E42427

RGB(32, 68, 140)
#20448C

RGB(76, 165, 71)
#4CA547

RGB(234, 121, 36)
#EA7924

PAGE COLOURS

RGB(0, 0, 0)
#000000

RGB(237, 232, 236)
#EDE8EC

RGB(193, 189, 189)
#C1BDBD