

Stazø1

A place to.....explore...create...flourish!

Web Style Guide

By Scarlet Parris

Fall 2016

Introduction:

This is the official style guide for the **Stazel** website. **Stazel** is a small, independently owned and operated business which specializes in the creation of unique handmade jewelry, accessories, and home decor items. The website contains product and purchasing information, as well as resource links, patterns, tutorials, and a blog for anyone interested the maker movement and/or in creating some of the items sold on the website. Please follow the instructions contained in this style guide when adding content to and/or when updating the **Stazel** website.

Design Standards:

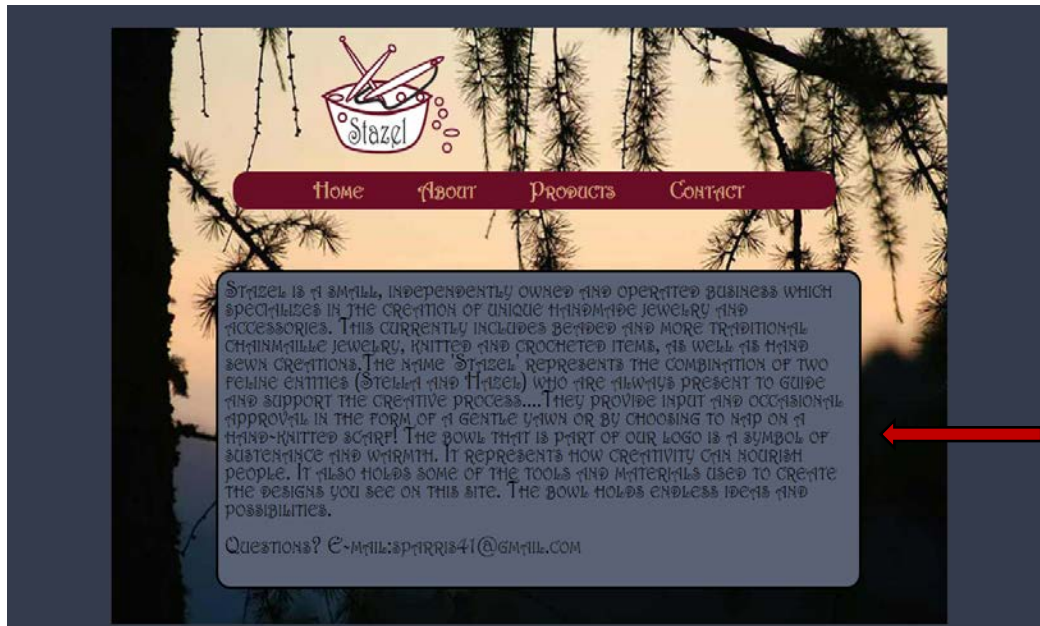
A. Page Layout & Formatting (see screenshots below)-

- 1) Container- Each page will include a container div (1200 x 800 pixels) that will contain all the content (and thus other elements) on the page. This container element will have a background image or wallpaper that covers it fully and that is complementary to the colors used in other elements of the website. Margins are set so that it is centered within the body of the page.
- 2) Header- The header extends across the width of the page and contains no background color; it's background is the background image of the container. It contains the logo only which is placed slightly to the left of center (about 100 pixels). This header should be contained on all pages in the site. The logo is created in Adobe Illustrator.
- 3) Navigation Bar- The navigation bar contains four primary links to other pages in the site and should be included on all pages in the site. It is 900 pixels wide, 100 pixels high, and should be centered within the container, directly under the header. The corners are rounded.
- 4) Section- The section element is used on the home page, as well as in several others on the site (Products page, the Contact page, and the Resources page). On the home page, it contains the introductory text for the website as well as four links to other pages in the site, which are formatted as an unordered list beneath the introductory text. On the Products and Resources pages, the section element contains secondary links in unordered list format, also. The section element on the Contact page contains a form and textual information explaining the purpose of the form. The width and height of the section are both 50% of the page, and this element should be centered on the page, beneath the navigation bar. The corners are rounded. The font size is xx-large and the line height is 40 pixels.

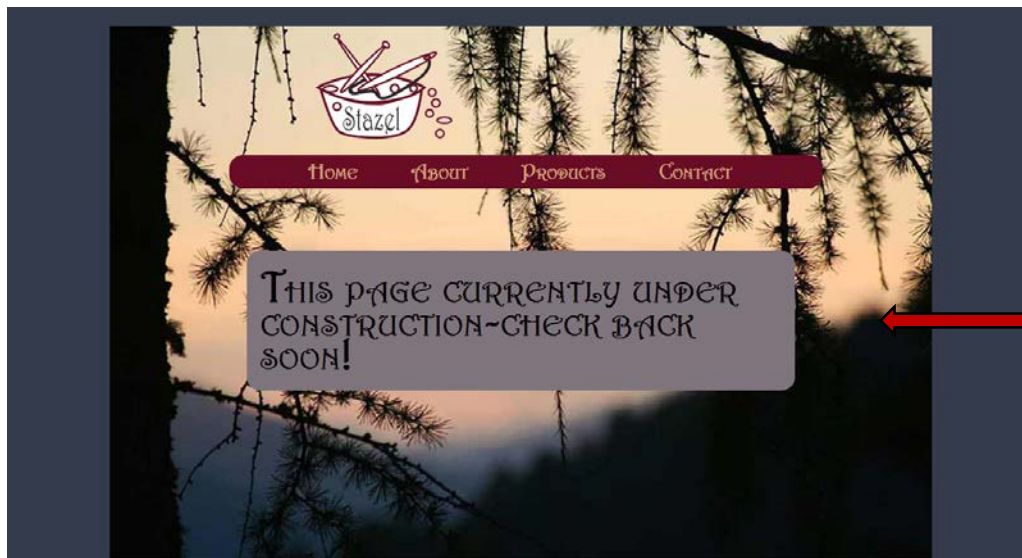
- 5) Paragraph- The paragraph block element is used on the About page only. It contains more textual information about the purpose and history of **Stazel**, as well as an e-mail contact link. This element has a thin, black border around it, with rounded corners. The font size in xx-large and the line height is 25 pixels. The width is 75% of the page and the height is 50%. It is centered on the page, beneath the navigation bar.
- 6) Heading- The heading 1 element is used on all incomplete pages and is placed directly beneath the navigation bar. It contains text explaining that the page is “under construction”. The font size is 2em and the font weight is bolder. Corners are rounded.
- 7) Footer- The footer, which is 90 % of the page width, includes a tagline of text which is 750 pixels wide and 75 pixels high. It is placed on the home page only, at the bottom and shifted to the right side.

Container





Paragraph



Heading 1

B. Typography-

The Harrington font should be used throughout the site for all content (e.g. text, links). MarkerFelt-Thin font is included as an alternate font as Harrington is not supported on I-Devices. The font color should be #000000 (black) for all text except for the links (see color guidelines below). The font size guidelines are as follows:

Container- font size=xx-large; small caps; line-height=50 pixels; normal font style; font-weight=400

Section- line-height=40 pixels

Navigation Links- font-size= 1em; font-weight=bold

Product Page Links- font-size=larger; line-height=2em; list-style type=none

Home & Resource Page Links- list-style type=none

Footer- word-spacing=20 pixels

Heading1- font-weight=bolder; font-size=2em;

Paragraph- line-height=25 pixels

**Please note that the font guidelines for the container will be applied to all areas of the page unless a particular block element has different guidelines of its own.

C. Colors-

The current color palette for **Stazel** was developed by gathering colors from the container background image, as well as by determining other colors that would be complementary. As this image is updated (seasonally), the color palette may change in order to complement the new background image.

The following color palette should be used at this time (hexadecimal numbered colors are provided):

Logo Outline	#6A0C26 (red)
Logo Lettering & Thread	#231F20 (black)
Body Background	#353B4B (blue)
Container Text	#000000 (black)
Footer Font	#FFD0A2 (cream)
Section Background	#5A6276 (medium blue)
Navigation Bar	#6A0D26 (red)
Paragraph Background	#5A6276 (medium blue)
Paragraph Text	#000000 (black)
Navigation Links	Link: #0A0E11 (black) Hover: #FFD0A2 (light cream) Visited: #D0A77F (cream)
Home Page Links	Link: #FFD0A2 (cream) Hover: #24350A (green) Visited: #8E2A09 (orange)

Product Page Links	Link: #0A0E11 (black) Hover: #FFD0A2 (light cream) Visited: #D0A77F (cream)
Resource Page Links	Link: #FFD0A2 (cream) Hover: #24350A (green) Visited: #8E2A09 (orange)
Image Border	#000000 (black)
Image Caption Border	#000000 (black)
Image Caption Background	#7F757D (grey)
Heading 1 Background	#7F757D (grey)
Heading 1 Border Color	#000000(black)
**Note: Black is default text font color for all pages unless another color is specified.	

D. Image Specs-

Images- Images will be included on various pages within the site (e.g. Jewelry, Accessories, Home Décor, etc.). Product image size should be between 200 and 250 pixels wide and 125 and 175 pixels high; image sizes for the tutorials and pattern pages may vary. All images need to be authorized prior to being posted on the website. They should be optimized for the web in JPEG format to ensure quick download times. All images should have a thin, solid black border applied to them. Product images should have a title caption beneath them; the caption should include a background color and a thinner, solid black border. The layout of the images will vary depending on the specific web page and the nature of the images.

E. Logo/Brand Guidelines-

The **Stazel** logo is contained within the header element block and should be applied to all pages of the website (see Layout section above). The logo is created in Illustrator and the font used for the **Stazel** name is Harrington. The color and size of the logo should not be altered without prior authorization.

F. Navigation & Linking Details-

The website should be set up so that navigation is easy and intuitive. Therefore, the navigation bar (which contains links to the Home, About, Products, and Contact pages) should be placed at the top of every page in the site. There will take the user easily to other pages in the site without extra steps, and reduces the amount of times the user

must use the browser's 'back' arrow. The home page introductory section also includes four primary links (Tutorials, Patterns, Resources, & Blog) to other pages in the site. The Resources page should contain anywhere from 4-6 links at a time to other websites (these can be changed/updated every month with prior approval). The Products page should contain secondary links to three other pages (Jewelry, Accessories, & Home Décor pages) within the **Stazel** website. The About page contains an e-mail contact link for **Stazel**, which should direct the user to sparris41@gmail.com. The Contact page contains a form which should also direct the user to this e-mail address.

Technical/Development Standards:

A. Coding Standards-

The webpages should be created using standard HTML5 coding and CSS for styling. Files should be created and edited using the latest version of Adobe Dreamweaver for consistency as the current site was developed using this software. HTML and CSS files should be well visually well organized (e.g. spacing, indentation, etc. between elements and rules) to reduce errors and/or to easily locate them. There should be a double space between each element or rule.

B. File Structure-

Files are structured within the site according to the navigation and linking specifications above which contain primary and secondary level pages. There should also be tertiary level pages which contain product and ordering information; these will be sub-pages of the Jewelry, Accessories, and Home Décor pages.

C. File Naming Conventions- When creating a name for a file/webpage, the following rules should be applied:

- 1) Consistently match the name of the file to the title of the webpage.
- 2) The name of the file should be related to the content of the page (I.E. the Jewelry page/file should contain images of jewelry)
- 3) File name should consist of a capital first letter and the remainder of letters should be lowercase.
- 4) Numbers and upper/lowercase letters can be used in file names, but no special characters (e.g.?, !,...).
- 5) There should be no spaces between letters or numbers in a file name.

Editorial Policies:

- A. Content Selection-** All content must be pre-approved by the owner and manager of **Stazel**. Content includes textual information, images, links, blog contributions, etc.

- B. Language/Writing Style/Spelling & Grammar-** The website content will be presented in English at this time only. Writing style is causal but appropriate. Use of inappropriate language is expressly prohibited. Proper spelling and grammar is required.