Creating a style guide for a website focused on climate information for Lake Tahoe involves considering the tone, design elements, and content structure that will best engage and inform your audience. Here’s a basic outline you can expand upon:

Brand Identity

Mission Statement: Define the purpose of the website and its commitment to providing accurate, timely, and actionable climate information for Lake Tahoe.

Voice and Tone: Establish a friendly, informative, and authoritative tone that resonates with your audience.

Visual Design

Color Palette: Use colors that reflect the natural beauty of Lake Tahoe, such as blues, greens, and earth tones.

Typography: Choose clear, easy-to-read fonts for both headings and body text.

Imagery: Include high-quality images of Lake Tahoe and its surroundings to enhance the visual appeal and reinforce the website's focus.

Content Guidelines

Accuracy and Reliability: Ensure all information is factually accurate and sourced from reputable organizations or experts.

Accessibility: Follow web accessibility standards to make the content accessible to all users, including those with disabilities.

Engagement: Encourage user engagement through interactive elements, such as quizzes, polls, or forums.

Call to Action: Include clear calls to action to encourage visitors to take specific actions, such as signing up for newsletters or participating in conservation efforts.

Organization and Navigation

Clear Hierarchy: Use a clear and logical hierarchy for content organization, with important information easily accessible from the homepage.

Navigation: Provide easy-to-use navigation menus and search functionality to help users find information quickly.

Writing Guidelines

Clarity and Simplicity: Write in a clear and simple manner, avoiding jargon or complex language.

Conciseness: Keep sentences and paragraphs short to improve readability.

Consistency: Use consistent language, formatting, and style throughout the website.

SEO and Metadata

Keywords: Use relevant keywords related to climate, Lake Tahoe, and environmental conservation to improve search engine visibility.

Meta Tags: Write descriptive meta titles and descriptions for each page to improve click-through rates from search engine results.

Feedback and Iteration

Feedback Mechanism: Include a feedback mechanism for users to provide input on the website's content and functionality.

Regular Updates: Regularly update the website's content to reflect new information and developments related to climate in Lake Tahoe.

Legal and Ethical Considerations

Copyright: Respect copyright laws and obtain permission for any content used that is not your own.

Privacy: Follow privacy laws and best practices for handling user data, especially if collecting personal information.

Mobile Responsiveness

Responsive Design: Ensure the website is optimized for viewing on a variety of devices, including smartphones and tablets.

Testing and Quality Assurance

Cross-Browser Compatibility: Test the website on different web browsers to ensure compatibility.

Usability Testing: Conduct usability testing with a diverse group of users to identify and address any usability issues.

By following these guidelines, you can create a website that effectively communicates climate information for Lake Tahoe while engaging and informing your audience.

Climate Resilience Dashboard Fonts

Popup format:

        custom\_data=["Treatment Zone"],

        hovertemplate="<br>".join([

        "<b>%{y:,.1f}</b> acres of forest fuel treatment",

        "in the <em>%{customdata[0]}</em> zone"

            ])+"<extra></extra>",

Climate Resilience Dashboard Colors

dashboard =

water = [ "#023f64"]

A blue square with white lines

Description automatically generated

risk = [“#FCB42C”]

A yellow square with a black line

Description automatically generated with medium confidence

forest = ["#208385"]

A blue square with white text

Description automatically generated with medium confidence

precipitation = ["#BFD7ED", "#60A3D9"]

A blue and white background

Description automatically generated with medium confidence A blue square with white lines

Description automatically generated

management\_zones = ["#208385", "#FC9A62", "#F9C63E", "#632E5A", "#A48352", "#BCEDB8"]

affordable\_housing =

vegetation = ['#9ed7c2','#cdf57a','#b4d79e', '#ff0000', '#a5f57a','#00a820','#df73ff', #3e72b0','#2f3f56', '#a8a800']

jurisdictions = [

"#01161E", "#123559", "#598392", "#aec3b0", "#eff6e0",

],

A color palette of different shades of pink and grey

Description automatically generated

https://coolors.co/palettes/popular/5%20colors

A close up of a color

Description automatically generated

A close up of a blue and brown color

Description automatically generated

A close up of a color

Description automatically generated

A close up of a color

Description automatically generated