



BRANDING GUIDELINES / DESIGN SYSTEM

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NAVIGATION

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SEARCH PRO



TYPOGRAPHY

H2 Proxima Nova Extrabold

H1 Lucida Grande Bold

H3 Proxima Nova Regular

H4 Lucida Grande Regular

A Proxima Nova Bold

Lucida Grande

Aa x

Proxima Nova

Aa x

COLOR PALETTE

Main Colors

#212121

#F56E31

#FFFFFF

#26A8EE

Other Colors

#8F8F8F

#E2E2E2

#FBB03B

#E21A1A

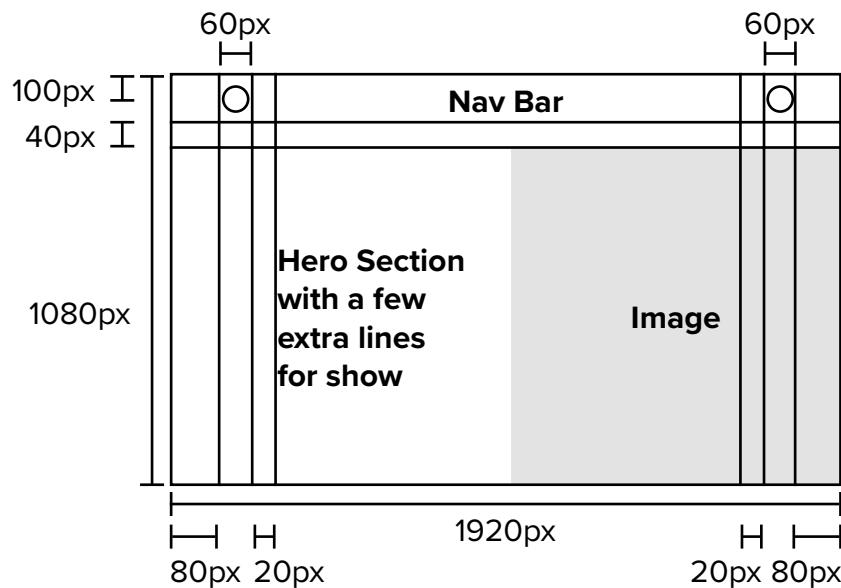
#266DD3



LAYOUT

Section Grid

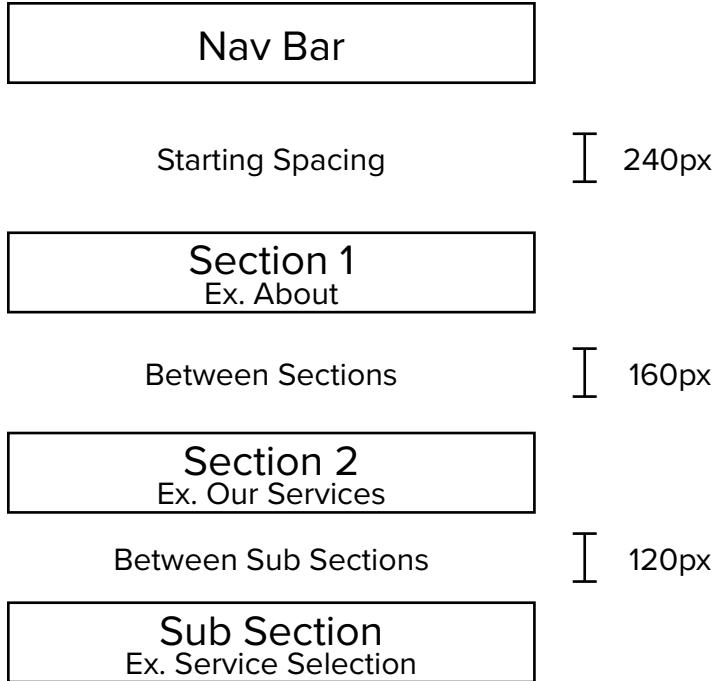
Scale Horizontal
Spacing by +20 / x2



Page Elements Layout

Scale Vertical
Spacing by +40 / x2

Landing Page Ex



LAYOUT

Typography Layout Scale Spacing by +8 / x2

8px I **Sample Text** x3 (54px)
16px I **Sample Text** I x1 (16px)
24px I Sample Text

(20px) x1 I
x1.5 (30px) Ease In-Out transition
by 0.5 sec

8px I **Text Element**
16px I **Highlight Element**
24px I **Text Element**
Text Element

INTERACTIBLES

Colors

Use blues #26A8EE for light backgrounds & #266DD3 for dark backgrounds. In a case that neither are suitable, use orange #F56E31.

Main

Static

Sample Text →

10px

Hover

Sample Text →

20px

(-50% / 0.5 Opacity)

Ease In-Out transition
by 0.5 sec

Others

Sample Text

Sample Text

Sample Text

Sample Text or Sample Text

Sample Text

Sample Text

INTERACTIBLES

Filter Tags

Interactable

This is a Filter Tag



Non-Interactable

This is a Tag

Input

Input Text

Add Input Here

Focus Input Text

Hello World!

Border Radius: 8px

Dropdowns

Select Items



Select Items



Toggles

Static



Sample Text



Sample Text

Toggled



Sample Text



Sample Text

ICONS / ILLUSTRATIONS

Iconography

Static

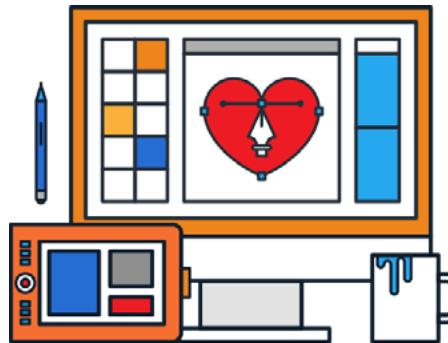


Hover



Illustrations

Flat, Geometric, Filled & Stroke Mix, Colorful (Make use of the color palette), Dynamic & Unbound

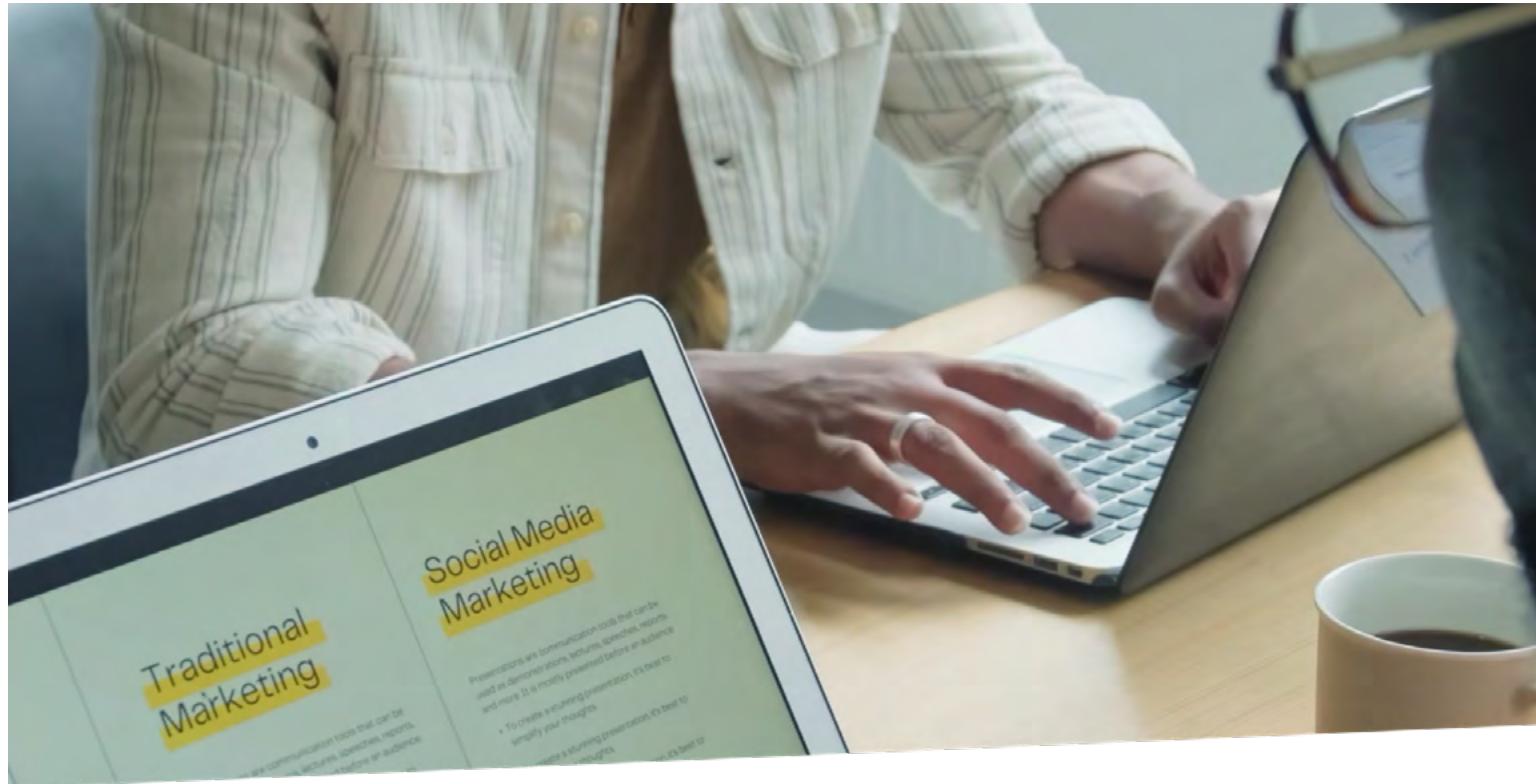


IMAGERY

Video

Rect Overlay: 25% Opacity / Soft Light Blend / #26A8EE

Quick clips, Hardworking, Understanding, Service, Conversing, Fun



IMAGERY

Photography

Use photos of a blue / cold tint to harsh contrast the orange. Add Geometric Shapes and Elements to surround images. Visual Elements should be of Office, Case Work, or Any thing Digital / Technical.



IMAGERY

Cases / Works

Present Case Studies on their specific page hero with mockup devices. Pages don't need to match cases colors but use branded colored imagery. Website scrolling videos can work for presenting as well. Only the landing page is necessary, unless other design aspects need to be displayed like food & drink menu pages. A short Branding Board goes a long way in presenting a brand identity. Also consider before and after comparisons.

HERSHEY LAW

Hire Professional Legal Representation

California's Best Team of Employment Lawyers

PRACTICE AREAS

You're In The Right Hands

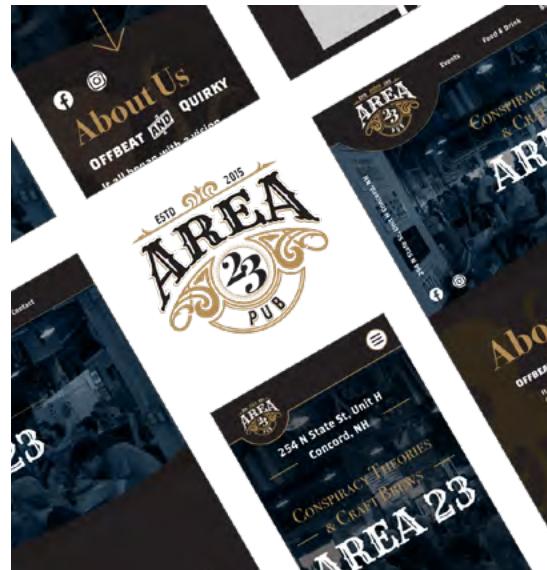
"There's nothing in the sea this fish would fear. Other fish run from bigger things. That's their instinct. But this fish doesn't run from anything. He doesn't fear." - Peter Benchley, Jaws

Many at Hershey Law, we are not afraid to go up against the largest corporations for our clients. The Hershey Law team is a 20 year old JONES Day certified Plaintiff's Trial Litigation Group located in our Boca, MA

Have a question? Text us here!

Text to Hershey Law

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NOTES

Some things to note:

The Search Pro Website is dynamic free floating. The experience and color should be soft with a mix of a warm orange and cool blues. The goal is to support local businesses through SEO, marketing, and design.

The focal of the website should be easy access and search for the services that you are looking for. The search and FAQ should target key words for blog items, case studies, and the Search Pro services.

Marketing, Design, and Web go hand in hand when presenting Case Studies. The structure of Case Studies can differ due to the services provided. Some things that all Case Study pages should include are Logo Design, Device Mockups for Landing Page (Consider Before & After), short Branding Boards including simple Typography and Colors. Consider adding brand patterns and merchandise mockups to cover any ideas a client might want for their company.

For pages defining Marketing, Branding, and Web Development, a simple definition will do along with how we implement it. Then encourage to scroll down to view the services of the specific section. Those specific services pages can simply define what it is and how we implement it in a similar fashion.

For titles without the orange background, keep them descriptive if possible and have the body text below describe the page. For titles with the orange background, keep them as short as possible and go into detail with the body text below.

