

CHAPTER 2

Web Standards

WEB STANDARDS

Brand Colors



Lots and Lots of Off White
#fdfdfd

Ghost Gray #eeeeee	Light Gray #cccccc	Medium Gray #a1a1a1	Just Gray #666666	Charcoal #444444
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Orange #f99d1c	Yellow #fbe04b	Chartreuse #b8d757 (say <i>that</i> five times fast)	Blue #02c0cf
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Blue Links & Buttons

Default #02c0cf

Hover #02ceda

Active #02b6c7

Visited #7e57c2

Visited only applies to links within paragraphs

Orange Links & Buttons

Default #f99d1c

Hover #fab024

Active #f88e16

Gray Header Links

Default #cccccc

Hover #a1a1a1

Active #666666

Click Me Green Button

DEFAULT

#81c23c

HOVER

#94d24b

ACTIVE

#70b72f

Every page needs a loud and proud primary call to action. For those big, important buttons like **DOWNLOAD** or **REGISTER**, use *Click Me Green* — and nowhere else.

Chartreuse Links & Buttons

Default #b8d757

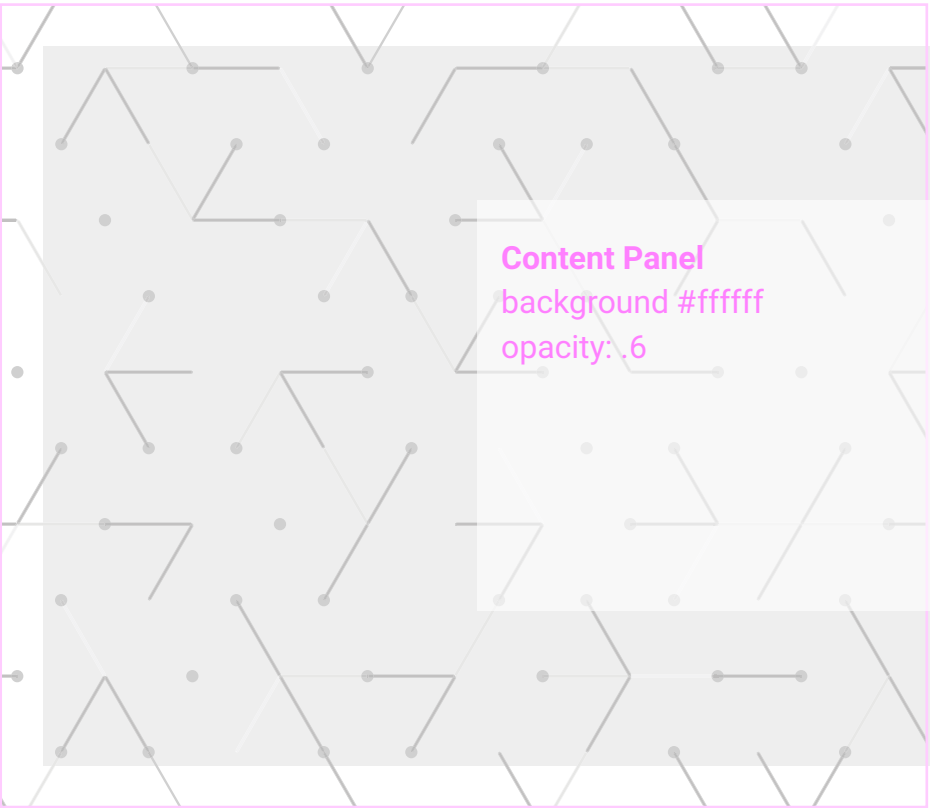
Hover #c6e06e

Active #adce43

White Links & Buttons

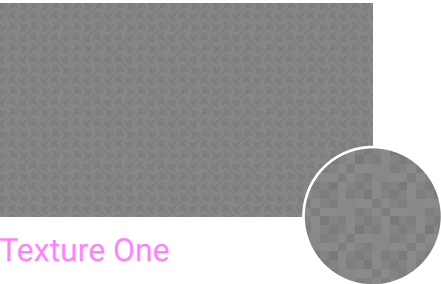
Default #ffffff

Textures, Borders, & Accents

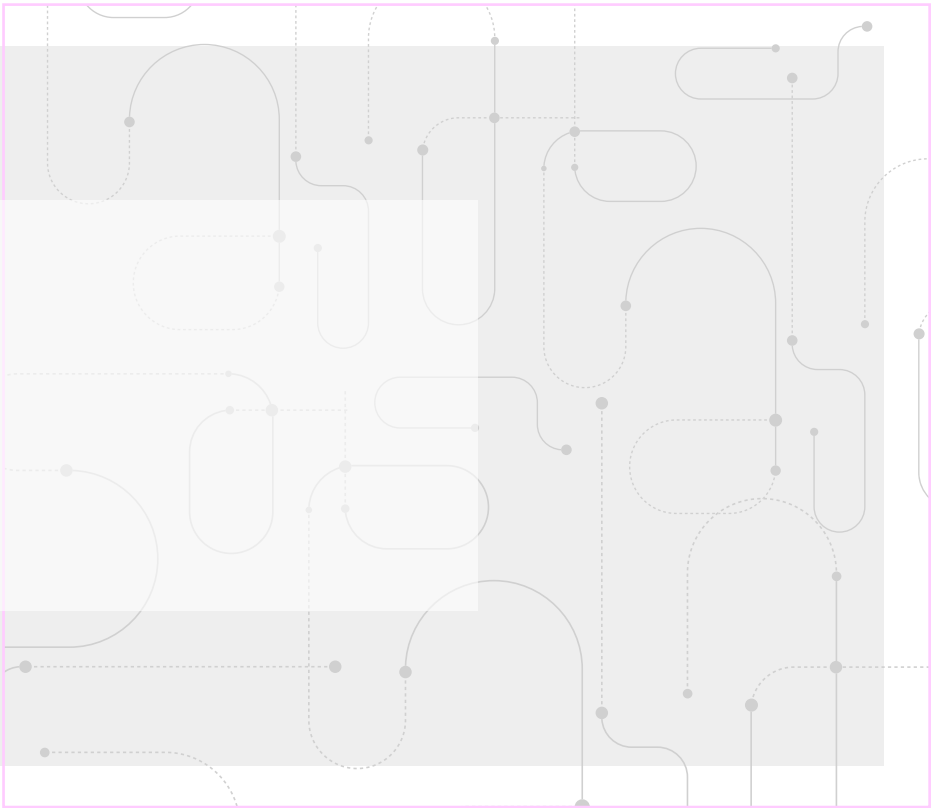


Content Panel
background #ffffff
opacity: .6

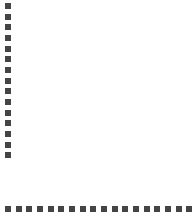
Angled Circuit Pattern
Scale: CSS Cover
Background: #eeeeee



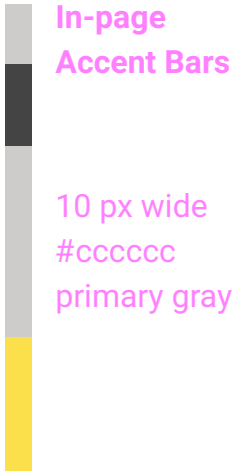
Texture One



Loopy Circuit Pattern
Scale: CSS Cover
Background: #eeeeee



Divider Lines
border: 2px dotted #444444



In-page Accent Bars

10 px wide
#cccccc
primary gray



Page Edge Accent Bars

15 px wide
#444444
primary gray

H1 Page Title Roboto Bold 36px, 40px line-height, #04c9d7
Subhead to H1 Roboto Regular 20px, 24px line-height, #444444

H2 Section Headline Roboto Bold 32px, 36px line-height 40px, #444444
Subhead to H2 Roboto Bold 24px, 28px line-height, #04c9d7

H3 Sub-Section Headline Roboto Bold 24px, 28px line-height, #444444
Subhead to H3 Roboto Regular 16px, 20px line-height, #444444

H4 MODULE HEADLINE Roboto Bold 16px ALLCAPS, 20px line-height, #444444

H5 Content Headline Roboto Bold 16px, 20px line-height, #444444

All headlines can reverse to white on a dark or color background

Roboto Bold 54px, 60px line-height, #04c9d7
H1 Home Page Title
Subhead to H1 Roboto Light 32px, 36px line-height, #444444

H2 Promo Headline Roboto Bold 28px, 32px line-height, #ffffff
H3 Promo Subhead Roboto Regular 16px, 20px line-height, #ffffff

H3 Promo Headline Roboto Bold 24px, 28px line-height, #ffffff
H3 Promo Subhead Roboto Regular 16px, 20px line-height, #ffffff

H4 Promo Headline Roboto Bold 18px, 22px line height, #666666

Content Typography

Standard Text is all about getting work done, just like you. It's your go-to for a subhead, intro pagrapgraph, or data table — anything you actually want people to read.

Roboto Regular 16px, line-height 24px #444444

Small Text is mini but mighty. Deploy this lower in your content to support your main idea with detail. It's great for supporting statements, super-geeky lists, and sidebars.

Roboto Regular 14px, line-height 20px #444444

Subtle Text is strategic mumbling. It needs to be said but nobody is excited to say it. Good for any thought that is ... fine.

Roboto Regular 12px, line-height 16px #a1a1a1

STANDARD BULLETS

- Star Wars
 - Star Trek
 - Star Gate
- Based on Standard Paragraph
8px disk bullet
8px gap between disk and text
8px line gap

Small Bullets

- Kirk
 - Picard
 - Janeway
- Based on Small Paragraph
"—" bullet character
8px line gap

"Customer here! Just wanted to drop in and say how much I dig SolarWinds. I mean, they really get geeks."

First Last Roboto Bold 22px, 24px line-height, #ffffff

Title Roboto Regular 16px, 20px line-height, #ffffff

Light Callout Roboto Light 24px, 28px line-height, #444444

Sub callout Roboto Regular 16px, 20px line-height, #444444

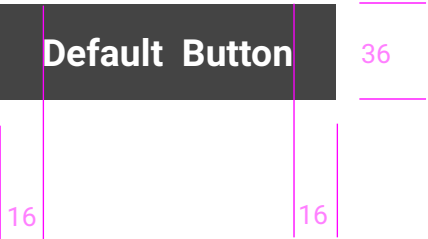
HEAVY CALLOUT Roboto Bold 22px, ALLCAPS, 28px line-height, #444444

Sub callout Roboto Bold 16px, 20px line-height, #444444

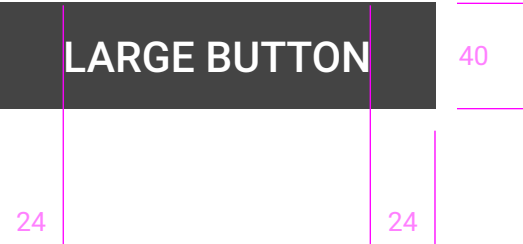
Reverse Callout Roboto Bold 20px, 24px line-height, #ffffff

Sub callout Roboto Regular 16px, 20px line-height, #ffffff

Roboto Bold 14px #ffffff



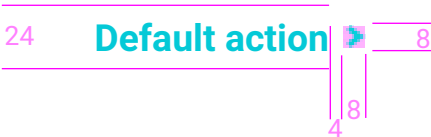
Roboto Bold 16px, ALLCAPS #ffffff



Buttons want to be colorful



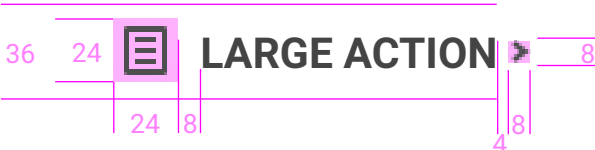
Roboto Bold 14px {brand color}



Roboto Bold 16px #444444



Roboto Bold 16px ALLCAPS #444444



Navigation Bar

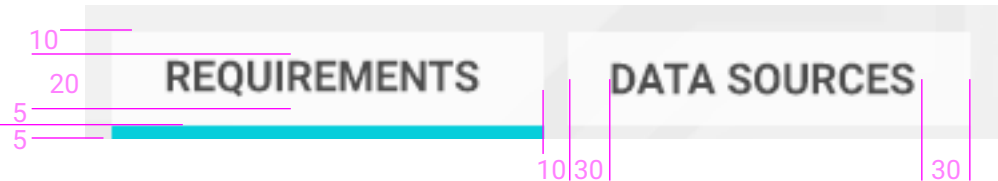
Roboto Bold 13px #ffffff, line-height 17px



Background: #444444
Active Underline: #04c9d7
Inactive Underline: #cccccc
Hover Underline: #ffffff

Tabs

Roboto Bold 16px #444444, line-height 20px



Background: #fdfdfd
Active Underline: #04c9d7
Inactive underline: transparent
Hover background: #ffffff

Home Page Form Elements

FIRST NAME

Empty Field (a.k.a. Sad Field)
Roboto Bold 14px #ffffff
Text opacity .6
Background: #a1a1a1
Border: 2px solid #ffffff

FIRST NAME

John Do

Active Field
Text opacity: 1
Border: #444444
Hint Text: Roboto Bold ALLCAPS #ffffff

FIRST NAME

John Doe

Completed Field

EMAIL ADDRESS

john@doe

Invalid Field (a.k.a. Mad Field)
Accent color: #fbe04b

32

Search

10 10

See button and color spec for button details

my search terms

Search

Active Search Box
Border: 1px solid #cccccc
Roboto regular 14px #666666

WEB STANDARDS

Registration Form Elements

20

6424

Email Address

20

Empty, Inactive Field

Text: Roboto Regular 16px #cccccc

Background: #ffffff

Border: 1px solid #a2a1a1

816

4

EMAIL ADDRESS

24

validaddress@domain|

12

Active Field

Text: Roboto Regular 16px #444444

Label: Roboto Bold 12px ALLCAPS #cccccc

Background: #ffffff

Border: 1px solid #666666

EMAIL ADDRESS

validaddress@domain.com

Valid Field

same as active field +

Border: 1px solid #a2a1a1

EMAIL ADDRESS IS REQUIRED

Email Address

Empty, Required Field

Text: Roboto Regular 16px #cccccc

Label: Roboto Bold 12px ALLCAPS #cf0e21

Background: #fdf0f0

Border: 2px solid #cf0e21

PLEASE PROVIDE A VALID EMAIL. EX: YOU@EXAMPLE.COM

invalidaddressdomain.com

Invalid Field

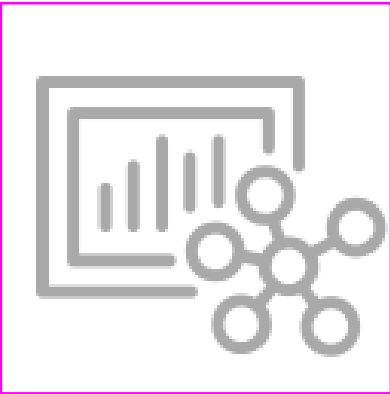
same as empty, required field +

Text: Roboto Regular 16px #444444

Example Form Layout

First Name	Last Name
EMAIL ADDRESS IS REQUIRED	
Email Address	
Email Address	

Be a pixel pusher.
Account for odd shapes and
visual weight by optically placing
icons within an even square.



Applications

40

8

40

8

Content Accent Lorem ipsum dolor sit amet,
consectetur adipiscing elit. Sed nibh tortor,

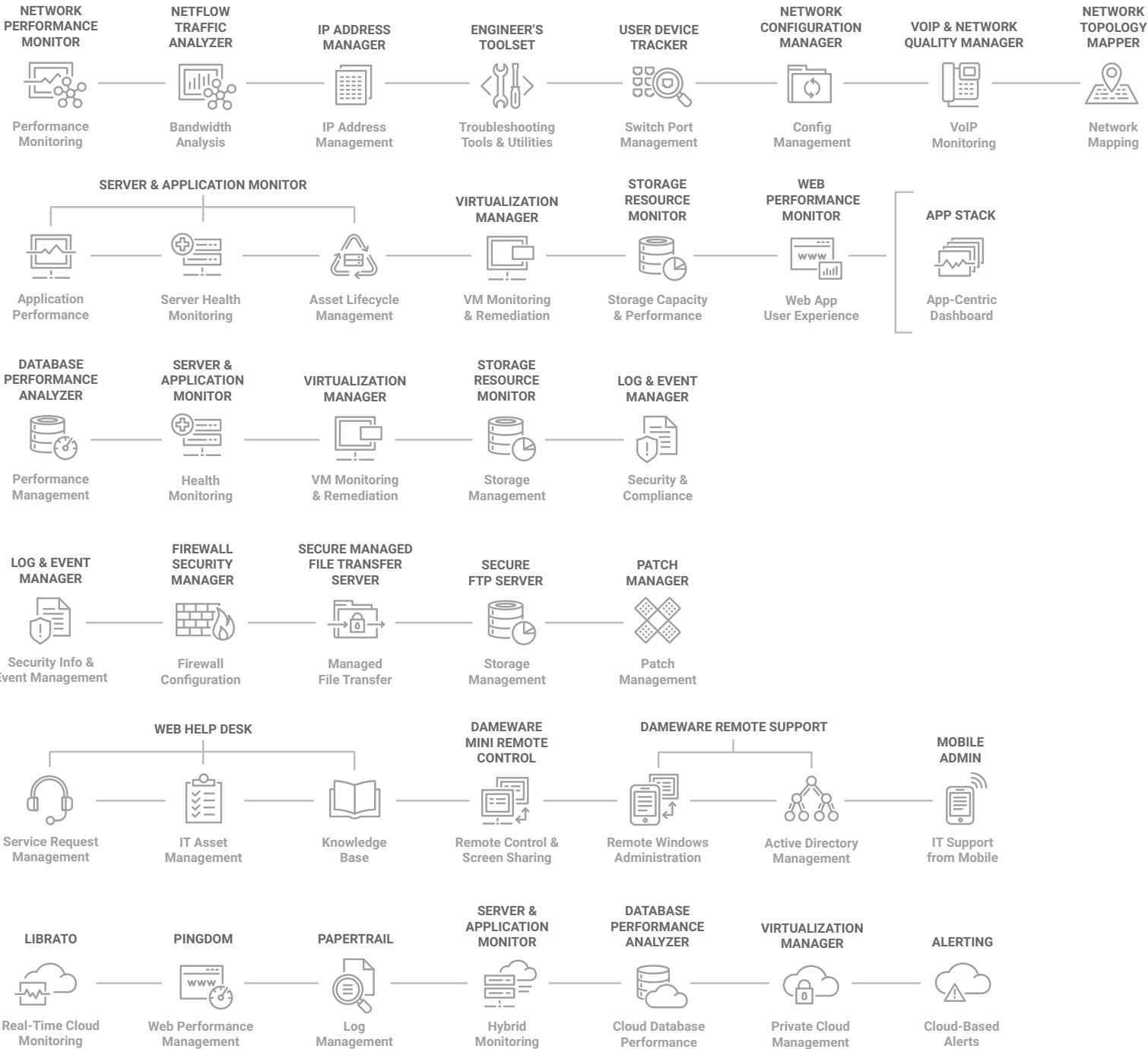
24

8

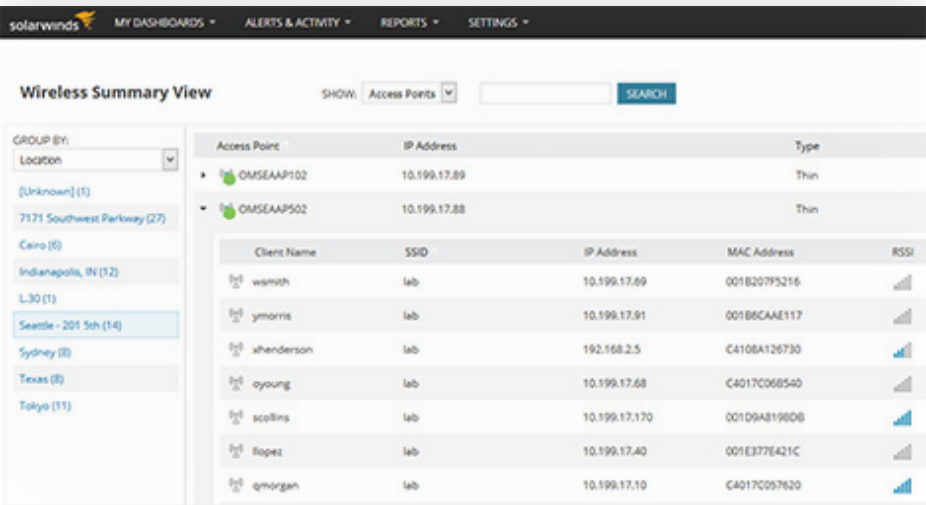
24

8

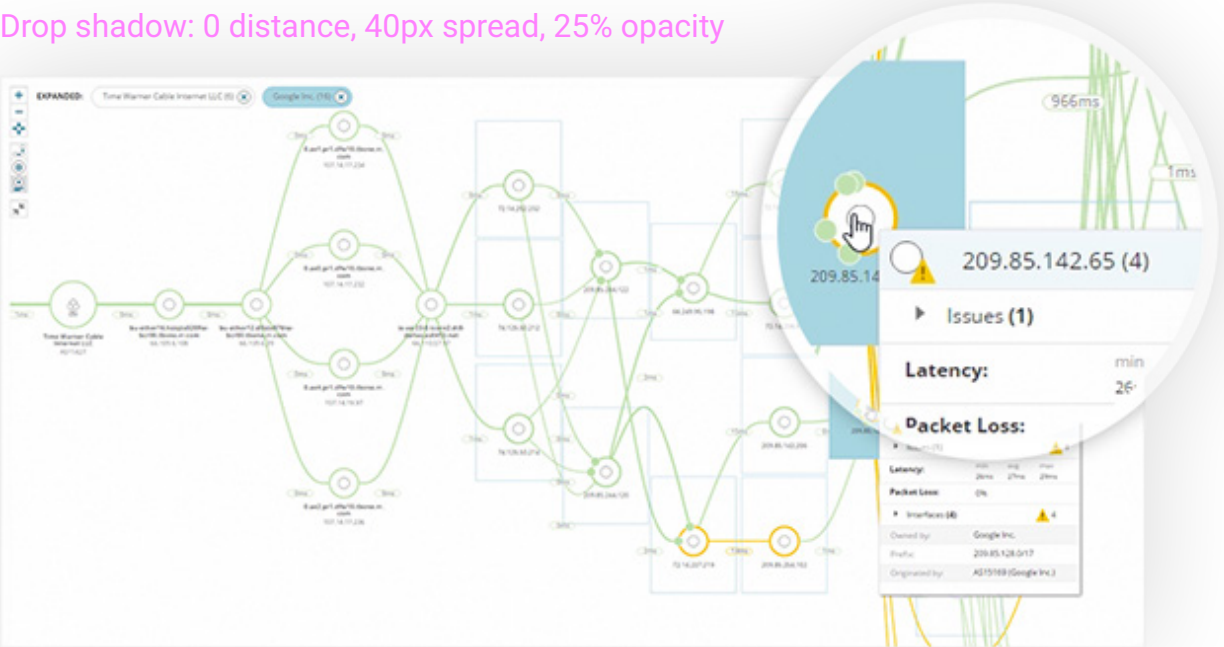
Action link



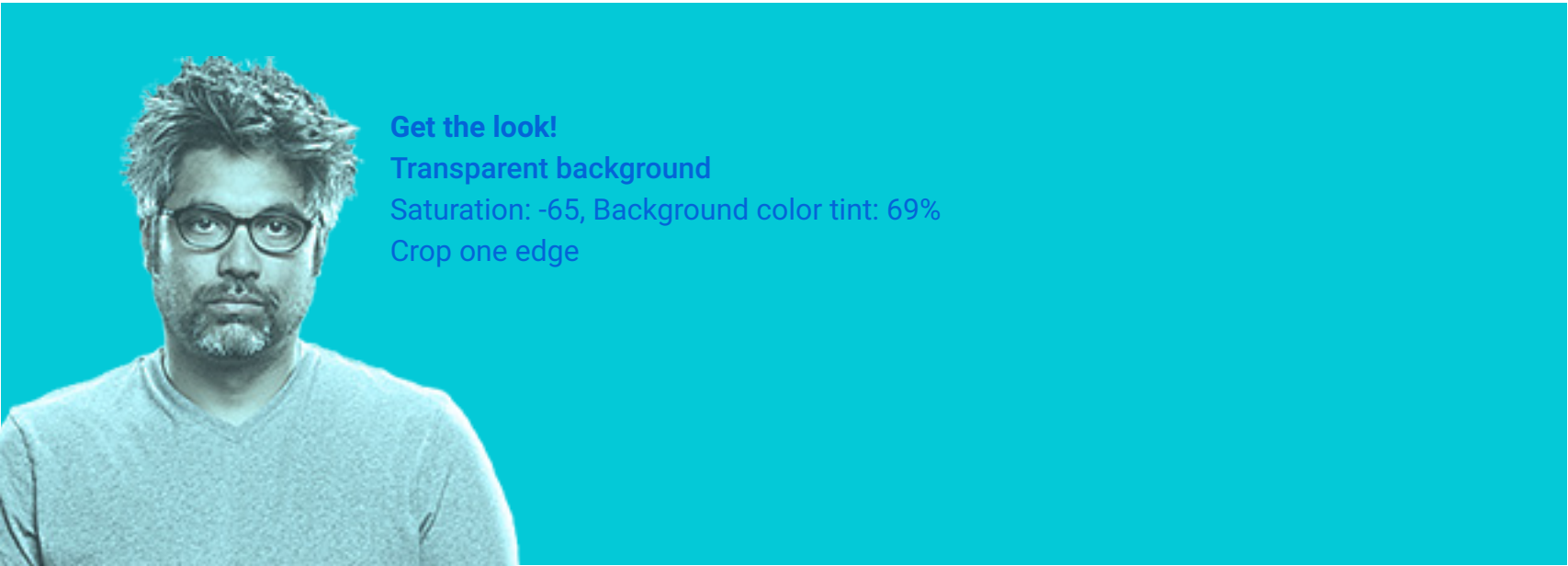
Small Shot
Drop shadow: 0 distance, 16px spread, 20% opacity



Large Shot
Drop shadow: 0 distance, 40px spread, 25% opacity



Video Thumbnail
Border: 1px solid #cccccc, 8px padding



Get the look!
Transparent background
Saturation: -65, Background color tint: 69%
Crop one edge

Normalize Logos
Color Fill: #a1a1a1



Normalize Badges
Saturation: 0, Lightness: +30



Module: Horizontal Tabs

Single Line
Just the facts please

16

36

Multi-vendor Monitoring

16

16

>

Active Bar Text & Background
Roboto Bold 16px #ffffff
Background #04c9d7

Customizable Topology

>

Default Bar Text
Roboto Regular 16px #444444

Automated Capacity

>

Even Background
#eeeeee

Dynamic Network Maps

>

Odd Background
#cccccc

Packet Capture & Analysis

>

Hover Background
#ffffff

Consultant & Services-Free Deployment

>

Wireless Network Monitoring

>

Automated Network Device Discovery

>

Wireless Heat Maps

>

More features >

Double Line
When you have a little more to say

16

56

Can Network Performance monitor scale to meet my needs?

16

16

>

Active Bar Text & Background
Roboto Bold 16px #ffffff
Background #dade63

Are there any online training videos or other materials available

>

Default Bar Text
Roboto Regular 16px #444444

What applications are supported?

>

Even Background
#eeeeee

How steep is the learning curve?
Where I can look for some help?

>

Odd Background
#cccccc

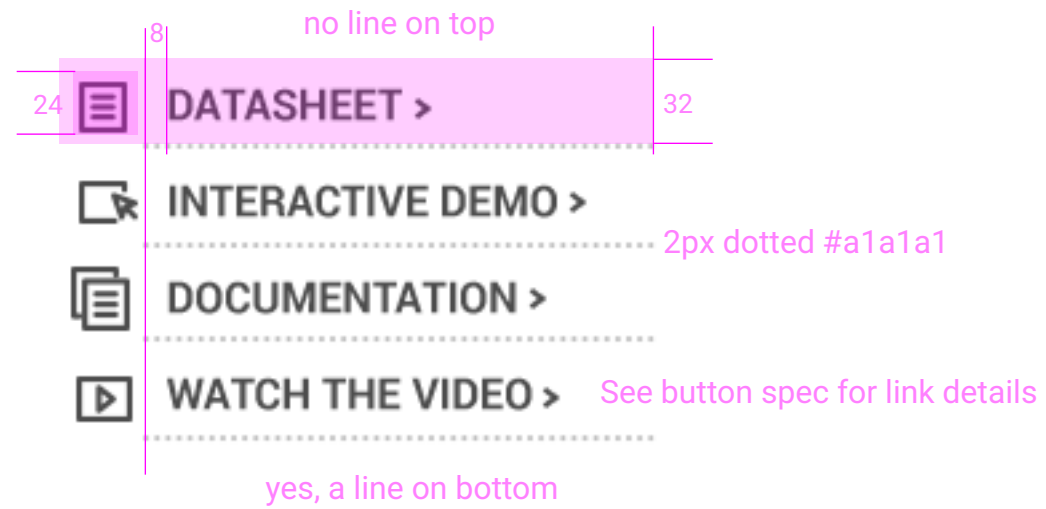
How exactly works integration with other products by SolarWinds?

>

More features >

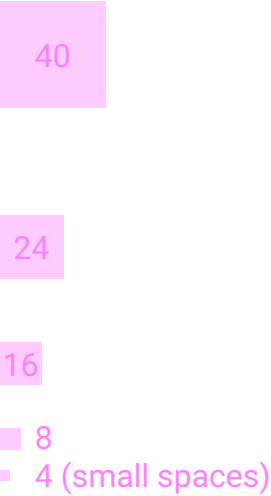
Hover Background
#ffffff





8 Pixel Layout Grid Examples

Find your (vertical) rhythm.
When in doubt, use a grid in
8 pixel increments to space
elements consistently.



8

H2 Section Headline

8

Subhead to H2

16

Standard Text

Lorem ipsum dolor
sit amet, consectetur adipiscing
elit. Sed nibh tortor, pulvinar at
magna at, porta rhoncus magna.

16

Standard Text

Lorem ipsum dolor
sit amet, consectetur adipiscing
elit. Sed nibh tortor, pulvinar at
magna at, porta rhoncus magna.

24

STANDARD BULLETS

8

● List Item 1

8

● List Item 2

8

● List Item 3

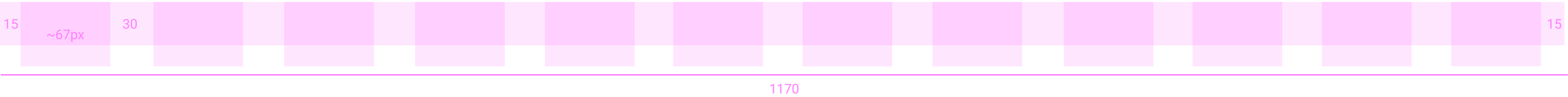
8

8

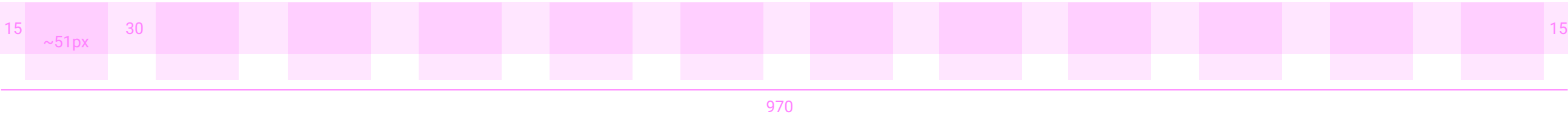


Bootstrap Responsive Horizontal Grid

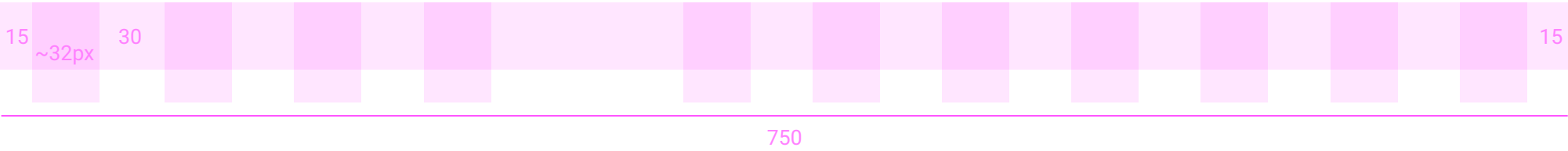
Large Desktop ≥1200px



Medium Desktop ≥992



Tablet ≥768



Phone <768 (suggest limiting to two columns)

