# Website Style Guide

Updated 12.9.16

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# Branding

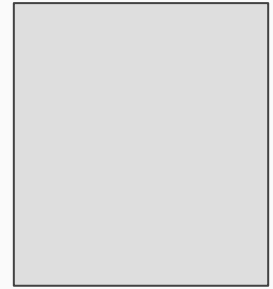# Brand Colors

HEX #1c1c1c

HEX #54a0d4

HEX #788a9eff

HEX #f0f4f7

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# Copy Sizes

# Heading 1

Raleway, Sans-Serif, Normal, 32px, 44px, #1c1c1c

## Heading 2

Raleway, Sans-Serif, Normal, 24px, 36px, #1c1c1c

### Heading 3

Raleway, Sans-Serif, Normal, 18px, 27px, #Ffffff

Heading 4

Raleway, Sans-Serif, Normal, 16px, 27px, #1c1c1c

Paragraph

Raleway, Sans-Serif, Normal, 16px, 27px, #4c4c4c

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# Page Elements & Settings

# Primary Elements Overview

# Divider Spacing (top)

**Visibility**

Hide

*Toggles if the divider is visible or not.*

**Background Colour**

▼

*Background colour of the divider if it is set to visible.*

**Mobile Height**

30

*Height of divider on mobile displays (<768px).*

**Tablet Height**

30

*Height of divider on tablet displays (>768px <992px).*

**Desktop Height**

80

*Height of divider on desktop displays (>992px <1200px).*

**Large Desktop Height**

80

*Height of divider on large desktop displays (>1200px).*

**Hidden on Large**

Off

*Hides the element on large devices.*

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# Divider Spacing (body)

**Visibility**

Hide

*Toggles if the divider is visible or not.*

**Background Colour**

▼

*Background colour of the divider if it is set to visible.*

**Mobile Height**

30

*Height of divider on mobile displays (<768px).*

**Tablet Height**

30

*Height of divider on tablet displays (>768px <992px).*

**Desktop Height**

30

*Height of divider on desktop displays (>992px <1200px).*

**Large Desktop Height**

80

*Height of divider on large desktop displays (>1200px).*

**Hidden on Large**

Off

*Hides the element on large devices.*

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# Lead Paragraph

**Text Alignment**

Justify

*Sets the text alignment of the lead text.*

**Lead Text**

GMC-PCMA has selected Inspiration Corporation as its charity organization to support for 2016-2017. Look here for upcoming

*Text to show in the lead text paragraph.*

**Text Color**

Normal Text

*Set the text color of the heading*

**Margin Top**

20

*Amount of space to add above this element.*

**Margin Bottom**

20

*Amount of space to add below this element.*

**Scroll Animation**

No Animation

*Animation that will occur when the user scrolls onto the element.*

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# Header Text

**Header Text**

> Upcoming Events

*Text that will be used for the header.*

**Text Color**

> Normal Text

*Set the text color of the heading*

**Header Type**

> h1

*Choose the type of header you want to use*

**Header Font Size**

> Normal

*Choose size of the font to use in your header*

**Header Font Weight**

> Default (from skin)

*Choose weight of the font to use in the header*

**Header Alignment**

> Center

*Align the text shown in the header left, right or center.*

**Fade out when leaving page**

> Off

*Fades the heading out when the heading leaves the page.*

**Extra Classes**

> 

*Space separated extra classes to add to the heading.*

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# Bordered Divider

**Color**

Color of the divider.

**Height**

3

Height of divider.

**Width**

60

Width of divider.

**Alignment**

Center

Sets the alignment of the divider.

**Margin Top**

10

Amount of space to add above this

**Margin Bottom**

0

Amount of space to add below this element.

**Scroll Animation**

FadeIn

Animation that will occur when the user scrolls

**Animation Delay**

0.1

Delay after scrolling onto the element before

**Hidden on Large**

Off

Hides the element on large devices.

**Hidden on Medium**

Off

Hides the element on medium devices.

**Hidden on Small**

Off

Hides the element on small devices.

**Hidden on Extra Small**

Off

Hides the element on extra small devices.

**Extra Classes**

Add any extra classes you need to add to this

# Secondary Elements Overview

**ACCORDION**

| Events Committee | ⌄ |
| Industry Veterans | ⌄ |
| Membership Committee | ⌄ |
| Sponsorship Committee | ⌄ |
| Student Membership Subcommittee | ⌄ |

**PORTFOLIO GALLERY**



**Annual Bowl-A-Thon**

Our Annual Bowl-A-Thon Fundraisers serve to provide our members and other industry colleagues with excellent events at which to network while serving the community.

**BUTTON**

VIEW AWARD CRITERIA

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# Accordion Overview



1. Settings
2. Section
3. Text Block

# Accordion Settings

**Accordion type**

Primary

*Type of accordion to display*

**Margin Top**

20

*Amount of space to add above this element.*

**Margin Bottom**

20

*Amount of space to add below this element.*

**Scroll Animation**

No Animation

*Animation that will occur when the user scrolls onto the element.*

**Animation Delay**

0

*Delay after scrolling onto the element before animation starts.*

**Hidden on Large**

Off

*Hides the element on large devices.*

**Hidden on Medium**

Off

*Hides the element on medium devices.*

**Hidden on Extra Small**

Off

*Hides the element on extra small devices.*

**Extra Classes**

*Add any extra classes you need to add to this element. ( space sep*

# Accordion Section

**Title**

Events Committee

*Accordion section title.*

**State**

Closed

*Is this accordion panel open?*

Close   Save changes

# Accordion Text Block Settings

**Text**

Add Media

Visual | Text

B | I | ABC | ☰ | ☰ | " | — | ☰ | ☰ | ☰ | 🔗 | ⚯ | ▦ | ▦ | ▭ | ↻ | ⤢

The Events Committee oversees and coordinates all social and networking activities of GMC PCMA. This includes but is not limited to Member Mixers, networking aspects of quarterly educational meetings, and special events. The Event Committee will work closely with the Education Committee to meet the goals set for specific events.

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**Text Columns**

1 Column

*Css text columns.*

**Text Color**

Normal Text

*Set the text color of the heading*

**Margin Top**

20

*Amount of space to add above th*

**Margin Bottom**

20

*Amount of space to add below th*

**Scroll Animation**

No Animation

*Animation that will occur when t*

**Animation Delay**

0

*Delay after scrolling onto the ele*

**Hidden on Large**

Off

*Hides the element on large devices.*

**Hidden on Medium**

Off

*Hides the element on medium devices.*

**Hidden on Small**

Off

*Hides the element on small devices.*

**Hidden on Extra Small**

Off

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# Button Settings

## Button Settings ⚙ — ✕

**Button type**

Info ▲▼

*Type of button to display*

**Button size**

Large ▲▼

*Size of button to display*

**Text**

BECOME A MEMBER

*Add a label to the button*

**Open Modal**

None ▲▼

*Select the modal to open on click(overrides the link option)*

**Link**

#

*Where the button links to*

**Open Link In**

Same page as it was clicked ▲▼

*Where the button link opens to*

---

**Icon Position**

Right

*Which side of the button to show th*

**Icon Animation**

Tada

*Choose an icon animation*

**Icon**

No Icon

*Icon to display*

**Override Background Color**

[ ]▼

*Sets custom background color for th*

**Text Color**

Light Text

*Set the text color of the heading*

**Margin Left**

0

*Amount of space to add to the left o*

**Margin Right**

0

*Amount of space to add to the right*

**Margin Top**

60

---

**Margin Bottom**

60

*Amount of space to add below this element.*

**Scroll Animation**

No Animation

*Animation that will occur when the user scrolls onto the element.*

**Animation Delay**

0

*Delay after scrolling onto the element before animation starts.*

**Hidden on Large**

Off

*Hides the element on large devices.*

**Hidden on Medium**

Off

*Hides the element on medium devices.*

**Hidden on Small**

Off

*Hides the element on small devices.*

**Hidden on Extra Small**

Off

*Hides the element on extra small devices.*

**Extra Classes**

btn-outline

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# Images

# Content Thumbnails



460 px

818 px

💡 **Best Practices:**

- When searching for images, it is always better to crop/re-scale down

- Video thumbnails should capture the "essence" of the presentation in a visually appealing way (left)

- Avoid images with text or job titles [1-2]

- If capturing via screen grab, avoid unflattering moments (e.g., eyes closed, mid-sentence etc.) [3]

1.

Coming Up...

2.

**Tips**
everyone wins.
2. Consider sponsors as a customer.
3. Align methods, channels and interaction with sponsor goals.
4. Understand your audience data before pitching a sponsorship.
5. Make sponsorship activity a touchpoint for
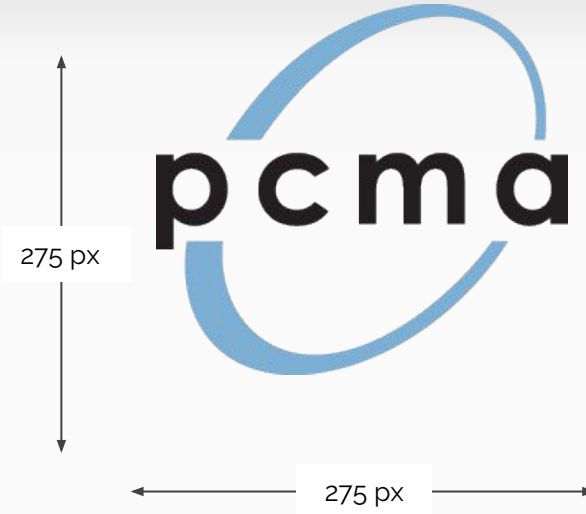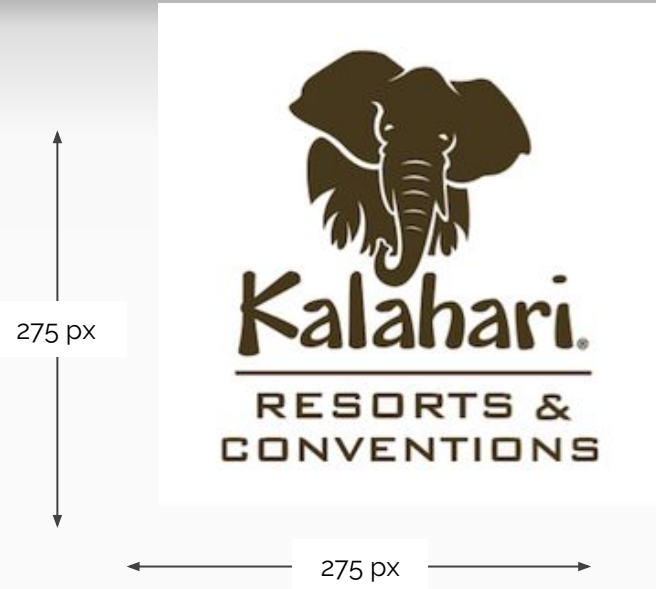
3.


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# Event Banners



500 px

1500 px

💡 **Best Practices:**

- As there will be text overlays, avoid images with text, facial close-ups

- Also avoid busy patterns with high detail, as these can be distracting

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# Logos



275 px

275 px



275 px

275 px

# Questions....

| Image size | Savings |
|---|---|
| FULL | Skipped ❓ |
| PORTFOLIO-THUMB (800x600) | 4.0 KB ( 4.9% ) |
| LARGE (1024x1024) | 3.9 KB ( 5.1% ) |
| SQUARE-IMAGE (600x600) | 3.1 KB ( 5.1% ) |
| MEDIUM_LARGE (768x0) | 2.4 KB ( 5.3% ) |
| RELATED-POST-IMAGE (600x400) | 2.4 KB ( 5.4% ) |
| MEDIUM (300x300) | 765.0 B ( 8% ) |
| THUMBNAIL (150x150) | 647.0 B ( 10.5% ) |

Smush stats [-]

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