

ADORNIA

Visual Identity Guidelines For the Web

TYPOGRAPHY

H1 *The Ultimate Sparkle*

Adobe Garamond Italic 36px

H2 **THE ULTIMATE SPARKLE**

Avenir Black 19px All Caps

H3 **THE ULTIMATE SPARKLE**

Avenir Black 15px All Caps

H4 **THE ULTIMATE SPARKLE**

Avenir Black 14px All Caps

H5 The Ultimate Sparkle

Avenir Medium 14px

p The Ultimate Sparkle

Avenir Roman 16px

- H1** This style will be used for main headlines describing the different sections of the site, whether it be a product section or marketing section at the top of the homepage.
- H2** This is the style used for in text links, more information will be given about how to use these in the CTA section of the guidelines.
- H3** This is used primarily as the sub headline to H1.
- H4** This style is what will be used within all buttons.
- H5** This will be used for all misc text that is to be used in inputs as placeholder text or other areas where small type is needed to inform the user. Not to be used in long sentences or paragraphs.
- p** The main workhorse style for all Product descriptions and other areas of large amounts of copy.

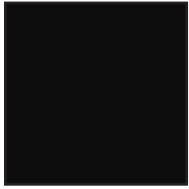
TYPOGRAPHY

As presented on the previous pages, the typography has been broken up into 6 main different sections. These general rules should guide the type of the site. There are other one off font styles, but should be used sparingly per the designs.

A subscription to www.fonts.com will need to be purchased in order to use these web fonts on the site.

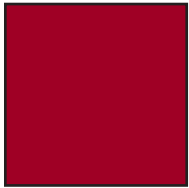
Optimize legibility and font smoothing should be used in the CSS as needed to help the fonts look the best on screen.

COLORS



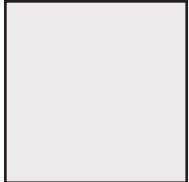
Near Black #0d0d0d

The main color being used on the many of the type and button styles.



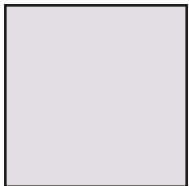
Maroon #9d0025

This is main color being used in subheadlines



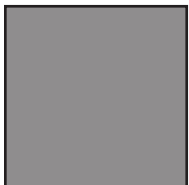
Grey #f6f6f6

The Color being used in the boxes behind the images, grey strips behind content areas, and input boxes.



Dark Grey / Silver #dedee0

The color being used as the hover of all buttons, to be described further in Interactive section of the identity guide.



Darker Grey / Silver #8e8e8e

The color being used as the hover of in text links

CALLS TO ACTION & INTERACTIONS

The main buttons used in the design are the black color previous stated. The black fades into the light grey silver upon hover. There is a fade in / fade out time of .4s

This fade and hover color will be standard throughout the entire site.

All in text links hover to #8e8e8e, with the same .4s fade in / fade out. All text links have a right facing triangle at the end of them.



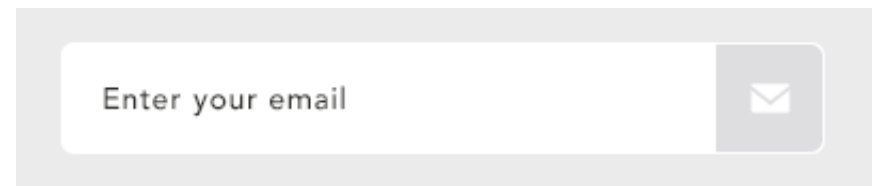
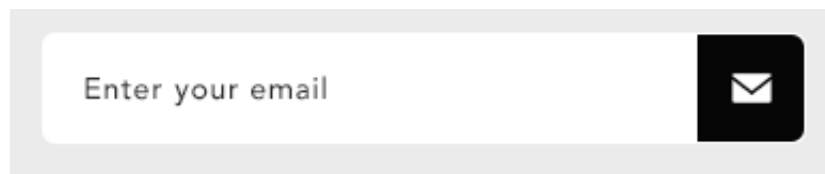
SHOP ALL BRACELETS ►



SHOP ALL BRACELETS ►



The product boxes on hover change to Dark Grey / Silver with the same .4s fade in and fade out. The text of the product name changes to bold as well. There is a 50% white box put on top of the product, and the the CTA is put on top of this. The CTA also has a hover of the quick view button.

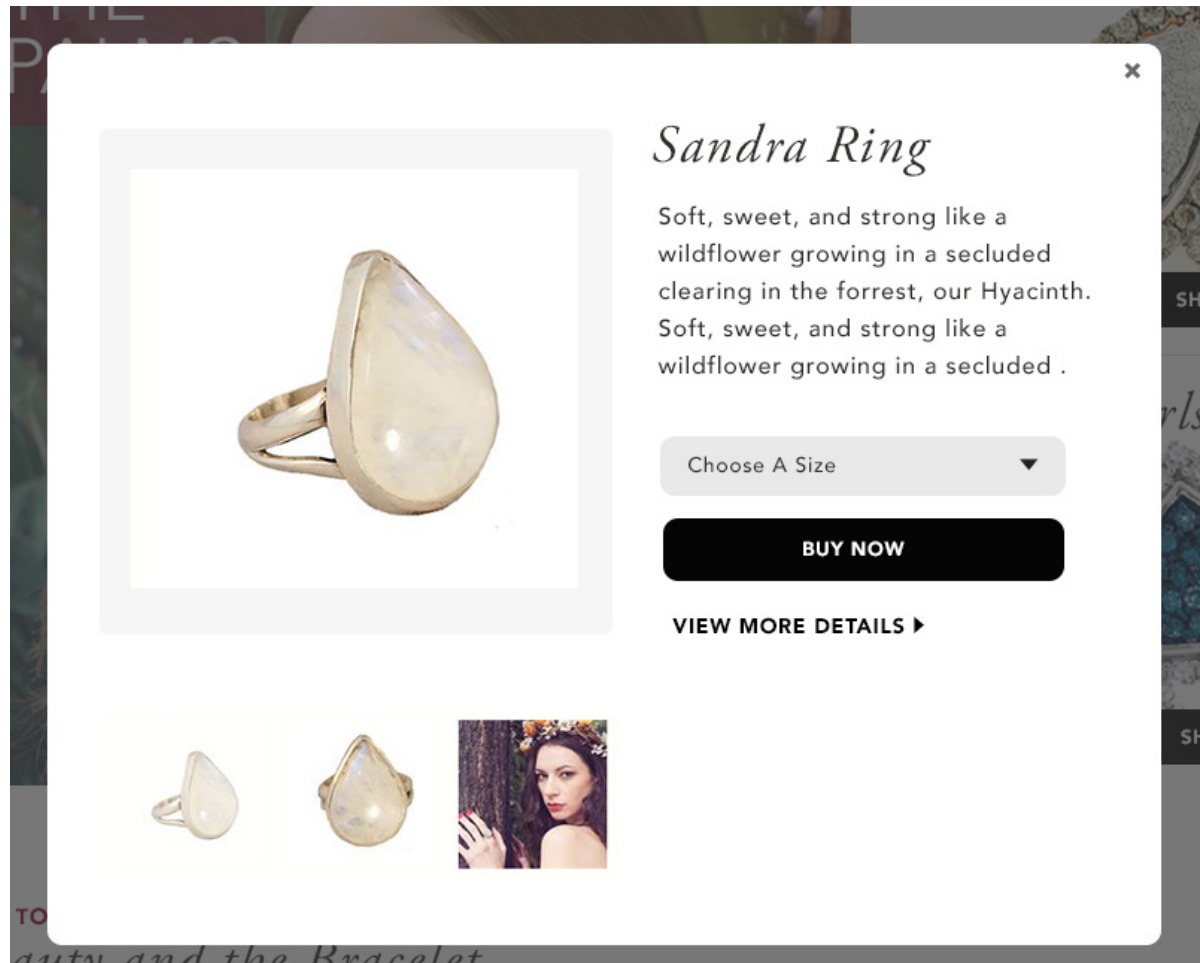


The mail button changes to the hover grey as well. Same fade.

MODALS AND POP-UPS

All modals are white on a dark grey (#363636) at 70% opacity. The headline text is used in collaboration with the P type.

All modals can be closed by clicking on the X along with any of the dark area outside of the dark grey.



ADORNIA

SHOP GIFT SERVICE BLOG ABOUT

SEARCH



THE
PALMS

Lorem Ipsum Dolor

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam quis neque a turpis placerat consequat non sit amet purus. Nunc volutpat elementum orci et lacinia. Maecenas rhoncus,

LOREM IPSUM

The Ultimate Sparkle DIAMOND RINGS

SHOP NOW

Girls

STYLES JUST ADDED

SHOP NOW

SHOP NOW

OUR TOP PICKS

Beauty and the Bracelet



GENERAL USER INTERFACE

The image displays a variety of user interface elements arranged in a grid-like fashion. At the top, there are four buttons: two labeled 'BUY NOW' (one dark, one light) and two labeled 'SHOP NOW' (one dark, one light). Below these are two search bars, each with the word 'SEARCH' and a magnifying glass icon. To the right of the search bars are two links labeled 'SHOP ALL BRACELETS' followed by a right-pointing chevron. The next row features two email input fields, each with the placeholder text 'Enter your email' and an envelope icon. The first input field is followed by a dark button with a white checkmark, indicating a successful submission. The second input field is followed by a dark button with a white envelope icon and a red border, indicating an error state. Below the email inputs are two more input fields: one labeled 'General Text Input' and another labeled 'General Error State' in red text with a red 'X' icon. At the bottom left is a dropdown menu labeled 'Choose A Size' with a downward arrow. To its right is a text link labeled 'SMALLER IN-TEXT LINK'.

BUY NOW BUY NOW SHOP NOW SHOP NOW

SEARCH SEARCH SHOP ALL BRACELETS ► SHOP ALL BRACELETS ►

Enter your email Enter your email

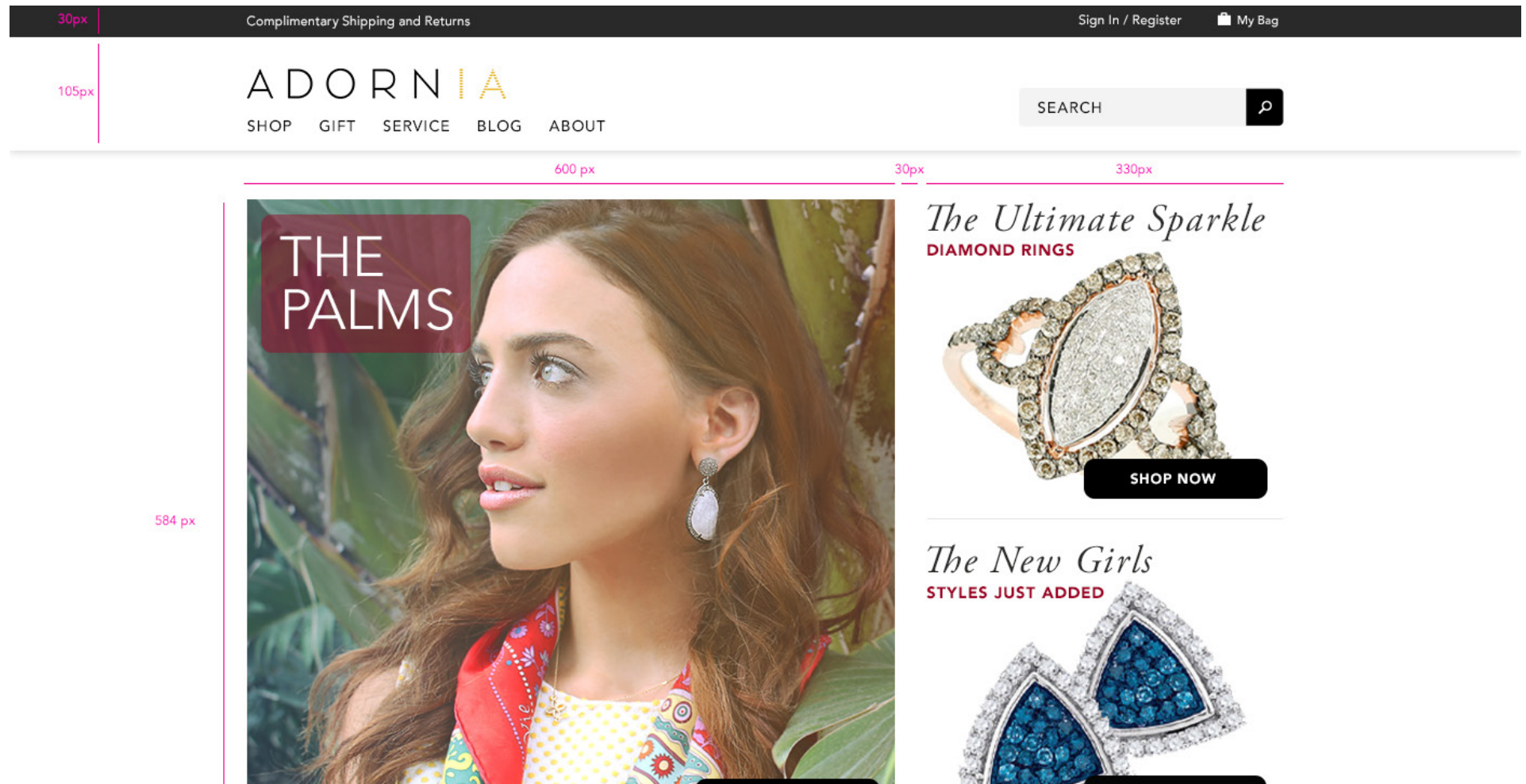
Thanks! Please Enter A Valid Email

General Text Input General Error State

Choose A Size SMALLER IN-TEXT LINK

All of the UI including buttons, inputs, error states, in text links and dropdowns are located in a photoshop document along with these guidelines

LAYOUT



The final PSD will spec out the product grid and basic image sizes for the homepage. These sizes can be used as needed in other areas of the site.

LAYOUT

Complimentary Shipping and Returns

Sign In / Register

 My Bag

ADORNIA

[SHOP](#) [GIFT](#) [SERVICE](#) [BLOG](#) [ABOUT](#)

SEARCH



[◀ BACK TO BRACELETS](#)

Image width 600px



Description width 325px

35px

Collete Necklace

\$150

Black onyx, silver

ADD TO BAG



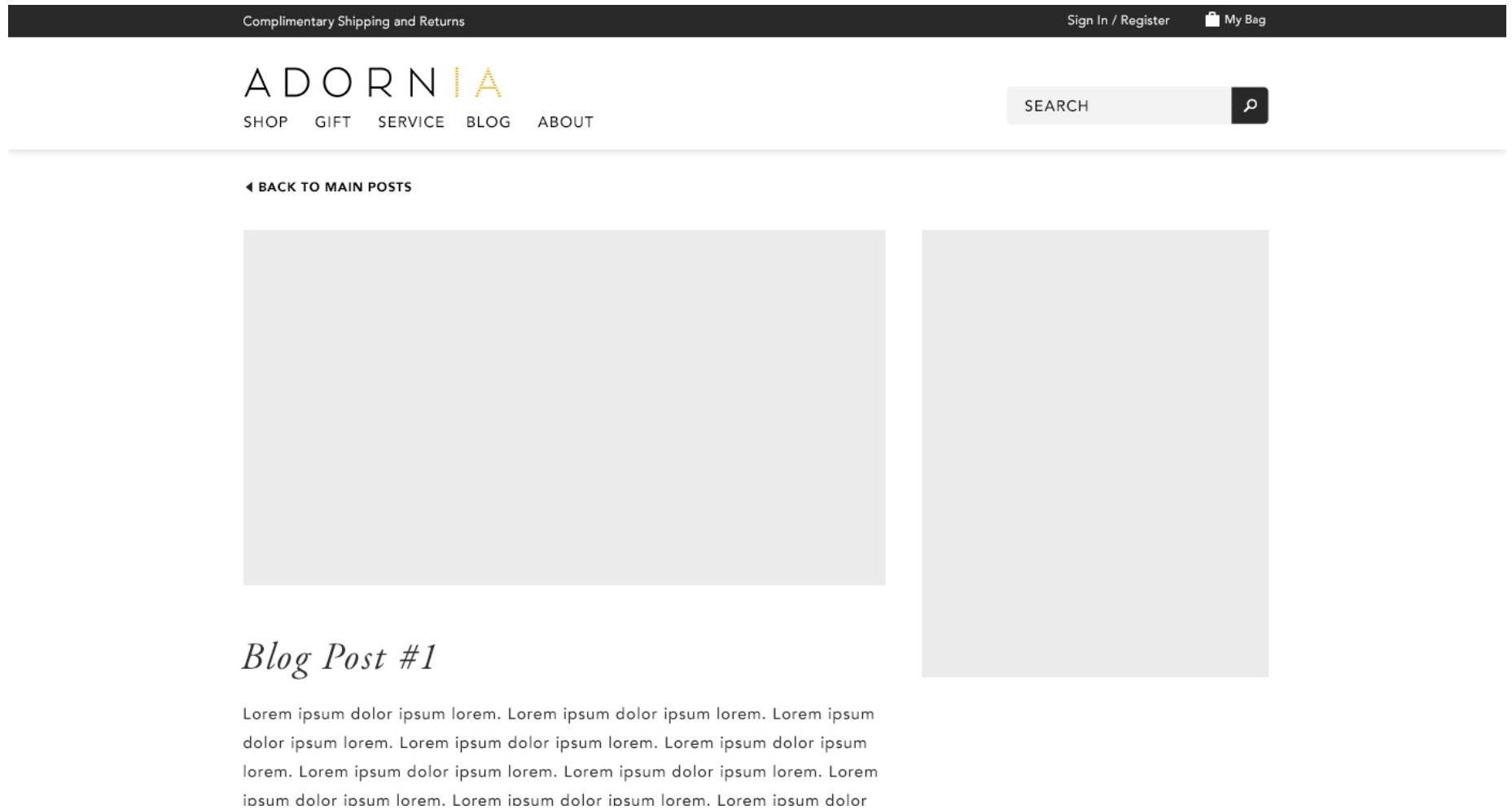
Collete takes a classic style and turns it on its head. The addition of the black onyx adds an air of mystery and seduction

PRODUCT DETAILS

925 sterling silver bracelet. Four onyx cabochons adorn perimeter of the bracelet. Fits standard wrist size

FREE SHIPPING, FREE RETURNS ON ALL ORDERS

LAYOUT



For example, the blog page could use the same layout specs as the product detail page to give the overall site a general grid and rhythm.