Website Style Guides
Topic Project

Introduction

Ever wonder what a website style guide really is? Well it's a manual that sets the design standards for a company's brand identifiers, like documents and signage. Its key purpose is to create a universal design style for the brand and ensure consistency across all channels and mediums. This is where you establish your logo, color palette, typography, imagery guidelines, and so on.

From the research I have gather it says that some print versions of style guides go back over 100 years ago. But as the web has continued to become the use of everything now there isn't as many print versions but more website versions. This way it makes it easier to share information with people that are not in the same area as you.

Having a website style guide helps you in several ways, it will help you get a faster design built because you have all of the guidelines of what that company wants and you just have to put the build together using their guides.

Website Style Guides

- What is a website style guide?
  - Defining it
    - Explaining what it is and how important it is to have.
- Assemble your sites basics
  - Study the Brand
    - First, you need to study the brand so that you understand what it stands for. Get to know the story behind the brand, observe the team and figure out the vision, mission and values of the company. It is important to dig deeper into the brand so the style guide you produce will visually and emotionally represent the organization.
  - Color Palette
    - Begin by setting primary colors for your style guide that will dominate your website, dominant colors should include no more than three shades. In some cases, however, you will need secondary and even tertiary colors to illustrate your user interface, make sure you define them too. Also include neutral colors like white, grey and black for the primary brand colors to stand out.
  - Typography
    - You must get typography right because it is one of the most important communication tools between visitors and your website. Set hierarchy and identify it. There are headline types: h1,h2, h3, h4, h5 and h6. Then body copy, bold and italic variations. Think about custom copy that will be used for smaller links, intro text and so on. Provide font family, weight and color.
  - Buttons

- ■ Buttons are a mixture of color palette, forms and voice. Rely on these previously created assets to create consistent looking and functional buttons with different stated designs.
- O Forms
  - ■ Forms are what make your website or web app interactive and dynamic so the user can enter the data and you can then manipulate it and do the work. Make sure to establish a hierarchy and include possible feedback from forms — active, hover, add error, warning and success messages including things such as a password being too weak, email being not valid or simple success messages e.g. *"email was sent."*
- O Icons
  - ■ Icons have existed for thousands of years and are older than text and words. Take advantage of using icons in your projects because they will give an instant idea to visitors as to what's going on and what will happen next. Picking the right icons will give more context to content than color palette, copy or graphics. When using icons, make sure to think about the target audience, religion, history, so you avoid misconceptions and misunderstandings. One more thing to mention, think about the brand and its values so you don't use hand-drawn icons on a large banking website.
- O Grid Systems
  - ■ In addition to helping visually organize elements, a grid system also offers a great deal of visual and structural control over your page. It makes it easier to create magazine-style layouts or online creative portfolios, which would be a nightmare to code from scratch and hard to visualize. Elements like text callouts are also easier to produce and place.
- O Sign-in Forms

- ■ The best signup forms include no more than the absolute bare-minimum required information. If there's no financial transaction involved, then it should be limited to email and *maybe* name.
- ● Document Interactivity Examples
    - ○ Mobile Applications
    - ○ Website
    - ○ Print

<title>Topic Project</title>

<h1>Website Style Guides</h1>

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<h2>Assemble your sites basics</h2>

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<p>The best signup forms include no more than the absolute bare-minimum required information. If there's no financial transaction involved, then it should be limited to email and *maybe* name. If money is involved, then make sure you only ask for the minimum amount of information required by your credit card processor. If you need a shipping address, make sure they can auto-fill that information from their billing address.</p>

<h2>Document Interactivity Examples</h2>

<h3>Mobile Applications</h3>

<h3>Website </h3>

<h3>Print</h3>

Inspirational Websites

http://blog.hubspot.com/marketing/web-design-style-guide-examples

http://speckyboy.com/2015/01/15/inspirational-examples-ui-style-guides/

https://designschool.canva.com/blog/apple-google-starbucks-inside-the-web-design-style-guides-of-10-famous-companies/

http://styleguides.io/

http://zurb.com/word/grid-system

http://designmodo.com/create-style-guides/

Free Bootstrap Templates

http://shapebootstrap.net/item/1524990-cyprass-html5-responsive-business-template/live-demo

http://shapebootstrap.net/item/1524954-kadmin-free-responsive-admin-dashboard-template/live-demo

https://shapebootstrap.net/item/1525103-sept-free-bootstrap-3-theme

455321: What do you want to know about this topic?	455322: What will make this information meaningful to you?	455323: How do you plan on using this information?	455324: Rate on a scale of 1 - 10 How do you rate your current interest in this information?	455325: This topic relates to my role as a:	455326: Rate on a scale of 1 - 10 "I would like a broad idea of where the topic fits in"	455327: Rate on a scale of 1 - 10 I would like an outline of the benefits of this product / idea / technique.	455328: Rate on a scale of 1 -10 I would like detailed information on how to use this.	455329: Rate on a scale of 1 - 10 I would like to see examples of this.	455330: Add any other input / comments.
how many steps, for example top 10 steps or top 25 steps.	just to have the basic steps.	step by step	7	web designer	7	7	7	7	no comments
How are style guides used in industry?	How can I use style guides most appropriately? How can they be most helpful to me as a designer?	I want to make my use of style guides far more natural/improved and easier to create and use.	8	web designer,art director,visual designer	5	8	8	10	
How much detail to put into a style guide	Being able to create a complete, visually appealing style tile.	As a guide to creating effective style guides quickly and simply.	10	web designer,web developer,art director,media designer,animation designer,visual designer	10	10	8	10	I love style guides!
Why should I use style guides?	Pictures of cool and inspiring style guides.	I will try to will myself to hate style guides less than I do now.	5	visual designer	5	10	5	10	N/A
Why do I need a style guide? Why shouldn't I just wing it and go with the flow? When should I follow the Style Guide template and when should I go off script?	I would like to know how to make my style guides better.	To make my preparatory workflow more efficient and effective.	10	web designer,art director,visual designer	10	10	10	10	
What are the cutting edge website styles.	When not to go overboard with website styles.	To add the latest styles to my future web pages.	6	web designer,web developer,visual designer	6	6	6	6	When not to use a certain style, based on the audience?
what is the best way to start designing a web page?	where do i start? what should my process be?	to see how sticking with the guides makes for a nicer experience	10	web designer	5	10	10	5	the beginning steps would be nice to learn
I want to know a lot about this topic because I don't know much about what it even is.	Good information and facts that will help me understand more about this topic.	For future web design projects.	7	web designer,art director,visual designer	8	8	7	10	
why should i use it and how is it helpful to my workflow.	Explaining to me how this will help my workflow and if it is useful when talking to clients.	to enhance my workflow and understand why it is useful to me.	10	web designer,art director,media designer,animation designer,visual designer	10	10	10	10	
Why are styleguides so important?	It will help when developing my own style guides.	It will help decide what i want to use in my styleguides	10	web designer,web developer	10	10	8	10	none
What is a design style rulebook?	Learning how to involve it in my process	To improve my design theory/process	8	web designer,visual designer	10	8	8	10	N.A.
I know some of the basic rules that go into designing a website and what rules you should follow and shoudn't follow.	By giving a outline of some of the rules that work, and how they are compared to good web design.	Well by making a good website with structure.	6	web designer,web developer,visual designer	6	7	5	7	Mainly, looking for good and bad rulebook.

Topic User Analysis Worksheet

➢ **USER ANALYSIS FOCUS** ---

1) User Needs and Goals: What are your website users looking for?

2) User Characteristics: What are the behaviors and motivations of the User?

➢ **USER NEEDS AND GOALS**

If you know who your audience is and what they're looking for, you can create content catered to their expectations. You can write about the sorts of things your primary audience will be after**.**

Outcome:
A *measurable* change, action or behavior that you wish a visitor to take or experience.

Knowing your audience will help you identify the key features to include on your site.
From your Topic Survey determine:

You can include what your target audience will want from your website and narrow the scope of those features to appeal to your key audience and hone in on what is important to them.

User Outcomes	Website Features
List the **outcomes** your users want from your website. (Pick the most distinctive ones or the one they you most understand.)	Match how you would design your content to meet the outcome. List what key feature(s) would align with the desired user outcome.
How style guides are used in the industry?	Give examples of major companies that use them.
Why do we need style guides?	How it helps when designing for a company.
Why are they important?	I would explain the benefits it has.
What are the cutting edge website styles?	How to direct your user into making a great style guide with key points.
Why do I need a style guide? Why shouldn't I just wing it and go with the flow? When should I follow the Style Guide template and when should I go off script?	Why it is important to stick with the style guide you are given!

USER CHARACTERISTICS

1) What are the motivations and behaviors of your Users?

2) Understanding what knowledge and tools Users have and where your audience's frustrations are shifts the conversation to how you can help them and present to them.

Look at the User Profile Report. Are there any common / repeating ideas?

FROM THE USER PROFILES DETERMINE:

User Motivation	Website Approach
List user motivations	Match how this would influence your content design.
Why is it important to follow?	This would influence my design because I will show what happens when you don't follow the rules.
What is a style guide?	A style guide is a guide you are given to follow when creating something for a company.
How it is helpful?	I would match how easy it can be to create something with the style guide that is given from a company.

FROM THE USER PROFILES DETERMINE:

User Behaviors	Website Approach
List user behaviors	Match how this would influence your content design.
Basic steps when creating a style guide.	Have a step by step guide that builds the image of what it takes to create one.
Where to start?	What information to gather.
Information and facts to understand what it truly means to create a style guide.	How important it is to have a style guide.

➢ **APPLY FINDINGS TO CONTENT PLAN** ------------------------------------

From The Worksheet Tables – place the information into your Content Plan

topic	
User goals	A guide to follow when creating a website style guide.
User characteristics	Information to gather and where to put what.
website goals	A simple design that follows the necessary steps.
website message	Have a fun style guide that shows examples of great style guides.

topic	Website Style Guides
User goals	Easy rule book on the process in making a style guide.
User characteristics	Steps that list the process on what to have.
website goals	Have a go-to style guide of what to expect on a style guide.
website message	A style guide process.

<table>
<tr><td colspan="3" align="center">OUTLINE</td></tr>
<tr><td colspan="2" align="center">heading and content</td><td align="center">element type</td></tr>
<tr><td>h1</td><td>Topic Project: Website Style Guides</td><td>Big background Image</td></tr>
<tr><td>h2</td><td>What is a website style guide?</td><td>Text with image next to it</td></tr>
<tr><td>h3</td><td>Defining it</td><td></td></tr>
<tr><td>h3</td><td>Assemble your sites basics</td><td>Describing Icons that move</td></tr>
<tr><td>h3</td><td>Study the Brand</td><td></td></tr>
<tr><td>h3</td><td>Color Palette</td><td></td></tr>
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<tr><td>h3</td><td>Icons</td><td></td></tr>
</table>

h3	Grid Systems	
h3	Sign-in Forms	
h2	Document Interactivity Examples	Carousel examples
h3	Mobile Applications	
h3	Website	call-to-action button
h3	Print	

Website Style Guides

Assemble your sites basics

- Study the Brand
- Color Palette
- Typography
- Buttons
- Forms
- Icons
- Grid Systems
- Sign-in Forms

Document Interactivity

- Mobile Applications
- Website
- Print

What is a website style guide?

- Defining it

Template Analysis Worksheet

➢ **TEMPLATE ANALYSIS FOCUS** ---

    1) Categorize Template Types

Choose a Template:

    2) Match a Template features to your Content

    3) Sketch the chosen template's breakpoint layout pattern

    4) Create the Desktop layout wireframe with element labels and content descriptions

➢ **TEMPLATE TYPES**

Look at this website for ideas about how to categorize Templates

HTTP://BLOG.JIMDO.COM/HOW-TO-PICK-THE-PERFECT-TEMPLATE-FOR-YOUR-WEBSITE/

What do you **need** your website to do?   What Layout Fits Your Needs?

The layout determines how the information will be structured when you create a website. The key to using Web design templates is choosing the one that works closest to as you need and want it to without too many changes. Avoid website templates that look good but require excessive redesign to meet your practical needs. Look at the structure of the home page and the interior pages. Do you want mostly text pages? Will you include graphics, tables, and links? Do you like the navigation bar at the top or to the side? Do the animations work? What dynamic elements are there? What industry is it slanted toward?

Separating Style from Substance

Look past the color scheme and graphic treatment.

1) CREATE YOUR OWN SYSTEM FOR QUALIFYING TEMPLATES:

Template Types / Categorizes	Example: description or mini-screenshot or link
Hero	Full Browser- low content home page image/video.
Side Slide - no scroll	
Home- full browser-section with strips and form and map at the end	http://shapebootstrap.net/item/1524963-evento-free-music-event-template/live-demo
Photo Filter- carousel with animated text- accordion with vimeo video- pricing snipit- customer feedback	http://shapebootstrap.net/item/1524990-cyprass-html5-responsive-business-template/live-demo
*Photo Filter, options with panels, sticky navbar, one page, flat design social button	http://shapebootstrap.net/item/1525103-sept-free-bootstrap-3-theme/live-demo

Template Analysis Worksheet

Creative message,video slide, photo gallery, slideshow beginning	http://shapebootstrap.net/item/1524944-egret-html5-landing-page/live-demo

- ➢ **CHOOSE A TEMPLATE**
- ➢ **2) ANALYZE YOUR TEMPLATE AND MATCH TO YOUR CONTENT**

ANALYZE YOUR TEMPLATE:

General Features	
Is it responsive?	Yes
What is the navigation scheme?	Modern, flat
Can I rearrange the layout (is it in sections) ?	Yes, it is in sections.
What is the home page like?	The home page is a single photo.
What are the interior sections like?	Photo galleries, information slots. etc.
Is all the content on one long scroll page?	Yes
Other:	

MATCH THE TEMPLATE TO YOUR CONTENT LIST:

List YOUR Content Items	MATCH Template Element
Example: List Benefits of my technique	Example: Section with 3 columns and icons with simple headings.
Benefits of showing step process	Allows information not to be cluttered.
One page	Scrolling allows to have information without having to much info.
Assemble site basics	The section with icons would work well with this.
Mobile	Functions well with mobile applications.
Crowding	The site manages to have a lot of information but spreads it out easily.

➤ **TEMPLATE LAYOUT PATTERN** --

3) Using the breakpoint sketch sheet -

Do a rough sketch of the **Breakpoint Layout Pattern**
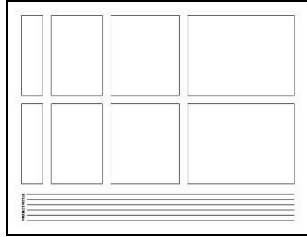
4) Wireframe the Desktop Layout.
 Label each element with its Section Name & Content Description
 (You can use Balsamiq for this)
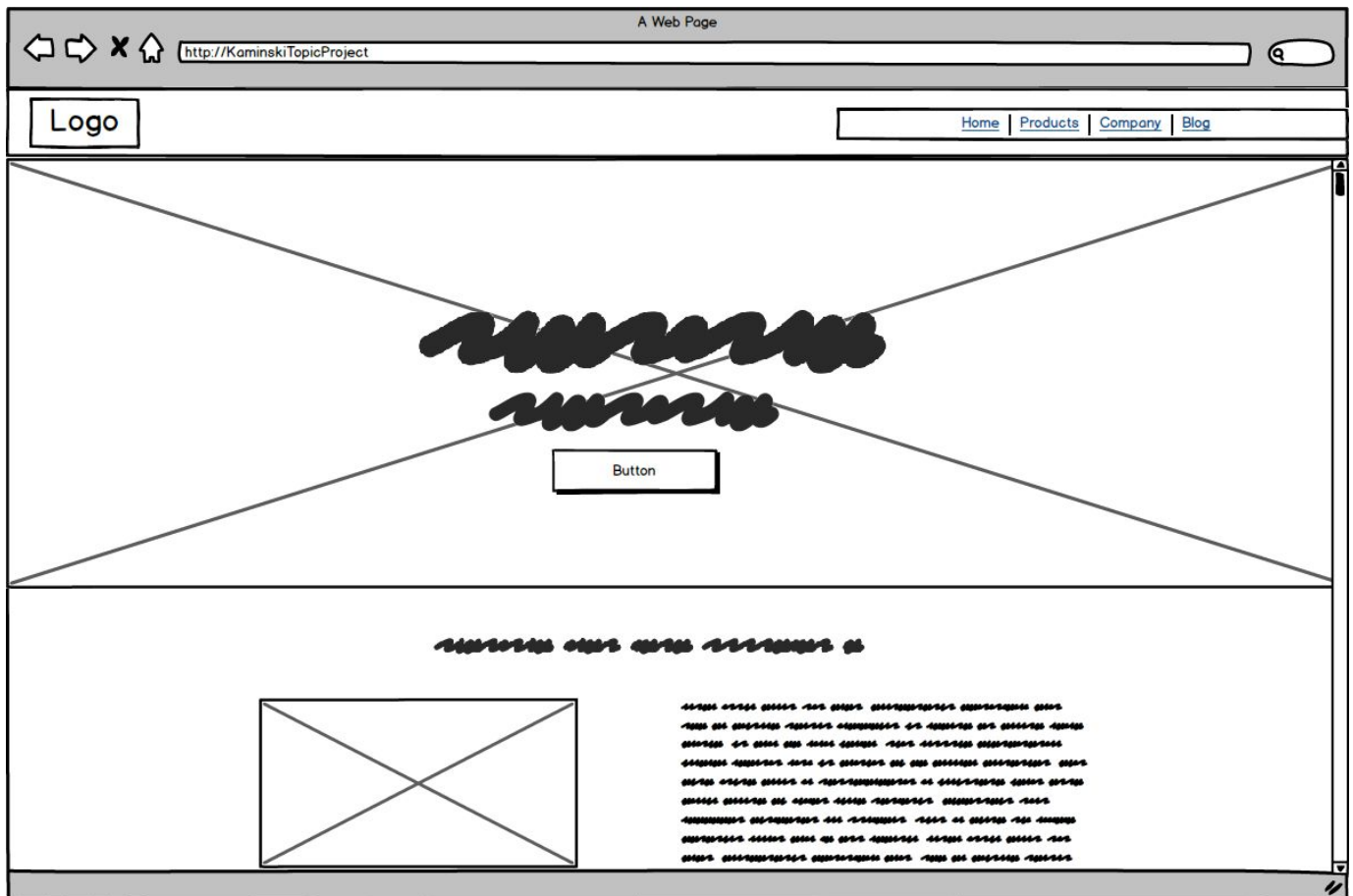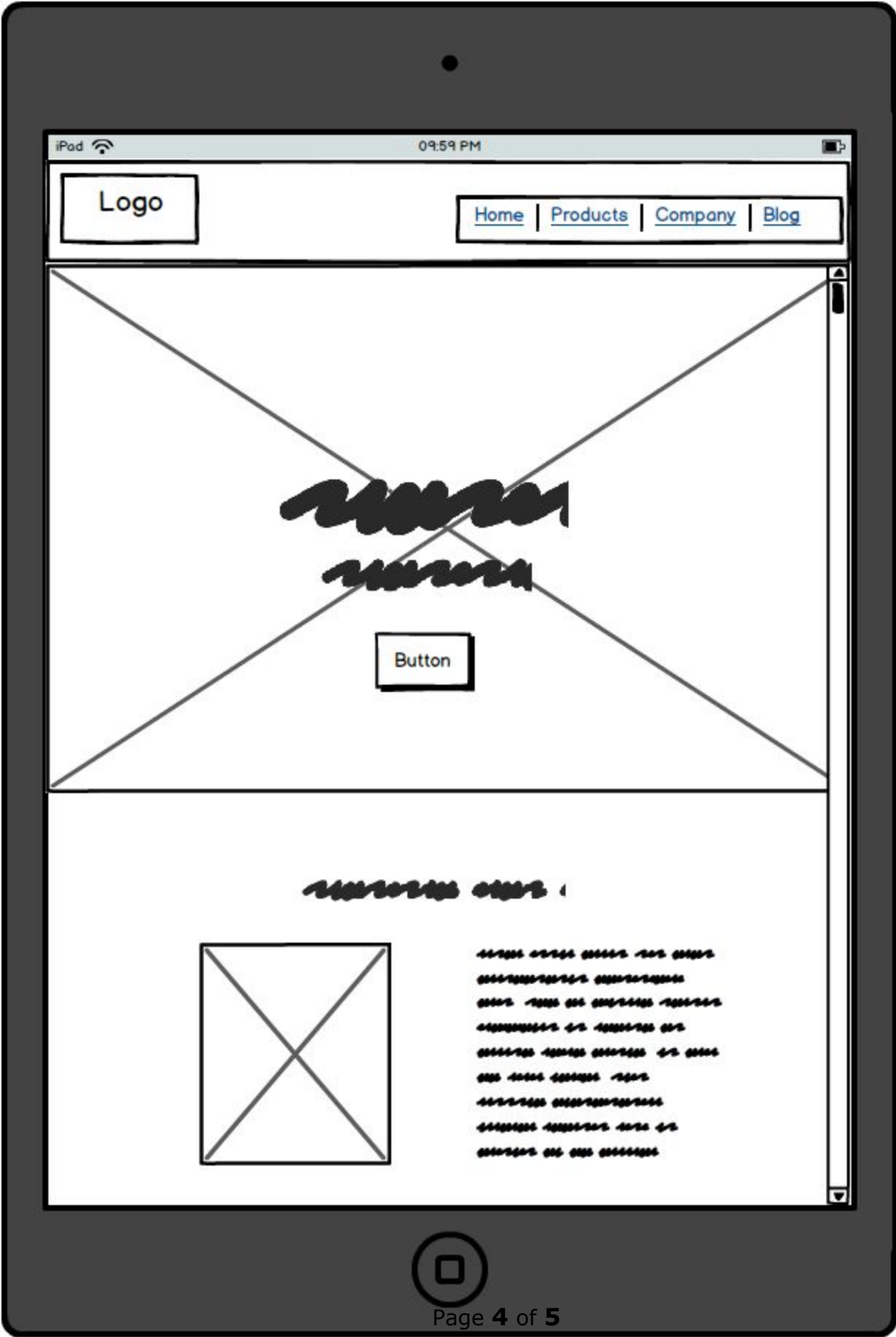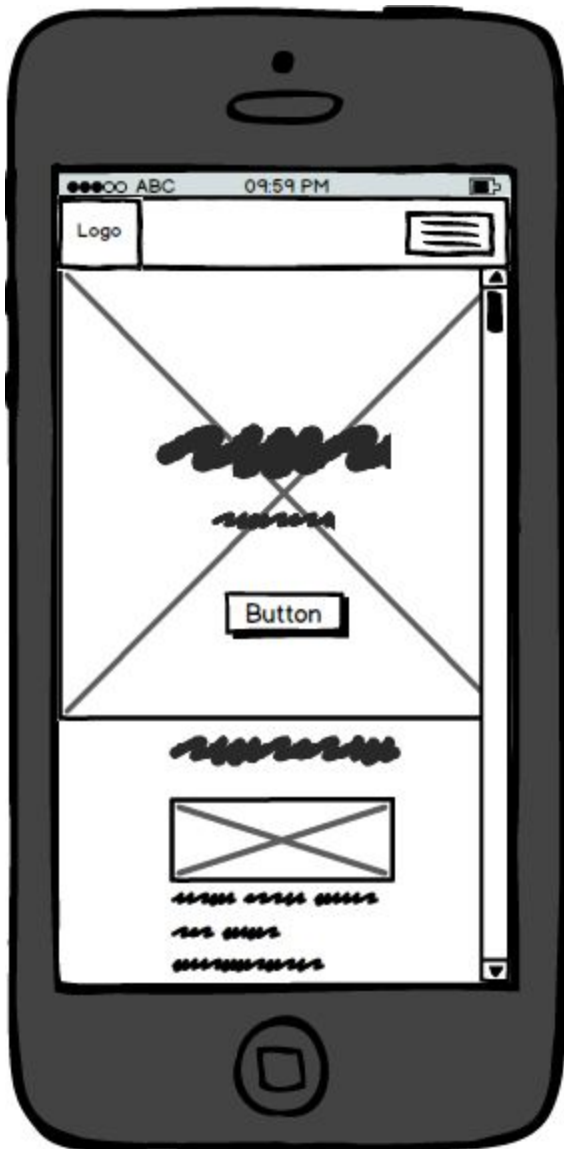
iPad 🛜   09:59 PM   🔋
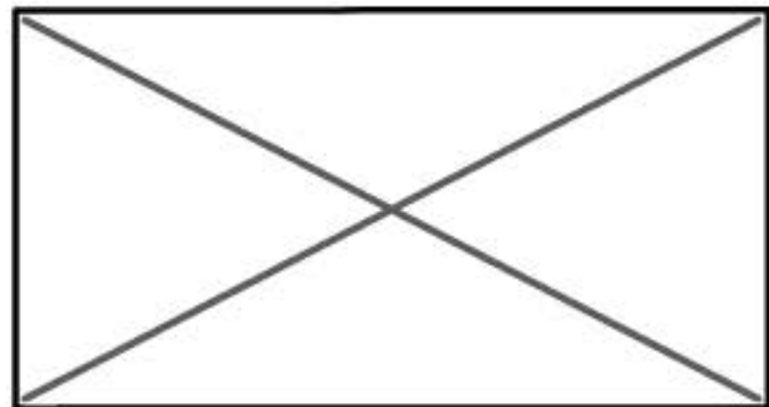
Logo

Home | Products | Company | Blog

Button

Logo

Home | Products | Company | Blog
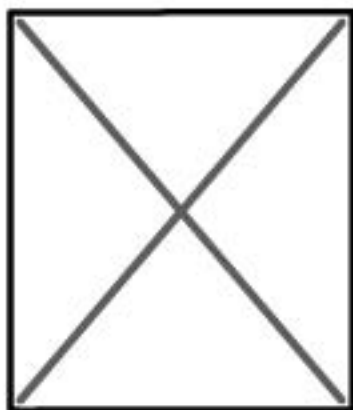
Button

Logo

Button

Logo

Button
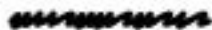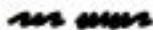
Style Tile
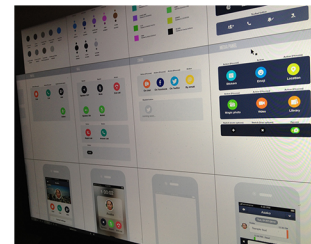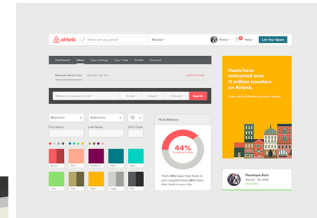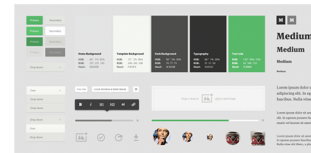# *Topic Project:* Website Style Guides
MACA 2880
Kelsey Kaminski
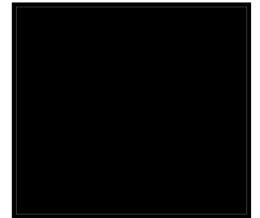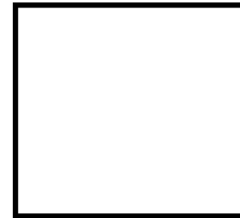
Showing Examples:
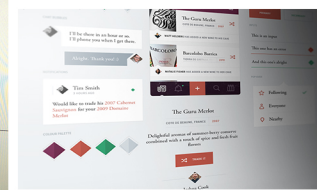
Bold
Simple
Modern
Flat Design