

Java Stop's Coffee site Style Guide

Introduction:

This document describes the overall visual style for the Java Stop web site. It provides overall guidelines for the visual appearance of the Java Stop site in regard to color selection, fonts, body, page arrangement and navigation.

Color Template:

The color pallet for the Java Stop should convey a warm and welcoming feel, with tones that are similar to coffee in forms ranging from the roasted beans to the color tones of a cup of coffee. This color pallet should be used throughout the site for text, foreground and background colors.



Color selections were obtained from the URL:
http://www.colourlovers.com/palette/8062/Comfort_Cafe

Font type and size:

The Java Stop text should be clear and easy to read, fonts that have the appearance of being condensed should be avoided along with fonts that appear to be loud. The Java Stop font should be clear with crisp edges. The Tahoma font meets this requirement.

Tahoma Regular:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Tahoma Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

For the main menu use a 12 point Tahoma font for normal viewing and switch to bold using the same font size when hovering. The text in the footer should use a 10 point version of the Tahoma font. The

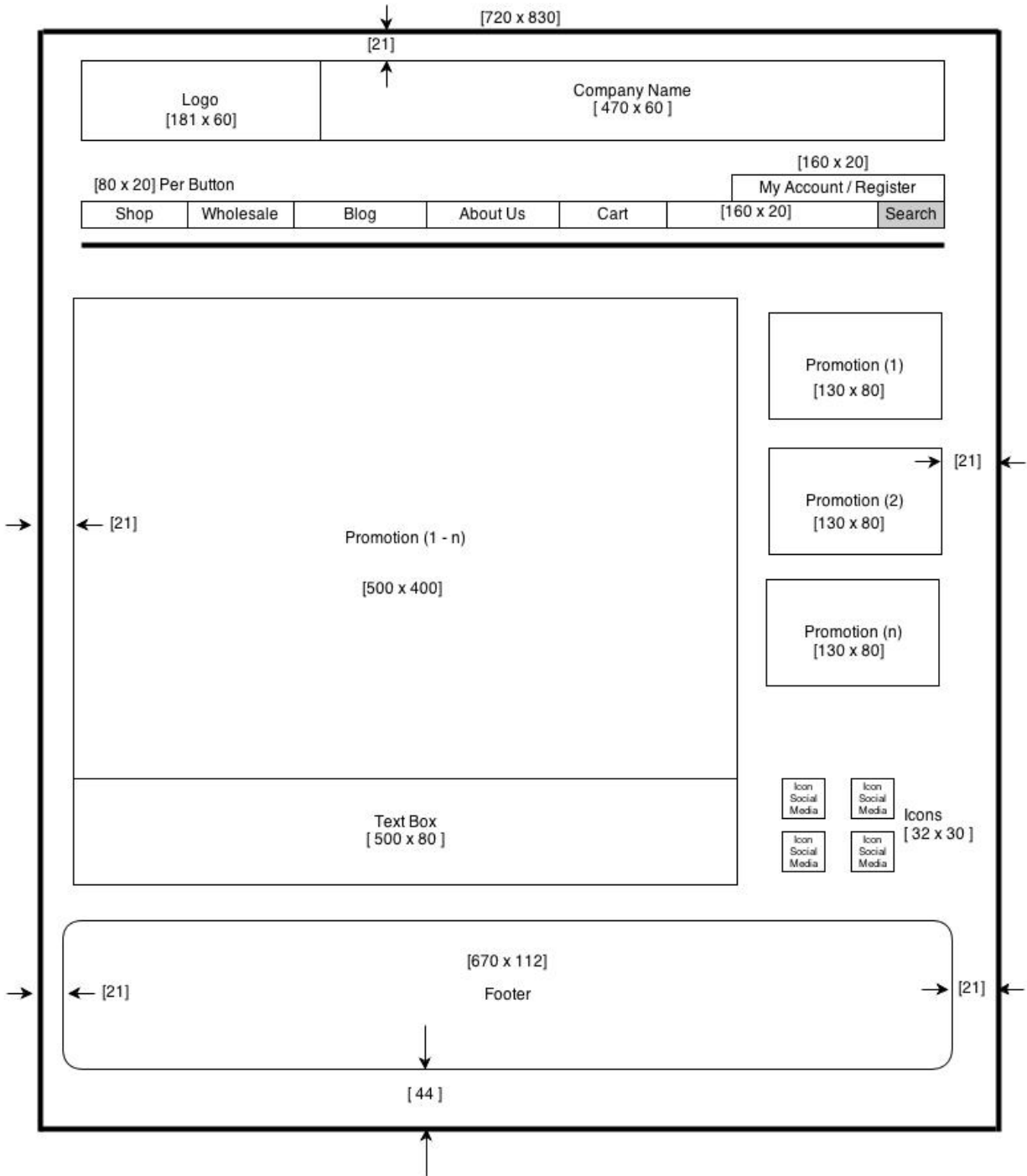
text in the body of the web site should be 12 points, and sub texts should be 11 points and indented when possible.

Body:

The body of Java Stop's web page along with the headers and footers should be neatly arranged with a clear logical flow from home page any sub pages. In order to avoid frustrating site visitors the depth of the site should be kept to a minimum perhaps 3 layers at most. The site should avoid the appearance of clutter by limiting the number of colors in graphics and fonts and only display essential to the site visitor.

Page Arrangement:

Below are the dimensions for the web site.



Color Scheme:

- Background – 0xF7F1E0
- Logo – 0xA3B762
- Company Name -0xA3B762 (background)
- Company Name Text -0x743A26
- Menu Normal – 0x57321F (with white text)
- Menu Hover – 0xA3B762 (with bold black text)
- Search - 0xA3B762
- Promotion (1), (2), (n)- 0xA3B762
- Promotion (1-n) – White 0xFFFFFFFF
- Text box –White 0xFFFFFFFF
- Footer – 0x57321F (with white text)
- Hovering over a link will change the text from normal to bold.
- Links that already been visited will change from white to green (0xA3B762)

Logo Company Name

Shop Wholesale Blog About Us Cart My Account / Register Search

Promotion (1 - n) Picture

Text Box

Promotion (1) Picture

Promotion (2) Picture

Promotion (n) Picture

Icon Social Media

Icon Social Media

Icon Social Media

Icon Social Media

Footer

Resources:

- Classroom materials
- <http://www.colourlovers.com/>
- <http://www.starbucks.com/static/reference/styleguide/>
- http://brandresources.depaul.edu/graphic_standards/writing_guidelines.aspx