

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These will hopefully be superceded by a living digital document that will continue to evolve and grow.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

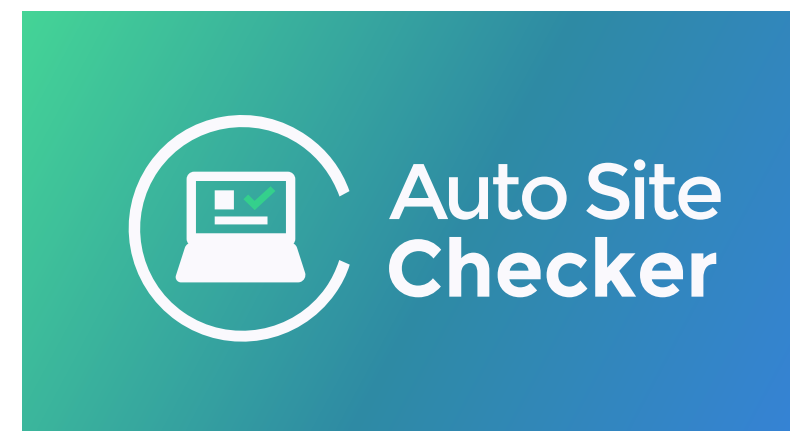
The logo can be used on a coloured or gradient background. In some instances we may want to use the white-out version for marketing purposes or over imagery.



Small screen 194px



Minimum 138px



STATUS	✓ Stable	Use with confidence, unlikely to change
--------	----------	---

## PRIMARY COLOURS



#00C1FF  
0, 193, 255

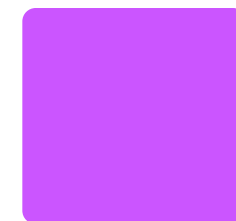


#5137FF  
81, 55, 255

## SECONDARY COLOURS



#5137FF  
233, 27, 97



#cb55ff  
203, 85, 255



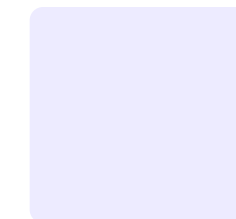
#E5F8FF  
229, 248, 255



#3ECF8E  
62, 207, 142



#23F8FF  
35, 255, 239

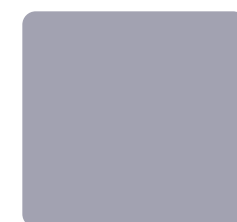


#EDEBFF  
237, 235, 255

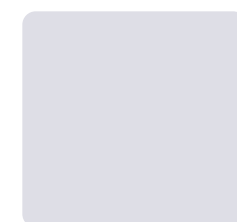
## GREY/BLUE COLOURS



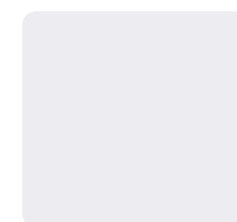
#000F14  
233, 27, 97



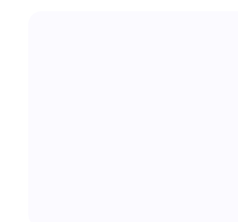
#A2A2B1  
162, 162, 177



#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

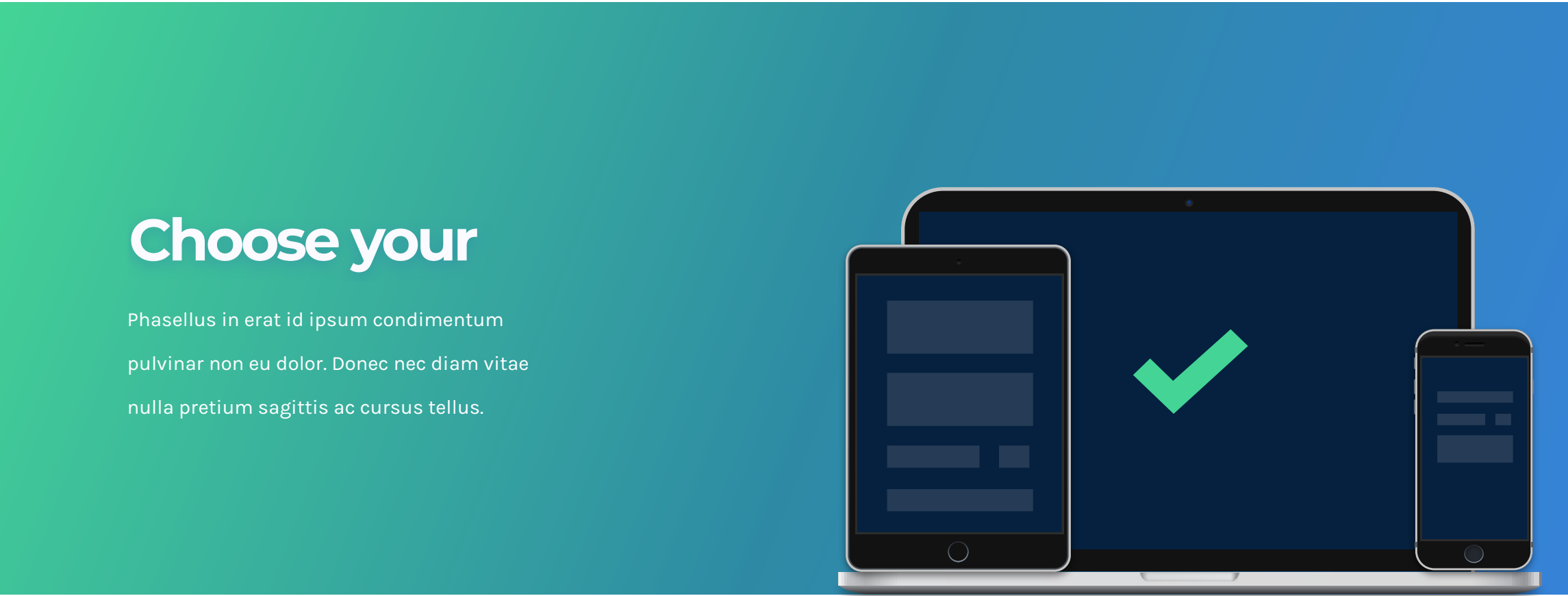
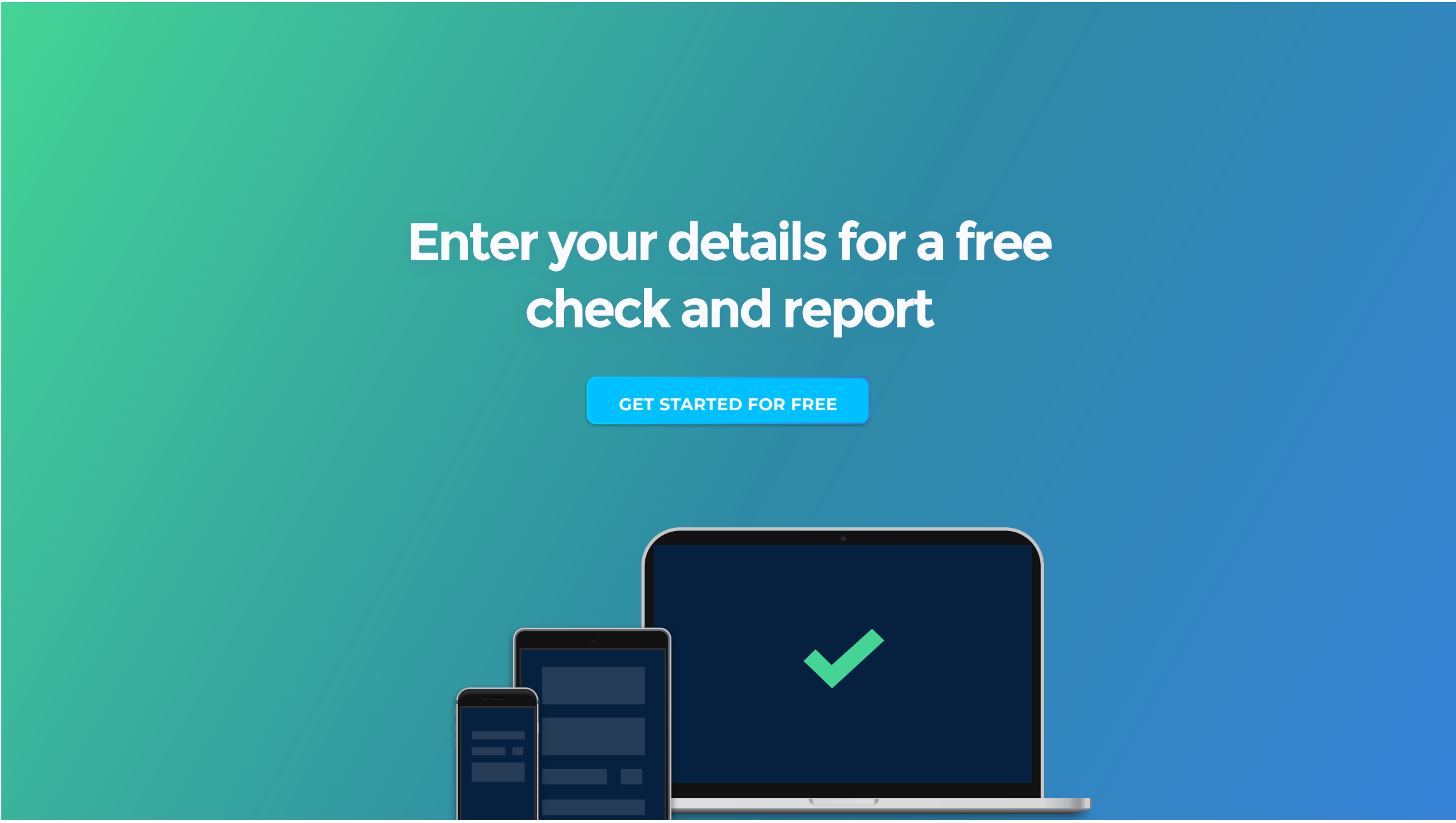
# Buttons

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>



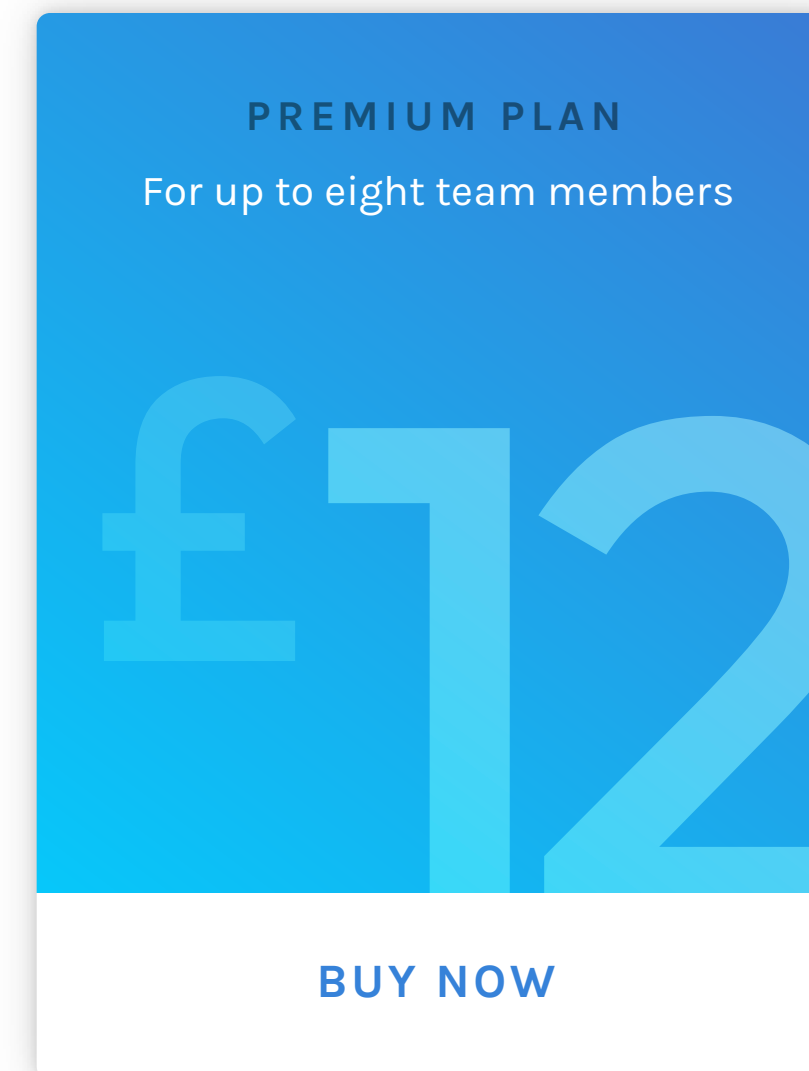
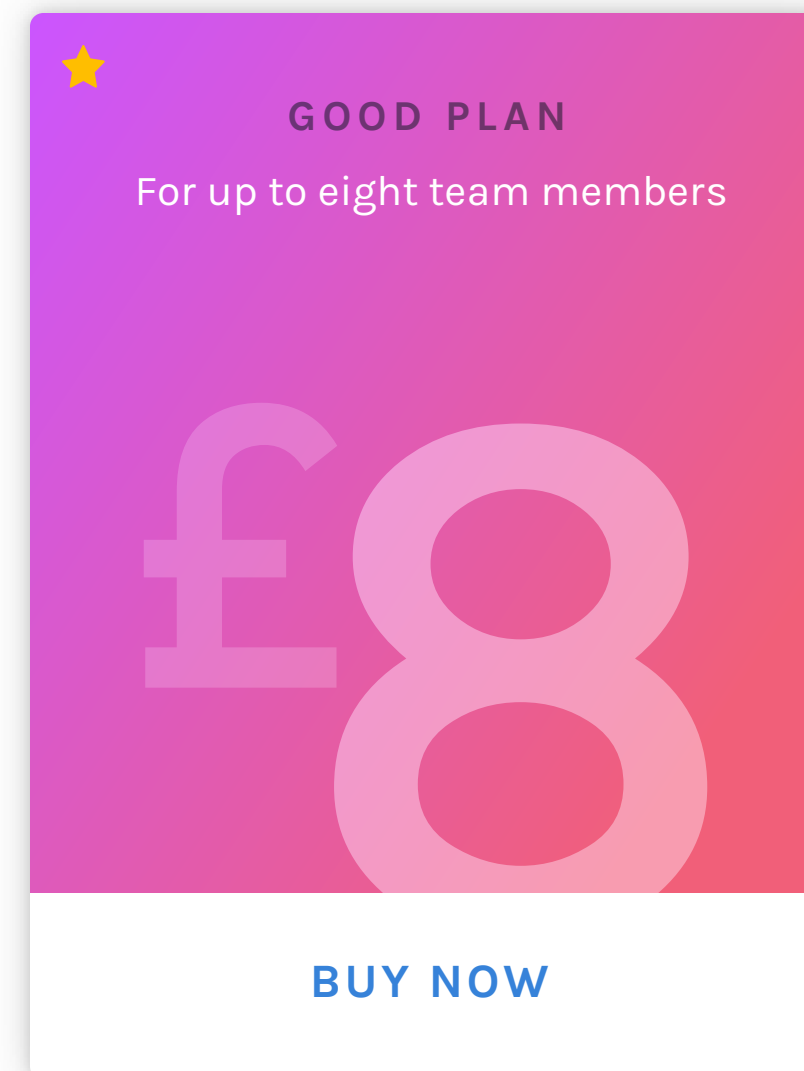
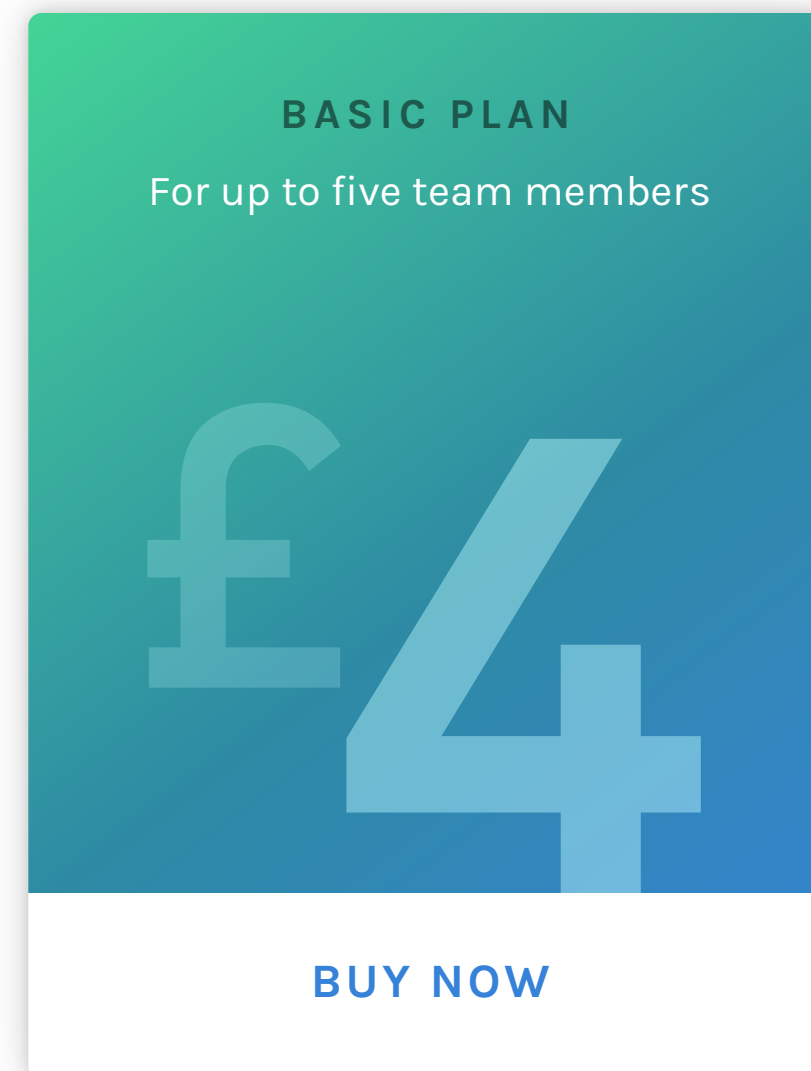
# Header styles

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
--------	----------	---

## 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 x

Total websites  
**4**

Total tasks  
**177**

Total Fixes  
**126**

## Websites

Check a new website...

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

# App verison 1.0

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

