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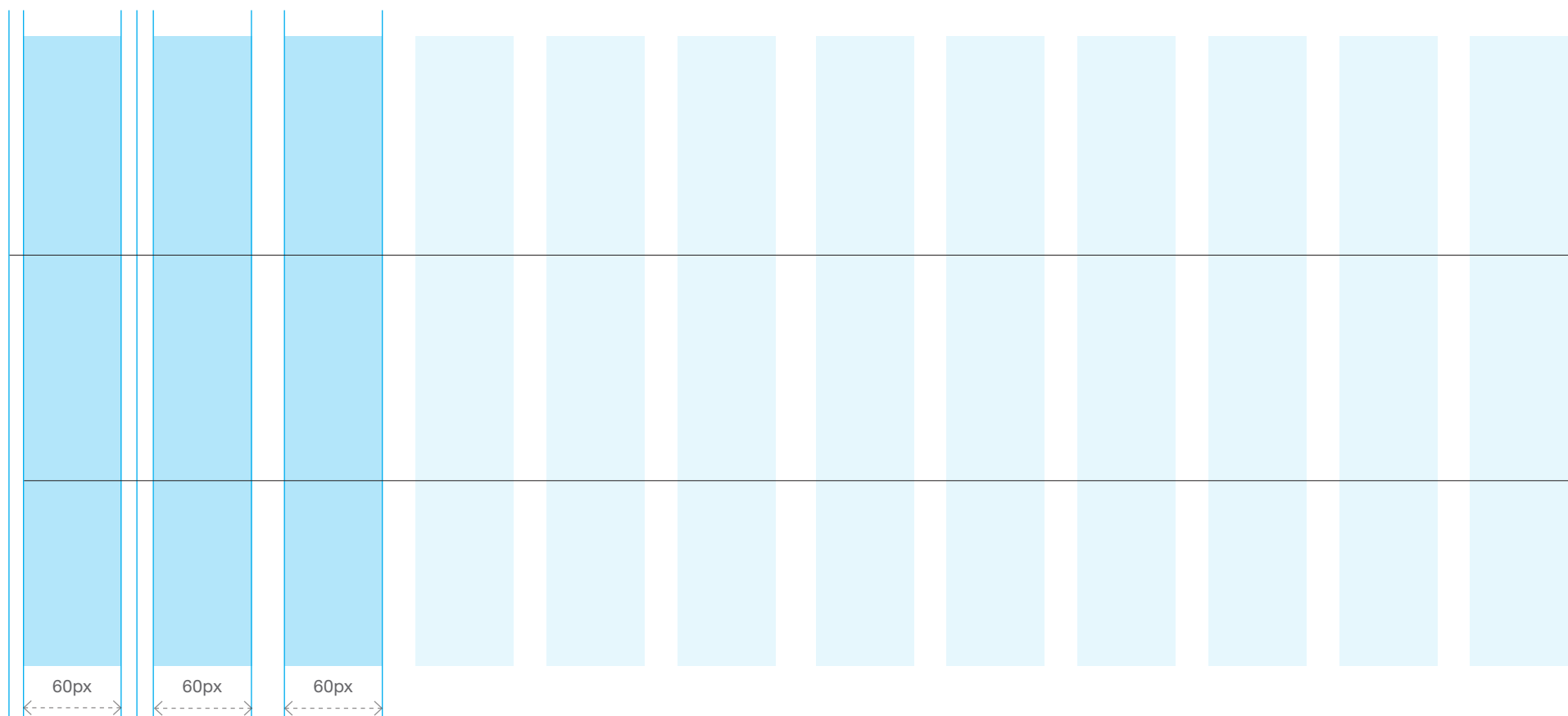
Accessibility

Contrast
Size
Content

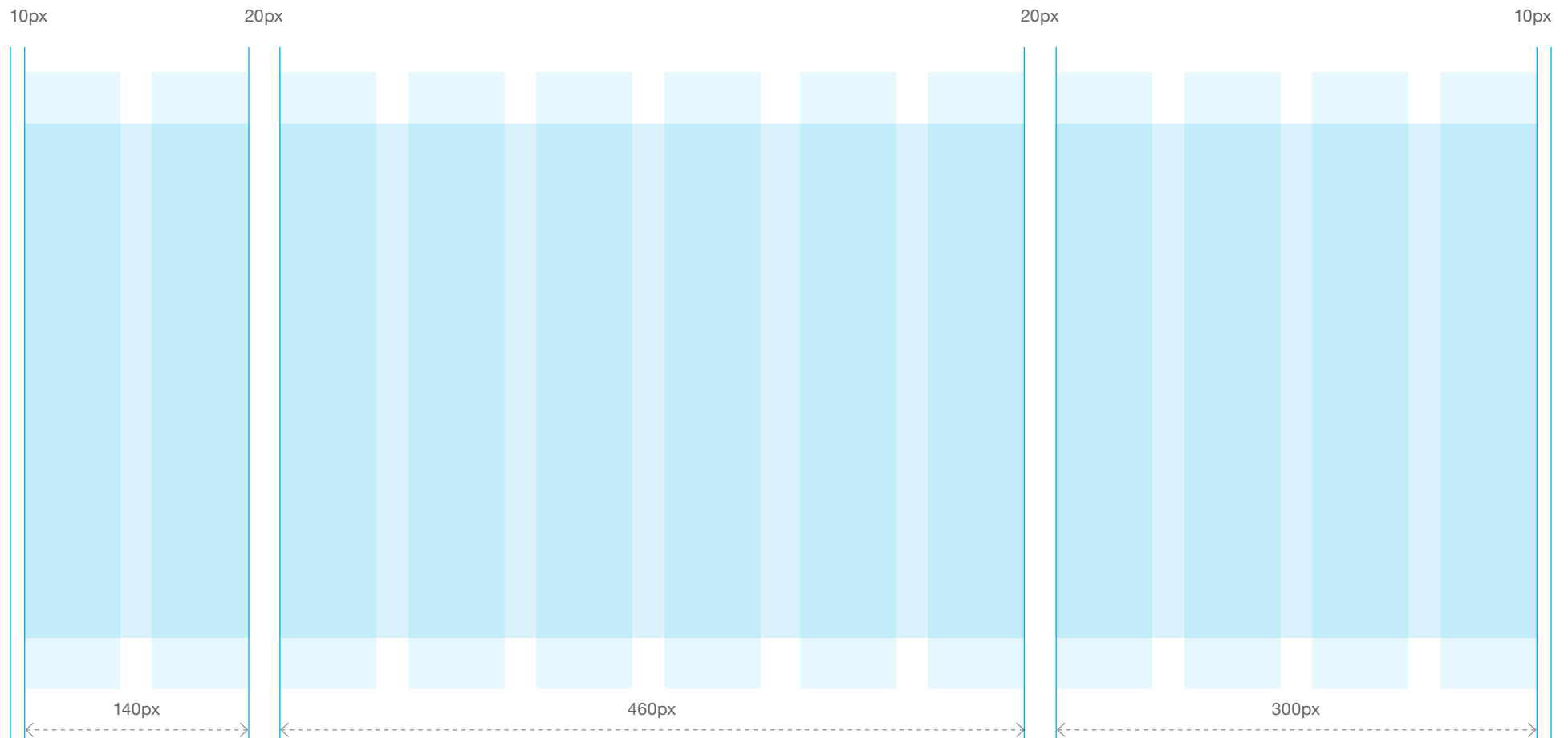
Foundation

A modular grid of twelve units, each 60 pixels in width with 10 pixels of equal margin. Total sum of 960 pixels (940 pixels of available content).

10px 10px / 10px

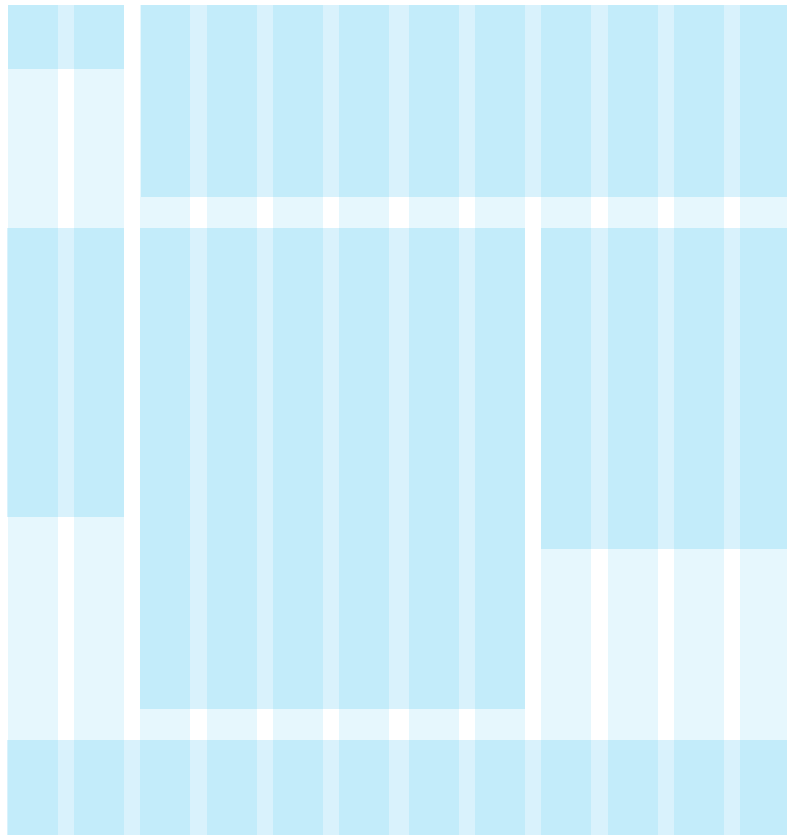


Three columns to follow the masthead. Left to right: navigation, primary content, complimentary content and sidebar.

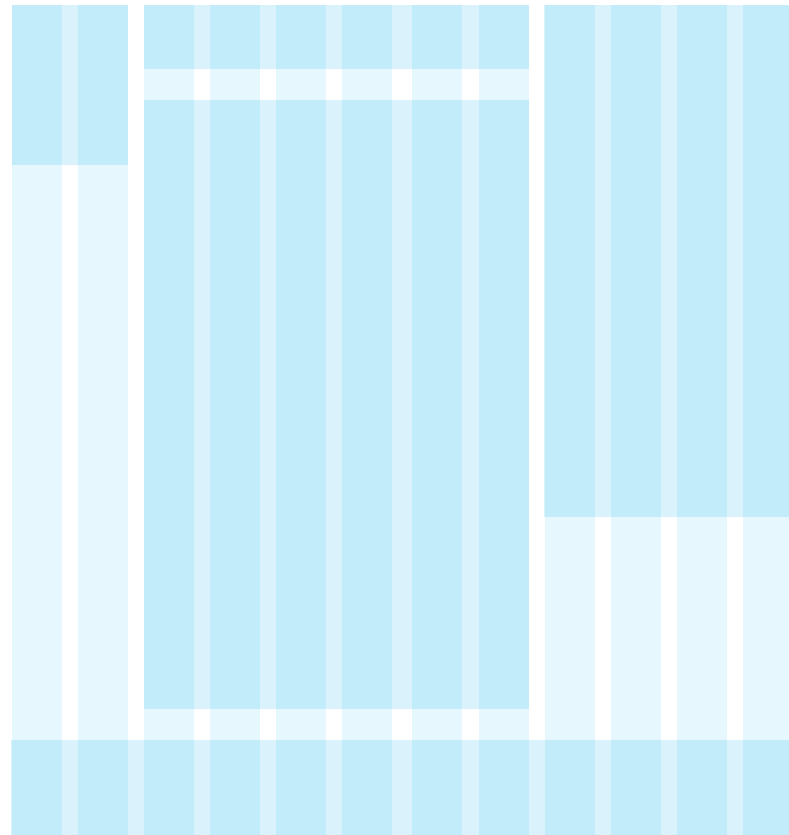


Columns form the foundation of sections. Any number of layouts are possible through division and transversion of column units.

Search

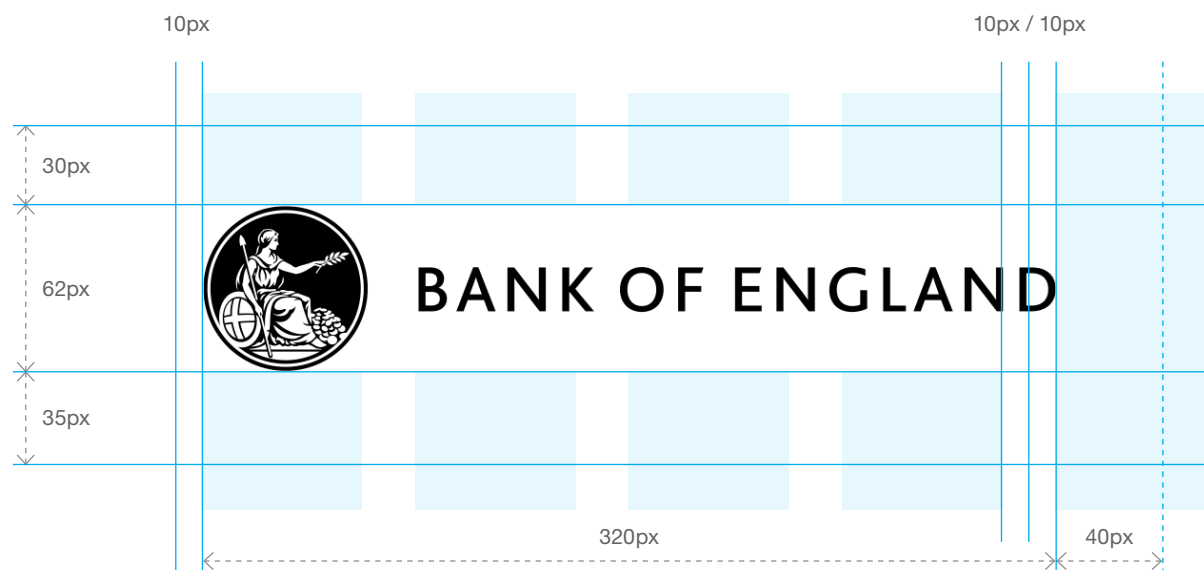


Home



Identity

Visual identity. Black and white, on white, always.
Align to the first column of the grid and allow for ample padding on all sides.



Typography

A typeface in two weights. Arial is readily available for use on the web. Use Bold sparingly, for section headers and important hyperlinks.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&()_+

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&()_+**

Typographic swatch palette. Colour is reserved for targeted hyperlinks, page titles and filter labels.



Gray 0
Web: #000000
R:0 G:0 B:0



Gray 16
Web: #292929
R:41 G:41 B:41



Gray 29
Web: #4A4A4A
R:74 G:74 B:74



Gray 42
Web: #6B6B6B
R:107 G:107 B:107



Plum
Web: #752864
R:117 G:40 B:100



Red
Web: #A51140
R:165 G:17 B:64



Dark pink
Web: #A31A7E
R:163 G:26 B:126

Typography hierarchy. Different sizes...

Header 30px/34px

Primary subheader 18px/24px

Secondary subheader 18px/24px

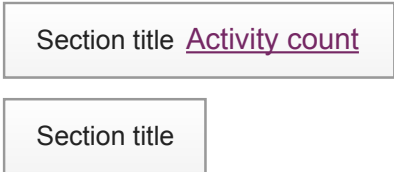

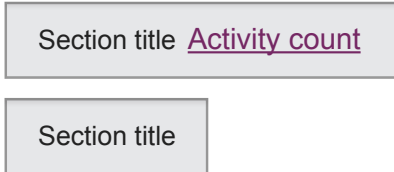
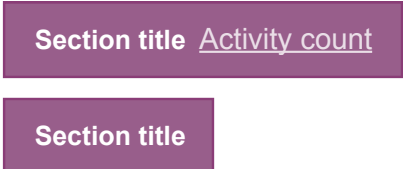
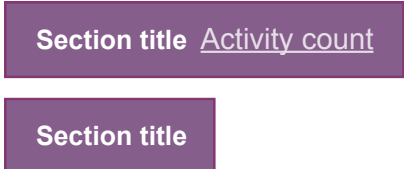
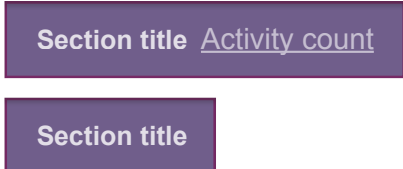
Copy 13px/20px

Navigation

Global navigation. Left column, tiered...

Local nav. Column tabs for localised results.

Give items space to breath: 5 pixels in between.

	Available	Hover	Click
Inactive			
Active			

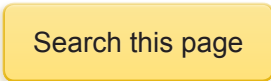


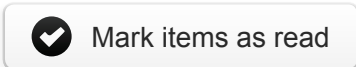
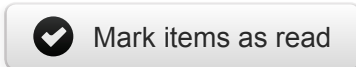
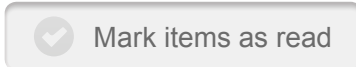


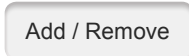
Breadcrumbs. See search...

Content links. Body styles..

Footer. Links..

Components

Buttons. Maintain consistent correlation between action importance and object size. Reserve large, colourful buttons for unique events.

	Available	Hover	Click
Distinct behaviour			
Page requests			
Utility actions			

Horizontal rules. Hierarchy achieved in weight.

Primary



Height: 5px

Type: Solid

Web: #000

R:0 G:0 B:0

Secondary



Height: 2px

Type: Solid

Web: #000

R:0 G:0 B:0

Tertiary



Height: 1px

Type: Solid

Web: #000

R:0 G:0 B:0

Quaternary



Height: 1px

Type: Solid

Web: #D9D9D9

R:217 G:217 B:217

Lists. Paragraph styles..

Forms. Inputs and labels..

Tags. Tags and tags.

Available

Hover

Click

Low-level tags



Available

Hover

Click

Tag clouds

Images

Size and proportion. One page...

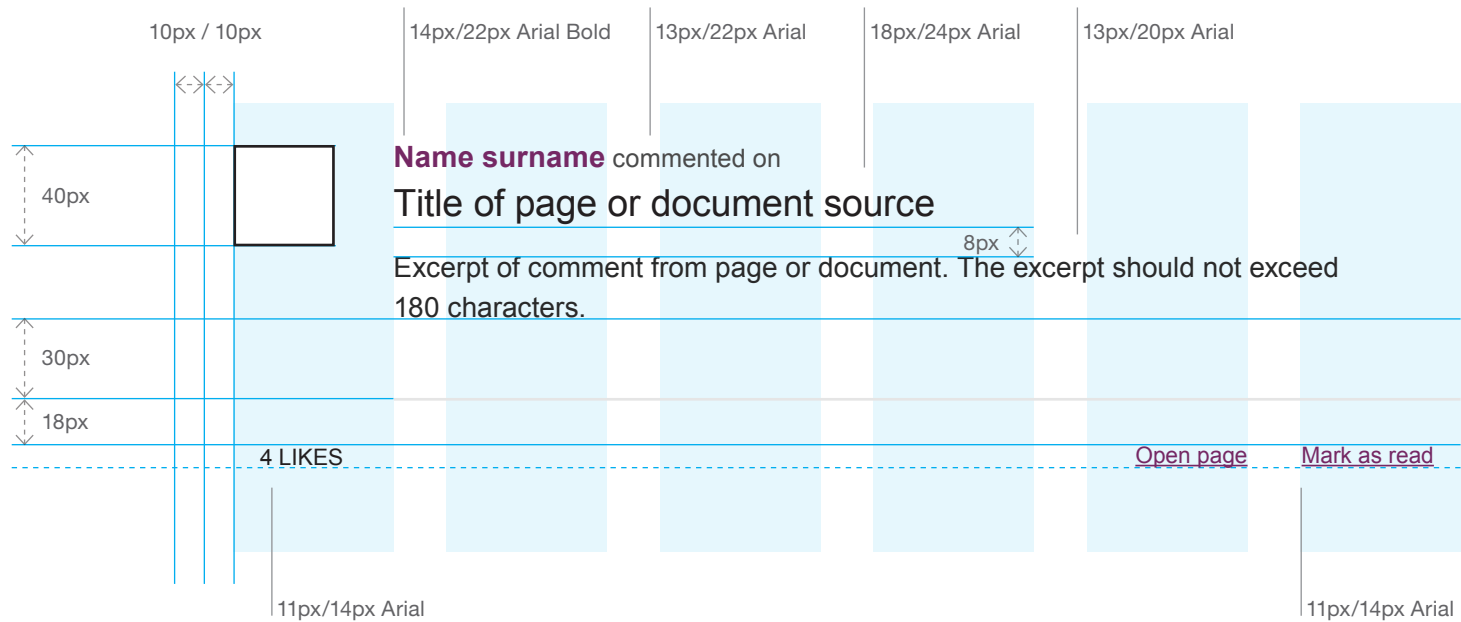
Patterns

Sidebar. Huge drop-down...

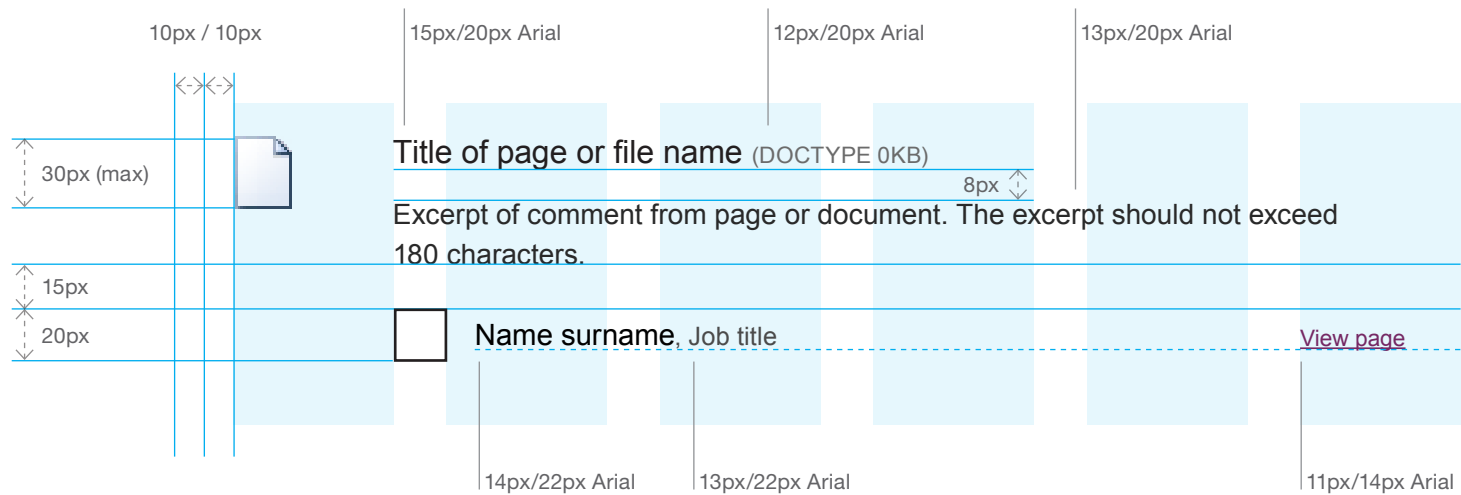
News article. The superstar of activity streams.



User comment. Focus on the author, then the page and discussion excerpt.



Search results. Include an icon for content type, shift titles to the top and keep links dark.



User activity. Patterns in profile...

Standards

Naming. Standards..

Structure. Semantics and content outline...

Feedback. How do forms and actions inform the user..?

Accessibility

Contrast. Reasons we use the colors we do, the ones we don't etc etc

Size. Size of typography

Content. ?