

## **Luxury Hotel Supplies Style Guide**

- I. Typography
- II. Template Colors
- III. Main Content
- IV. Page Layout
- V. Navigation
- VI. Logo Usage

## **Introduction**

This document is intended to be a preliminary visual style guide for the Luxury Hotel Supplies. It is designed to illustrate the various graphic elements and styles used throughout the site.

## I. Typography

The type face used for all live HTML text is Arial. We use Arial for Luxury Hotel Supplies as it is readable and soft on the eye for the purposes of easy navigation when navigating products and checking out. Despite being a luxury brand, we avoided overly complex “luxury” fonts, and erred on the side of usability and simplicity.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

**Arial Regular**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**


## II. Template Colors

Luxury Hotel Supplies is a luxury brand that strives to ensure it has a strong reputation in the market. We recognize the importance of color in that mission. Our site will consist of blue and grey variations, with black and white providing a pristine touch to our site. Our goal is to give our site a crisp look that lends itself to a luxurious experience.

Primary Colors:



This color palette was selected from Kuler.com and details to access these colors and add them to Adobe Photoshop as an Adobe Swatch Exchange File are as follows:

1. Go to <https://kuler.adobe.com/#themeID/882995>
2. Login with user ID: mciszon2@gmail.com and password: depaul123
3. Select  and save the swatch as an Adobe Swatch Exchange File for usage.

For all other color designations, we refer to [http://www.web-source.net/216\\_color\\_chart.htm](http://www.web-source.net/216_color_chart.htm)

### III. Main Content (Headers, Body, Footer)

The goals are to ensure legibility and clarity for our users. Consistency in style correlates with better usability, and in the end, conversion. Additionally, simple and intuitive user experiences keep users coming back for more. Luxury Hotel Supplies will follow these guidelines as best as we can to deliver optimal user experience.

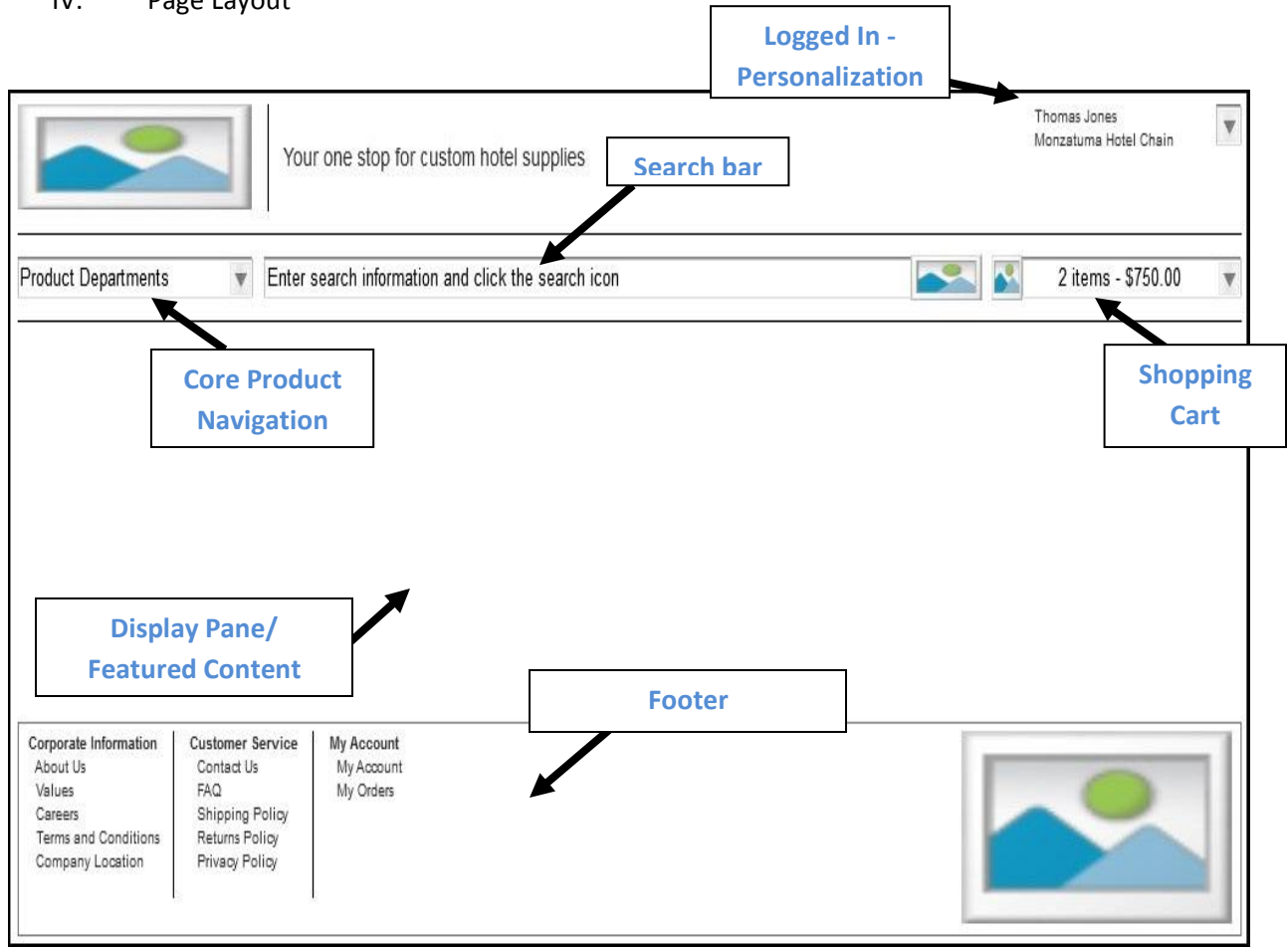
#### Do's:

- Headers shall be set in sentence case
- Format shall be succinct and direct
- Vary font sizes based on copy length to ensure headers are impactful
- Use reverse type over a dark image or background
- Keep text sizes consistent in body
- When possible, use buttons for call to action instead of links
  - Buttons should be consistent in sizing (40 pixel height x 100 pixel width), with words centered on button
- Include global navigation and a static footer on every page
- Breadcrumbs shall be included on most pages to help users know where they are
- Goal is to keep users with 4 pages of the home page, if possible
- Allow users to create favorites (if logged in) as easily as possible
- Ask for as little information as possible - less fields, higher conversion
- We are a luxury brand. We are here to help users. Contact Us and Help information should always be available.

#### Don'ts:

- Headers shall NOT be in all CAPS
- No long sentences or excessive copy
- Links shall NOT vary in size and color from page to page
- Do not bury critical functions several pages deep in the site
- Never have a page where a user cannot return to the home page - always make the logo clickable as a hot spot back to the home page
- Ambiguous links; always make sure link text is descriptive of destination page

#### IV. Page Layout



V. Logo Usage



Logo size shall not exceed 193x58 in top left of landing page for Luxury Hotel Supplies site.

Logo should always be displayed in 193x58 size unless used in smaller placements, in which alternative is 59x25.

The logo shall be used as a method of reinforcing site security to users. The logo displayed in the header (and on some pages, the footer) shall always be linked and anchored to the home page.

## Resources:

In addition to classroom materials, the following were referenced in the creation of Luxury Hotel Supplies Style Guide:

[http://brandresources.depaul.edu/graphic\\_standards/ws\\_design\\_elements.aspx#palette](http://brandresources.depaul.edu/graphic_standards/ws_design_elements.aspx#palette)

<http://www.yale.edu/web/styleguide/index.html>

<http://www.netmagazine.com/features/create-website-style-guide>

<https://kuler.adobe.com/#themes/rating?time=30>