



DESIGN GUIDELINES

Branding, Website Structure, & Style Notes!



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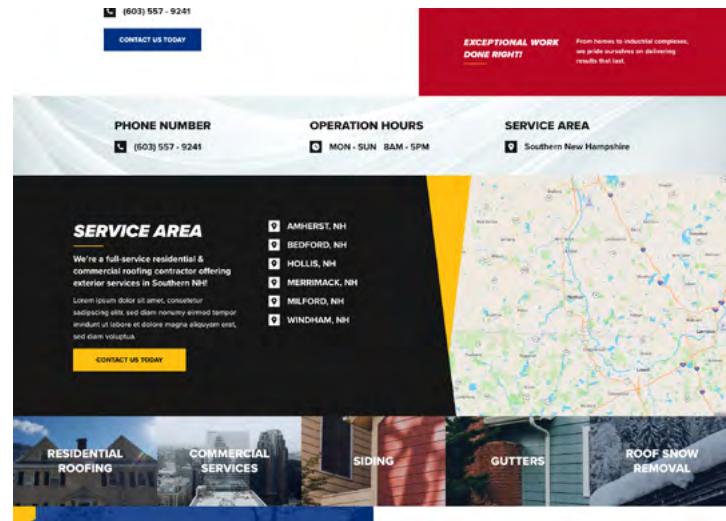
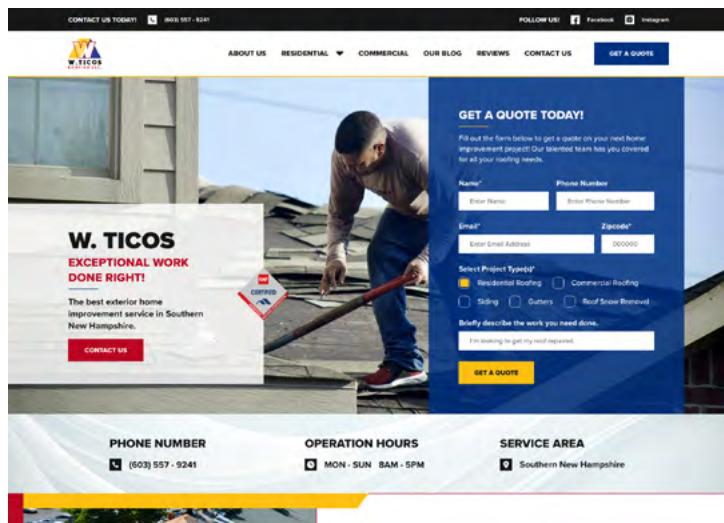
WEB NOTES

EFFECTS:

The website mockup is a grid based design that doesn't leave it self open enough for many effects. Zooming effects and Parallax effects are welcome for some images and headers. Many of the overlays are at 85%. And for the ones with effects is 15% opacity to 85%.

LOCATION PAGES:

There are some location specific pages based from the Service Area sections on the about and contact us pages. Work with the SEO team to get and point out locations more relevant to the user. Feel free to add more and/or remove locations if needed.



TYPOGRAPHY

H1

PROXIMA NOVA BLACK

H2

PROXIMA NOVA EXTRABOLD

H3

Proxima Nova Black Italic

H4

Proxima Nova ExtraBold

H5

Proxima Nova Bold

P

Proxima Nova Medium

A

PROXIMA NOVA EXTRABOLD

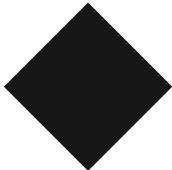
Notes

Overall typography scaling is x2 (Even) / ±4 (Multiple of 4). Size type appropriately to ensure the hierarchy of the text is in order shown on the mockup. The Line-spacing (or leading or line-height), for all lines of text, should be a multiple of 4. Size type appropriately to ensure text is not too tight or loose. The line spacing for the mockup is +8 px to the font size.

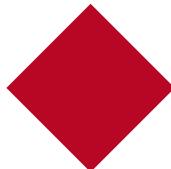
COLOR PALETTE



HEX: #003180
RGB: (0, 49, 128)
CMYK: 100.91.21.9



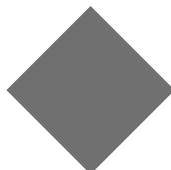
HEX: #171717
RGB: (23, 23, 23)
CMYK: 73.67.65.80



HEX: #B80725
RGB: (184, 7, 37)
CMYK: 19.100.96.10



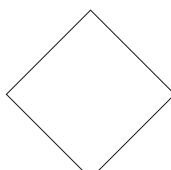
HEX: #FDC012
RGB: (253, 192, 18)
CMYK: 1.26.99.0



HEX: #707070
RGB: (112, 112, 112)
CMYK: 57.48.48.15



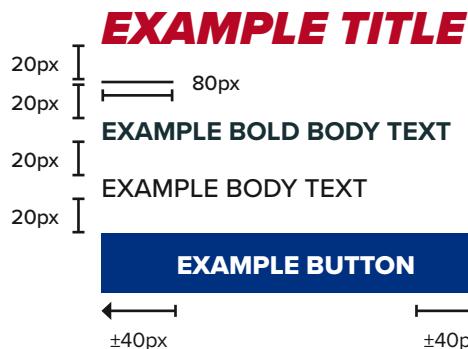
HEX: #EBEBEB
RGB: (235, 235, 235)
CMYK: 7.5.5.0



HEX: #FFFFFF
RGB: (255, 255, 255)
CMYK: 0.0.0.0

LAYOUT

TYPOGRAPHY SPACING FOR WEB & MOBILE



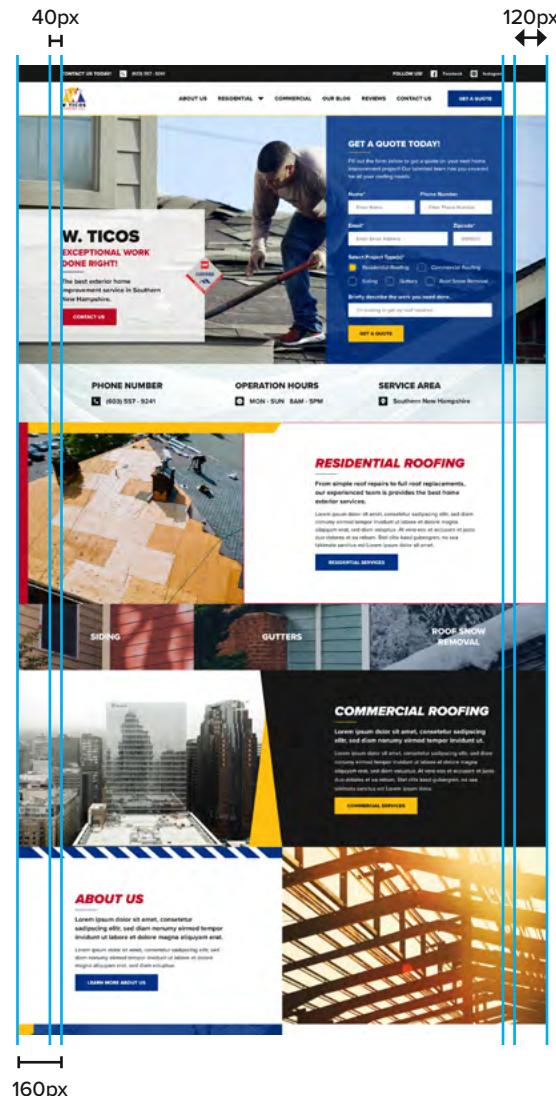
Button Height:

Mobile: 50px | Web: 60px

Input Fields min Height (Variable):

Mobile: 40px | Web: 50px

Button widths can vary but the heights do not. Buttons for mobile have minimum width of 300px.



Notes

The overall content spacing is in multiples of 10 / ±20px. Give all content on the page adequate spacing from the screens edges. For web margins, keep content 160px from the screens edges. For mobile margins, keep content a minimum of 40px from the screens edges.

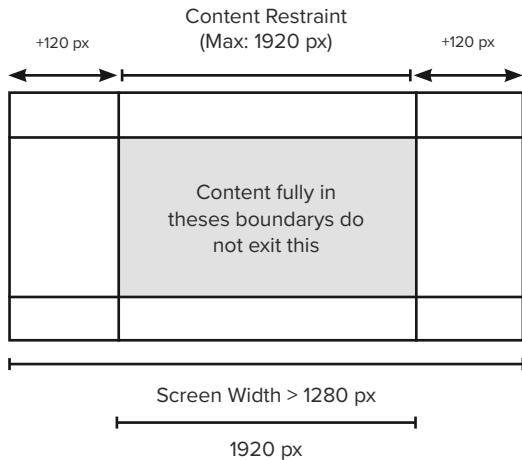
The overall spacing for typography and for the elements is: x2 (Even) / ±10px. Keep all text left justified. Make sure to use multiples from the spacing scale to leave adequate space between typographic elements within the same container.

LAYOUT

Web View

The written content should not have a width greater than 780 px. Any screen width size larger than 1920 px should extend the sides of the website only.

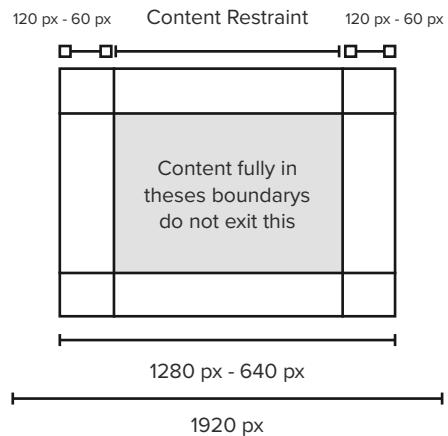
screen width 1024px and up



Tablet Dimensions

For screen widths between 1280 px & 640 px, keep margins 120 px - 60 px from screen edges. Collapse columns of 5 & 3 into 1. For the Gallery Sections, reduce the width of the horizontal gallery slider.

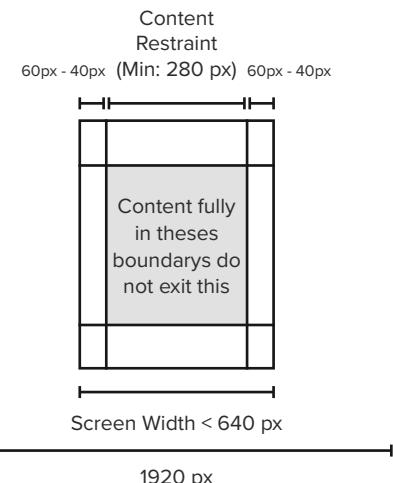
screen width between 1280 px & 640 px



Mobile View

The written content should not have a width less than 280 px. For screen widths less than 640 px, keep margins 60 px - 40 px from screen edges. Collapse all columns in to 1 column.

screen width less than 640 px



Notes

Any Image in contact with the edge stays in contact and extends / shrinks with screen size. If image is within margins, keep within margins; shrink and collapse when needed for smaller devices.

INTERACTABLES

STATIC

EXAMPLE BUTTON

Text: #FFFFFF
Button: #003180
Stroke: None | 0px

EXAMPLE BUTTON

Text: #171717
Button: #FDC012
Stroke: None | 0px

EXAMPLE BUTTON

Text: #FFFFFF
Button: #B80725
Stroke: None | 0px

EXAMPLE BUTTON

Text: #FFFFFF
Button: #B80725
Stroke: None | 0px

HOVER

EXAMPLE BUTTON

Text: #003180
Button: #FFFFFF
Stroke: #003180 | 2px

EXAMPLE BUTTON

Text: #FDC012
Button: #171717
Stroke: #FDC012 | 2px

EXAMPLE BUTTON

Text: #B80725
Button: #FFFFFF
Stroke: #B80725 | 2px

EXAMPLE BUTTON

Text: #FFFFFF
Button: #171717
Stroke: #FFFFFF | 2px

MUTED

EXAMPLE BUTTON

Text: #707070
Button: #EBEBEB
Stroke: None | 0px

INTERACTABLES

STATIC

EXAMPLE BUTTON

Text: #171717

HOVER

EXAMPLE BUTTON

Text: #003180

TOGGLE

EXAMPLE BUTTON

Text: #FFFFFF

EXAMPLE BUTTON

Text: #FDC012

INPUT LABEL

INPUT PLACEHOLDER

LABEL: #FFFFFF

BUTTON: #FFFFFF

TEXT: #707070

STROKE: None | 0px

INPUT LABEL

LABEL: #FFFFFF

BUTTON: #FFFFFF

TEXT: None

STROKE: #FDC012 | 1px

INPUT LABEL

INPUT TEXT

LABEL: #FFFFFF

BUTTON: #FFFFFF

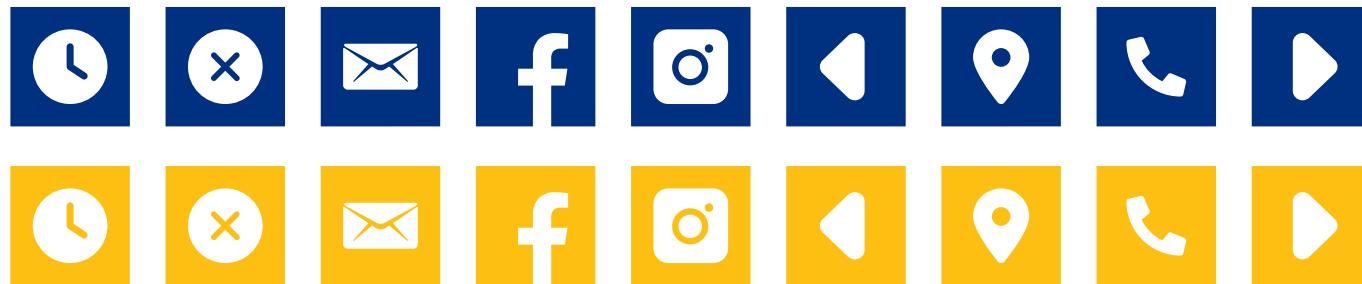
TEXT: #171717

STROKE: #FDC012 | 1px

ICONOGRAPHY

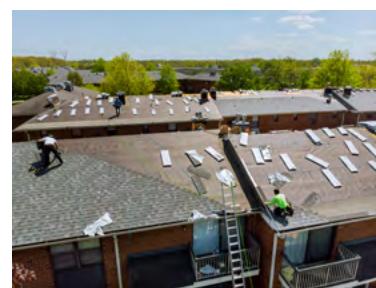
Style: Square / Flat / Solid / Mono-Color

Icons are designed in a flat, square style that utilize the solid colors of the color palette. The outer square is 32 px and the inside symbol is 20 px. Keep the ratio from the inner symbol to the outer square the same (± 12 px) when creating new icons and adjusting the size.



IMAGERY

Capture a variety of in-progress and completed projects. Get a wide collection of residential roofing & exterior home services.



EXTERNAL LINKS

Write Review: <https://search.google.com/local/writereview?placeid=ChIJPeK0miix44kRJ9X6mVYtATE>

View Reviews: <https://search.google.com/local/reviews?placeid=ChIJPeK0miix44kRJ9X6mVYtATE>

Facebook: <https://www.facebook.com/profile.php?id=61555218002092>

Instagram: <https://www.instagram.com/wticosroofing/>

OTHER LINKS

Mockup Link: <https://xd.adobe.com/view/b4509834-11f1-4b33-b796-4a42e8e9e5c5-e103/>
Visit this link to view the prototype of the functions and interactables of the website.

Web Assets: https://drive.google.com/drive/folders/12gIkKA9Br34PTYY8qwS7JcEMfCFjXNBJ?usp=drive_link

