

Web style guide

Version 1.0

These guidelines are a starting point to document the visual style of the Auto Site Checker website, hopefully bringing consistency to the design work we do going forward.

These will hopefully be superceded by a living digital document that will continue to evolve and grow.

Section 1.0

Fundamentals



Auto Site Checker

Logo

On screen we will use the black stacked version of the Auto Site Checker logo.

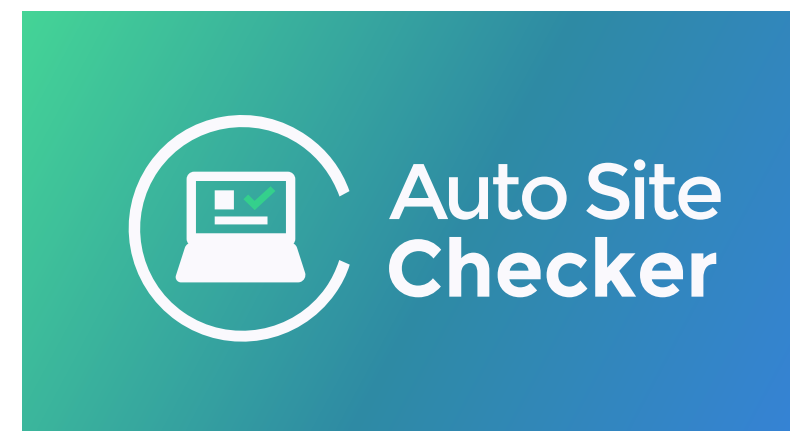
The logo can be used on a coloured or gradient background. In some instances we may want to use the white-out version for marketing purposes or over imagery.



Small screen 194px



Minimum 138px



STATUS	✓ Stable	Use with confidence, unlikely to change
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PRIMARY COLOURS



#00C1FF
0, 193, 255

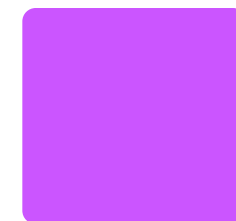


#5137FF
81, 55, 255

SECONDARY COLOURS



#5137FF
233, 27, 97



#cb55ff
203, 85, 255



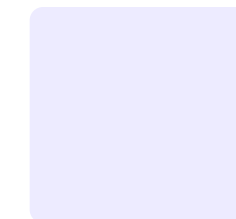
#E5F8FF
229, 248, 255



#3ECF8E
62, 207, 142



#23F8FF
35, 255, 239

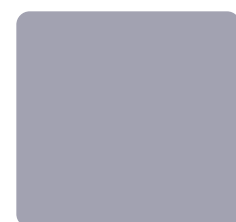


#EDEBFF
237, 235, 255

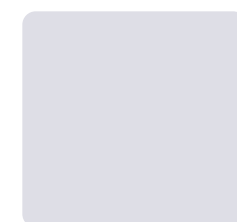
GREY/BLUE COLOURS



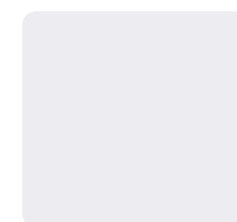
#000F14
233, 27, 97



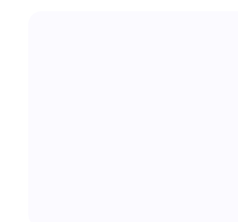
#A2A2B1
162, 162, 177



#DEDEE6
212, 212, 212



#ECECF1
62, 207, 142

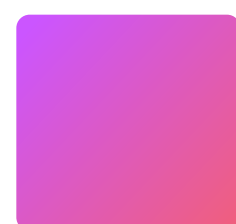


#FBFAFF
251, 251, 251

GRADIENTS COLOURS



#cb55ff
203, 85, 255



#23F8FF
35, 255, 239



#00C1FF
0, 193, 255

Colour palette

The palette contains three groups; primary brand colours, supporting secondary colours and a grey/blue palette.

Tints of the main blues will be used for backgrounds or dividing elements. The gradients will be used for highlighting certain content areas or backgrounds.

The main blue colours will be used to reinforce interact-able elements like links, buttons, controls and states.

The grey/blue palette is used for all textual content and as an overall background to content. Care needs to be taken that wherever possible we get as close to the minimum contrast ratio of 4.5:1 suggested by the W3C's WAI.

The supporting secondary colours are used for reinforcing status & messaging areas.

BRAND FONT

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@£\$%^&*()_+=-

Montserrat Bold
Montserrat Regular

SUPPORTING FONTS

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@£\$%^&*()_+=-

Karla Bold
Karla Regular
Karla Italic

Typography

Montserrat is a geometric sans-serif typeface designed by Argentinian designer Julieta Ulanovsky. The design was inspired by signage from her historical Buenos Aires neighborhood of the same name.

Karla is a grotesque sans-serif designed by Jonathan Pinhorn that is full of character and quirks. This is a perfect font to add a touch of personality to your brand.

Typographic scale

To ensure the interface has both a consistent presentation of type and a clear hierarchy we have a fairly small typographic scale of 10 sizes ranging from 12px to 90px across both large and small screens.

TYPOGRAPHIC SCALE

12px	14px	16px	18px	22px	28px	32px	40px	52px
0.75em	0.875em	1em Body default	1.125em	1.375em	1.5em	2em	2.5em	Reserved for text over image (character: -2.89)

Use Karla

Use Montserrat

STATUS

? In progress

In use, but requires refinement

LARGE SCREEN

Makes life easier

Heading XL
52px/48px
Montserrat
Bold

Saves time for web developers

Heading L
40px/40px
Montserrat
Bold

Automated website checking platform

Heading M
32px/34px
Gilroy Bold

Auto Site Checker is an easy to use application built by devs for devs

Heading S
24px/26px
Montserrat Bold

Drives engagement for businesses and, gives the best experience for users.

heading XXS
18px/20px
Karla Bold

REAL ADVICE FROM REAL LIFE

Heading XXXS
16px/20px
Karla Bold
All caps
Letter spacing 1.5

SMALL SCREEN

Makes life easier

Heading XL
40px/40px
Montserrat Bold

Saves time for web developers

Heading L
32px/34px
Montserrat Bold

Automated website checking platform

Heading M
24px/26px
Montserrat Bold

Auto Site Checker is an easy to use application built by devs for devs

heading S
18px/20px
Karla Bold

Drives engagement for businesses and, gives the best experience for users.

Heading XS
16px/16px
Karla Bold

REAL ADVICE FROM REAL LIFE

Heading XXS
14px/18px
Karla Bold
All caps
Letter spacing 1.5

Headings

Page headings range from 16px to 48 pixels and are all set in Montserrat Bold or Karla Bold . They can be either left aligned or centered as necessary.

STATUS



In progress

In use, but requires refinement

Section 2.0









Patterns

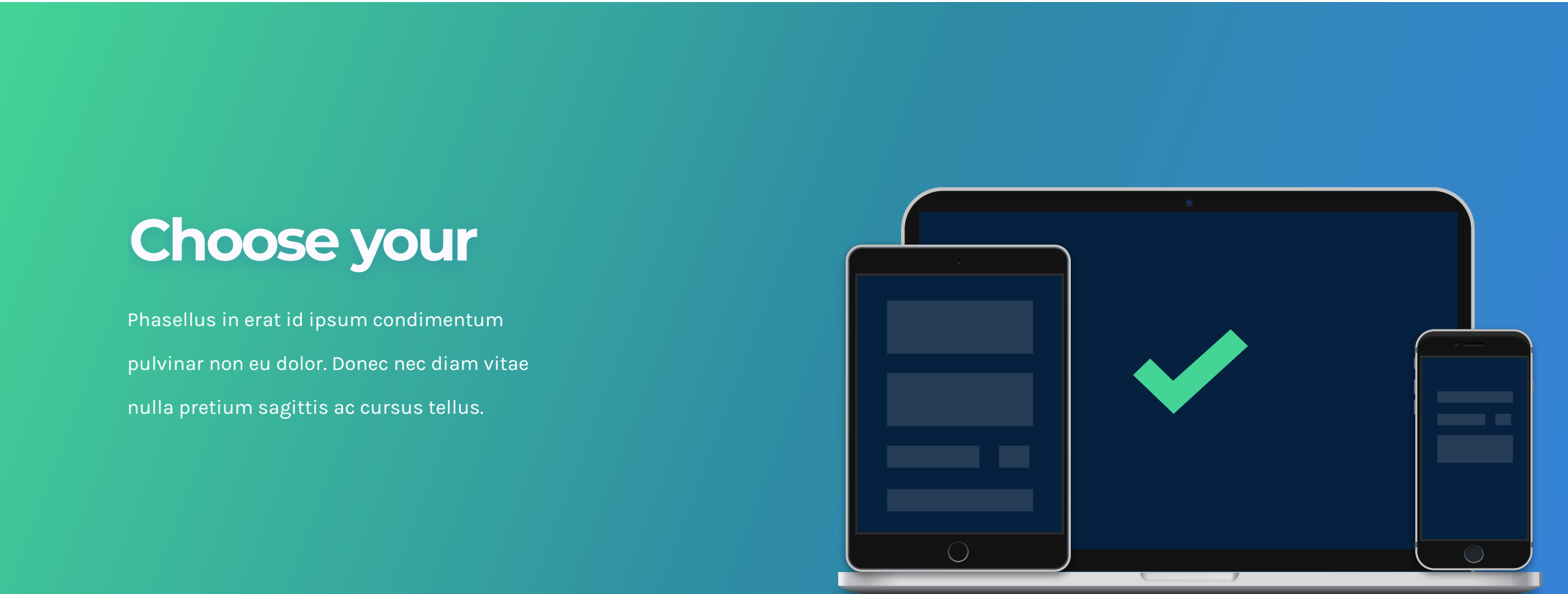
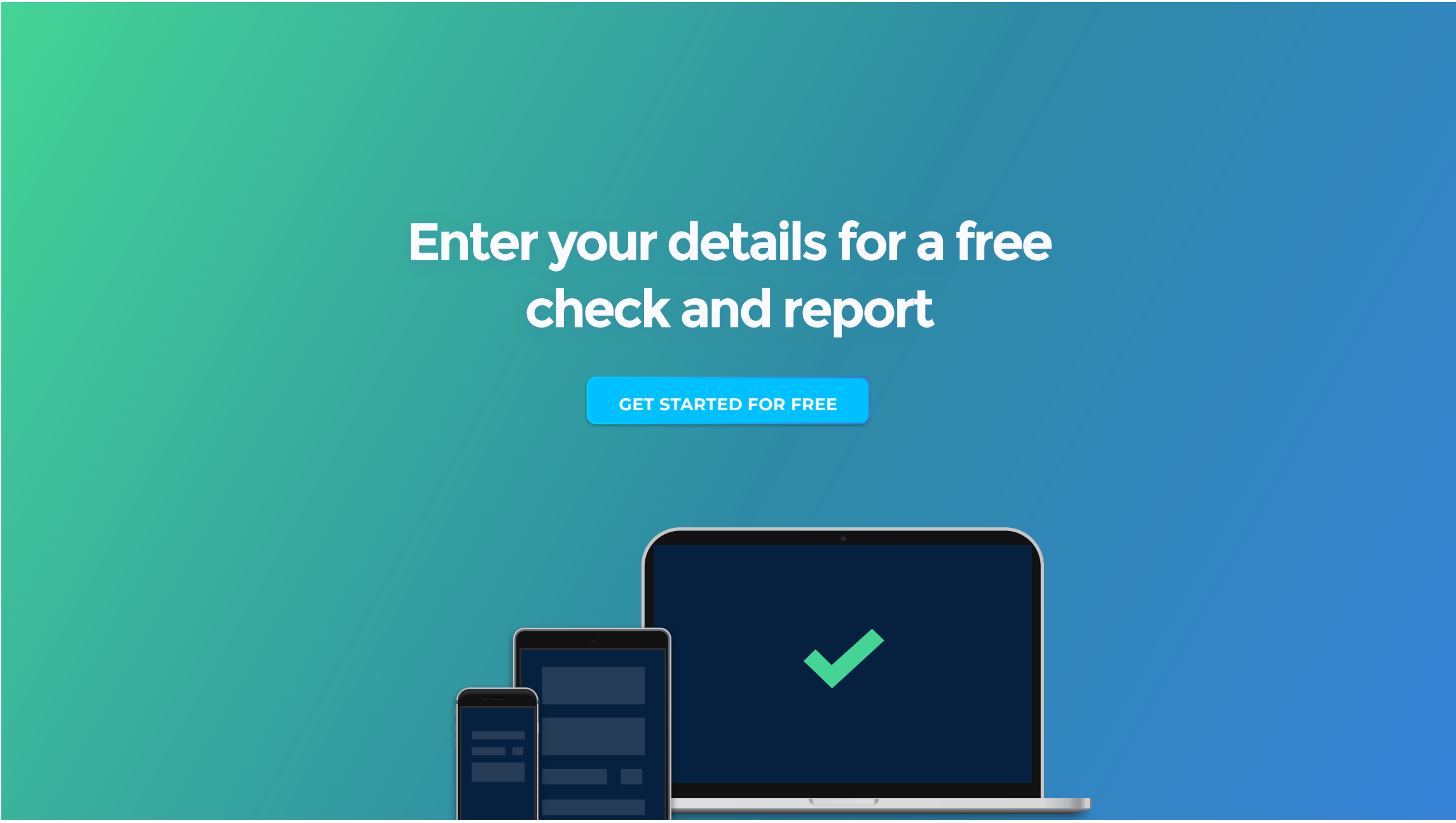
Buttons

We have two levels of buttons - primary and secondary for calls to action.

We should try and just have a single primary call to action on each page (or multiples only if it's a repeat of the same action).

All buttons styles are available at 3 sizes small, medium & large. They also have a subtle gradient fill on the borders which flips vertically on hover.


	PRIMARY	SECONDARY
Large	 <p>Label</p> <p>Height: 62px Colour: #3ECF8E Radius: 5px Label: Montserrat Bold 20px #FFF</p>	 <p>Label</p> <p>Height: 62px Colour: #5137FF Radius: 5px Label: Montserrat Bold 20px #FFF</p>
	 <p>Label</p> <p>Hover colour: #257D55</p>	 <p>Label</p> <p>Hover colour: #2E1F91</p>
Medium	 <p>Label</p> <p>Height 46px Colour: #3ECF8E Radius: 5px Label: Montserrat Bold 16px #FFF</p>	 <p>Label</p> <p>Height 46px Colour: #5137FF Radius: 5px Label: Montserrat Bold 16px #FFF</p>
Small	 <p>Label</p> <p>Height 34px Colour: #3ECF8E Radius: 5px Label: Montserrat Bold 14px #FFF</p>	 <p>Label</p> <p>Height 34px Colour: #5137FF Radius: 5px Label: Montserrat Bold 14px #FFF</p>



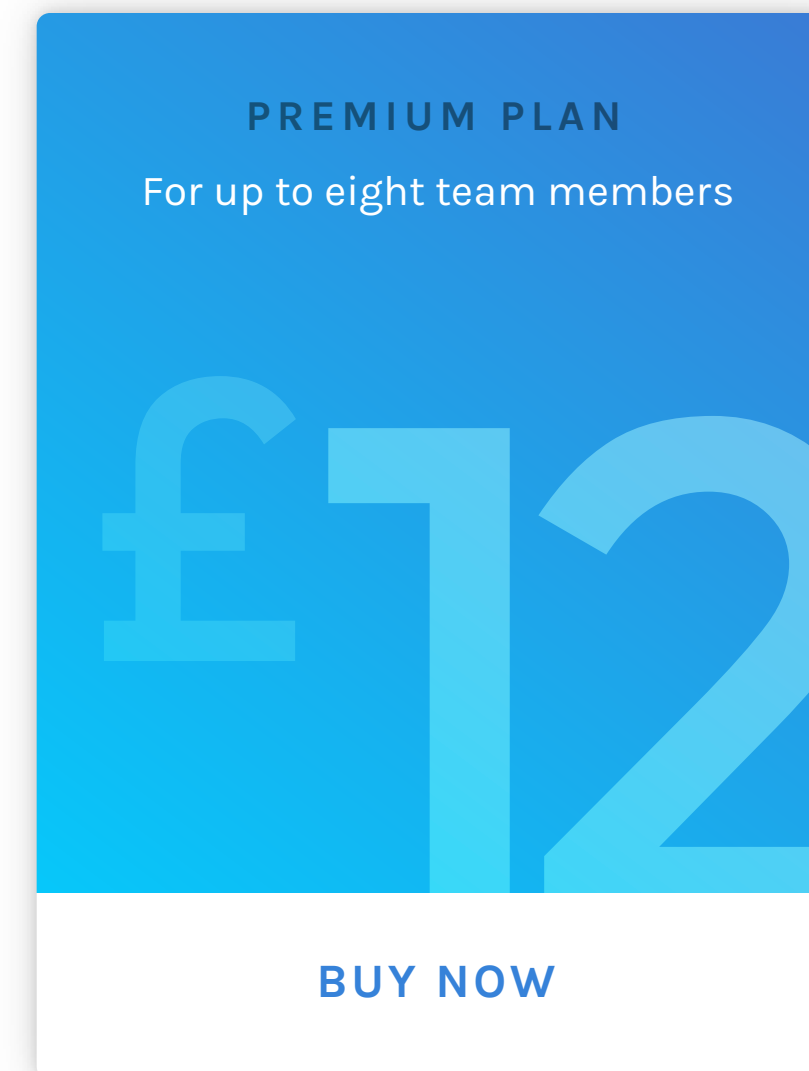
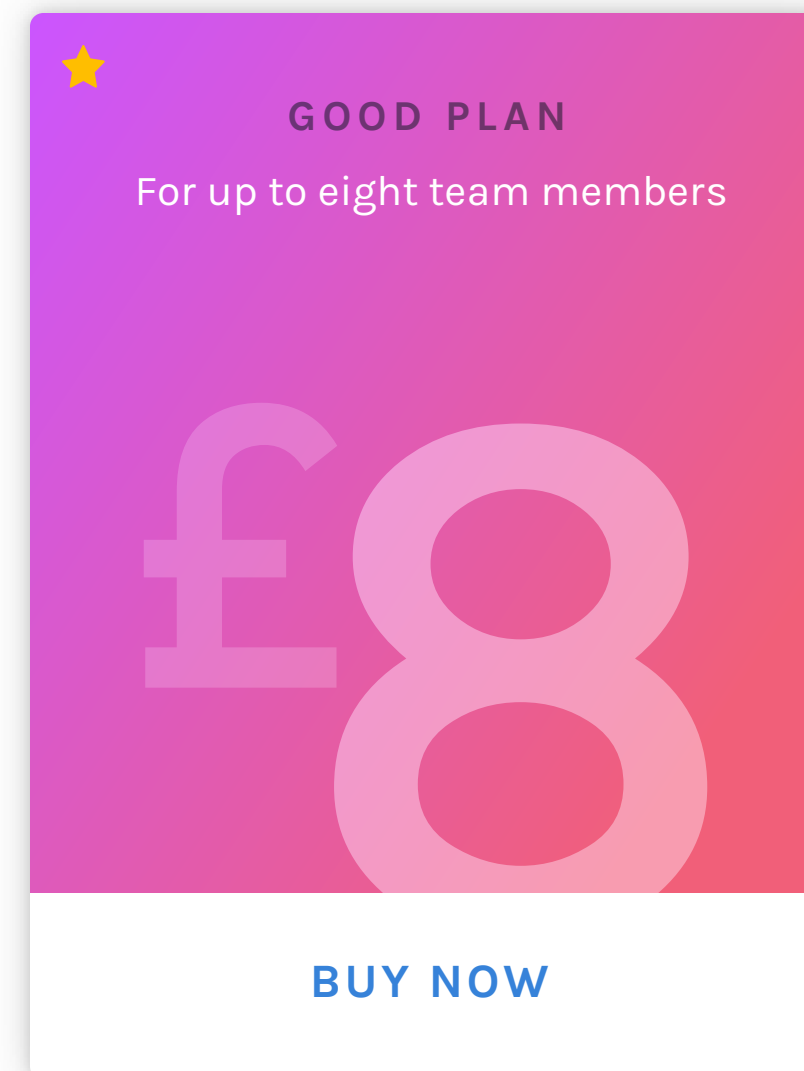
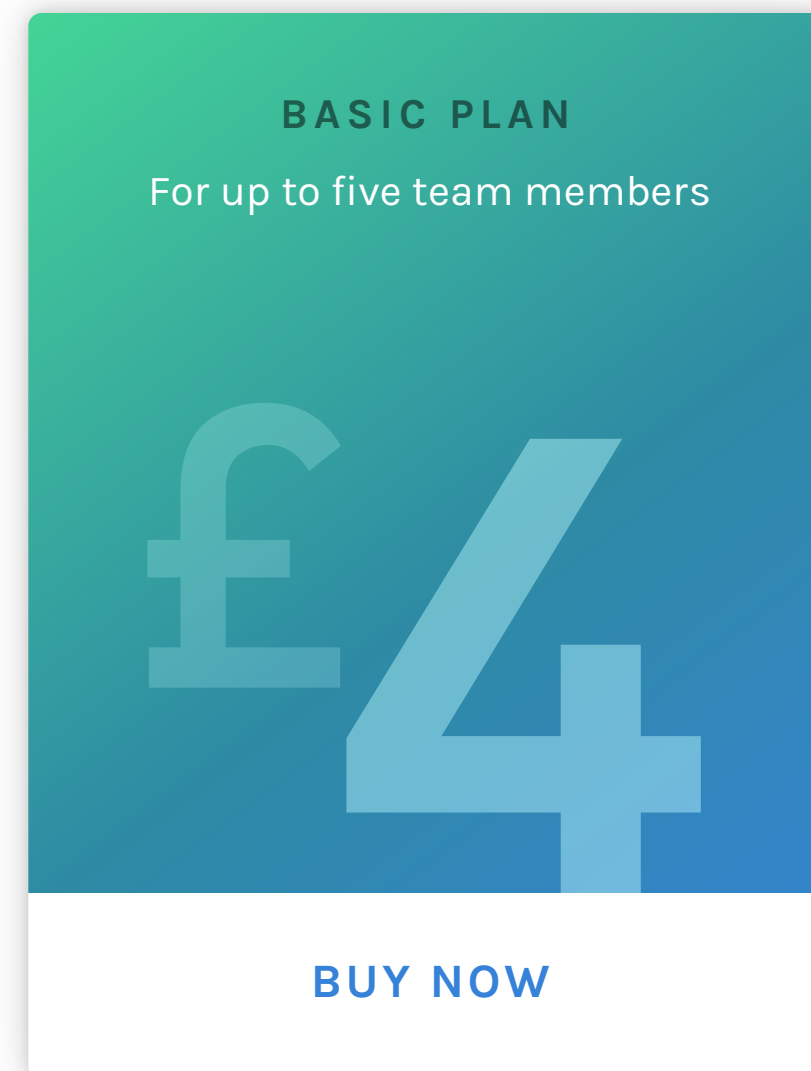
Header styles

Imagery is to be kept plain and simple and utilises the main primary colours from the colour palette. The green blue diagonal gradient is to be used throughout the site echoing the playful/vibrant characteristics of the brand.

Where devices are used the green tick reinforces the branding and the logo mark.

STATUS	 Stable	Use with confidence, unlikely to change
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MEDIUM CARDS



Plan card

Shadow: 0 2px 6px 0
Opacity 20%

Cards

We use cards when we want to present a comparable set of results. Cards make it easy for users to compare like for like. Cards tend to contain things like prices, features etc.

They can be the entire focus of a page (e.g. like a search results page) or contained within a smaller component like a carousel.

Each card should have a clear primary call to action. If the card is simple enough simple enough the entire card can be treated as a link.

Cards should be on a background colour or white, with a 1px border and a drop shadow, allowing that content to be separated from the page canvas.

STATUS



In progress

In use, but requires refinement

Section 3.0

Layout ideas

Welcome back, Bill!

Your last login was 09/06/2016 05:34:59 PM PHT

close

Total websites
4

Total tasks
177

Total Fixes
126

Websites

Check a new website... +

Name	Task count	Last crawled date	Avg page score	
http://www.samfoot.co.uk	14	28/11/2017	86%	Check tasks
http://www.virginholidays.co.uk	124	24/10/2017	34%	Check tasks
http://www.engineeria.com	26	08/09/2017	98%	Check tasks

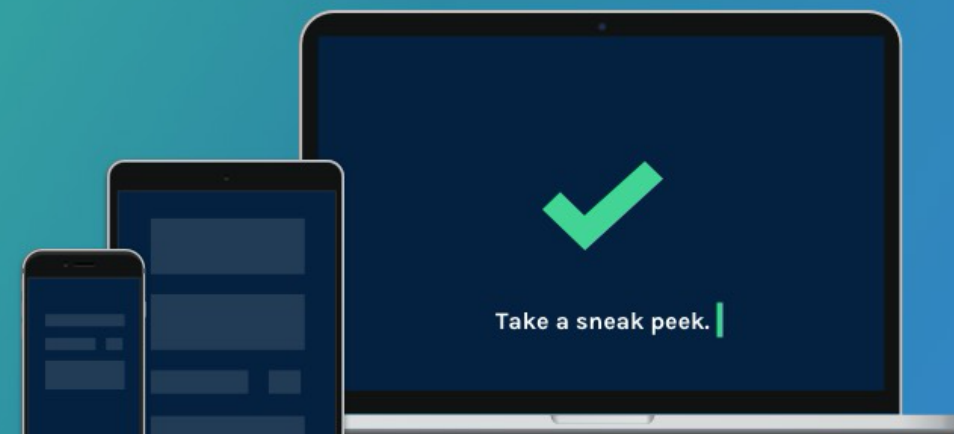
App verison 1.0

Early stage ideas and layout for the user interface of the logged in registered customer.

Enter your details for a free check and report

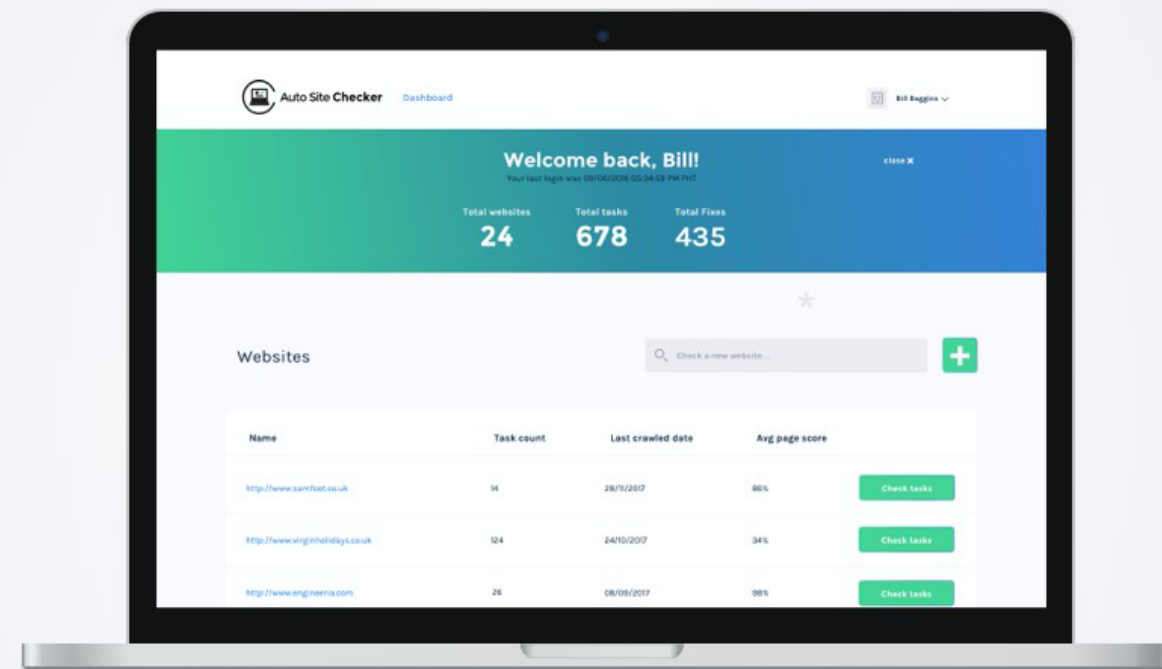
Check your domain

GET STARTED FOR FREE



All the sites you build and manage automatically checked for security, errors, SEO, usability and performance

JUMP RIGHT IN



Homepage

Clear user interaction on the home page to get you started on checking your site and obtaining a free report.

Secondary section displays a teaser screenshot of the application in action.