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.

Fonts

Heading Font: Use a bold and clear font for headings, such as Arial Bold or Montserrat Bold, to make them stand out.

Body Font: Choose a legible and easy-to-read font for body text, such as Arial, Roboto, or Open Sans, in a regular or light weight.

Color Palette

Primary Colors: Use shades of blue and green to reflect the colors of Lake Tahoe and its surrounding environment.

Accent Colors: Consider using warm earth tones (e.g., browns, oranges) as accent colors to complement the primary palette.

Text Color: Use dark colors (e.g., black or dark gray) for text to ensure readability against lighter backgrounds.

Charts and Maps: For charts and maps, use a color scheme that is visually appealing and easy to interpret. Consider using color gradients or distinct colors for different data categories, and ensure that color choices are accessible to color-blind users.

Charts and Maps Formatting

Charts: Use clear and simple charts (e.g., bar charts, line charts) to present data, avoiding overly complex or cluttered designs. Provide clear labels, titles, and legends to help users understand the information.

Maps: Use interactive maps when possible to allow users to explore data visually. Ensure that map elements (e.g., markers, boundaries) are clearly defined and labeled. Use a color scheme that enhances the readability of the map, considering factors such as color blindness.

Example Color Palette

Primary Blue: #0077C0

Secondary Blue: #4A90E2

Primary Green: #00A99D

Secondary Green: #37B28D

Accent Orange: #FF8C00

Accent Brown: #8B4513

Text Color: #333333

Example Chart and Map Formatting

Chart Example: Use a bar chart to show average temperatures throughout the year, with each month represented by a different color. Include a legend to explain the color-coding.

Map Example: Use a map of Lake Tahoe to show temperature variations around the lake, with different colors representing different temperature ranges. Include a color scale to indicate the temperature ranges.

By following these guidelines, you can ensure that fonts, colors, charts, and maps on your website are visually appealing, easy to understand, and consistent with the overall style of the site.

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