

WEB STYLE GUIDE



Be an explorer.

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WEB WRITING

The essence of the Internet is all about search, exploration and finding what or who you need or want. It's as if the Internet was tailor-made for the Bruce County Brand. Our content and copy on the website should simply follow the natural 'search personality' that most people will employ while online – with two small caveats: (1) avoid putting a lot of text and flowery copy in between the visitor and what they are looking for and; (2) with that in mind, offer small rewards and ideas that are related to what they are looking for and that may lead to wider engagement with the County.

HERE ARE THE KEY NAVIGATION THEMES AND STYLES FOR EACH ONE:

Living Here

To make the joy of living here easy, keep program and services jargon and explanations as short and to the point as possible. Follow the journalist's path to information organization: What is it; who is it for; where is it, when is it; why is it important (why is where the writer can add some explorer personality). Use explorer synonyms to inform your writing (see the Bruce Brand style guide). This helps you avoid generic references.

Businesses

There are two reasons businesses come to the Bruce County website: (1) They want to find out if they can do something related to their business (zoning, environment, policy and regulations, bids and tenders, etc.) and; (2) they want to expand or locate their business in Bruce County. The role of the website in both contexts is to answer their questions as simply and as quickly as possible. The small 'informational rewards' that you can offer them should be relevant to their business or their question. Everything else is an obstacle.

Visiting

Using explorer language and the explorer personality is extremely easy for the Visiting section – people who come to this part of our site are already looking for ideas, easy access to information and the shortest route to their dream destination (literally and figuratively). Most visitors will likely link right to Explore The Bruce. Avoid putting anything in their way and avoid duplicating what is on the ETB site. Small 'rewards' of additional content in this section should be limited to updates, event notices, new ideas and happenings.

WEB WRITING CONT'D

Government

Apart from media, elected officials, county staff and the followers of local politics, few people are interested in deep government activities – until those activities directly impact them, their lives, their businesses or their futures. Then they get very interested and want to find what they are looking for fast. Provide objective summaries to all content in this section so people can search quickly – avoid the use of too much explorer language.

Happening

Journalists, residents and visitors who come to this section are seeking what/who/when/where/why information about news events, county services/culture events, and up-coming government activities. Keep it short, avoid a lot of language and only add 'reward information' that is relevant to the topic they are searching.

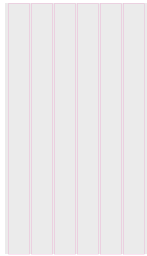
FINALLY...HOW TO QUANTIFY JOYFUL EXPLORATION IN BRUCE COUNTY.

Almost every search or exploration can include numbers and interesting statistics that enrich or inform the experience. When children use computers to learn how to draw, they have 16.8 million colours to choose from. When a family chooses to stroll a local beach, they have 4.1 kilometers to wander and wonder. When fly-fishing near Brockton, how many steelheads are out there waiting to be lured in? When waiting for the roads to be cleared, it's good to know Bruce County has 31 snow ploughs on the job. When you're writing for Bruce County, quantify what you're writing about to add explorer colour. Use search tools at your disposal to find the numbers and statistics that are relevant to the topic. Think about the information you want to cover, see it through an explorer's lens – and ask yourself: "what little tidbit of information might make this more interesting or fun for someone to explore". That's how to quantify the joy of exploring Bruce County.

GRIDS

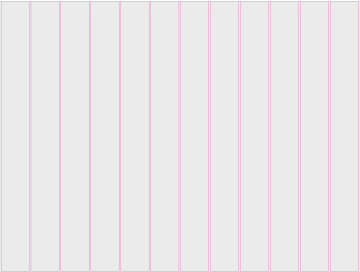
The Bruce County website was designed using the following grids for mobile, tablet, laptop and desktop screen sizes.

Mobile



640px x 1136px
6 columns
96px column width
8px margins
4px gutters

Tablet (t)



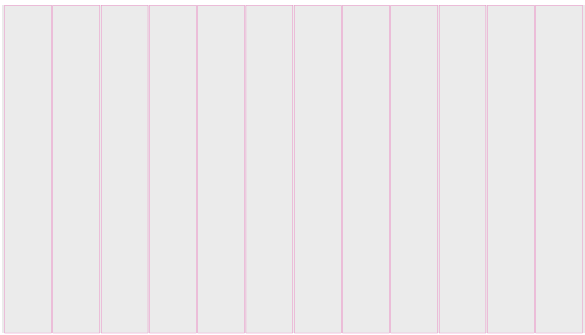
1024px x 768px
12 columns
81px column width
4px margins
4px gutters

Laptop (l)



1280px x 800px
12 columns
102px column width
6px margins
4px gutters

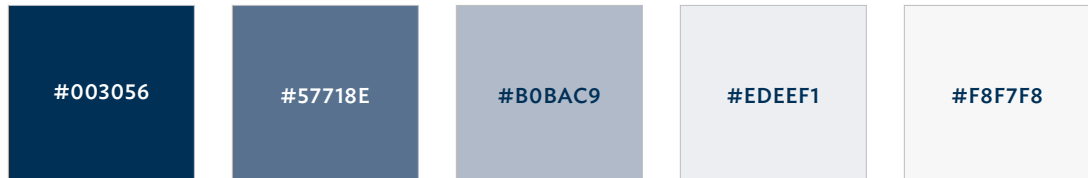
Desktop (d)



1920px x 1080px
12 columns
155px column width
8px margins
4px gutters

DESIGN ELEMENTS: COLOUR PALETTE

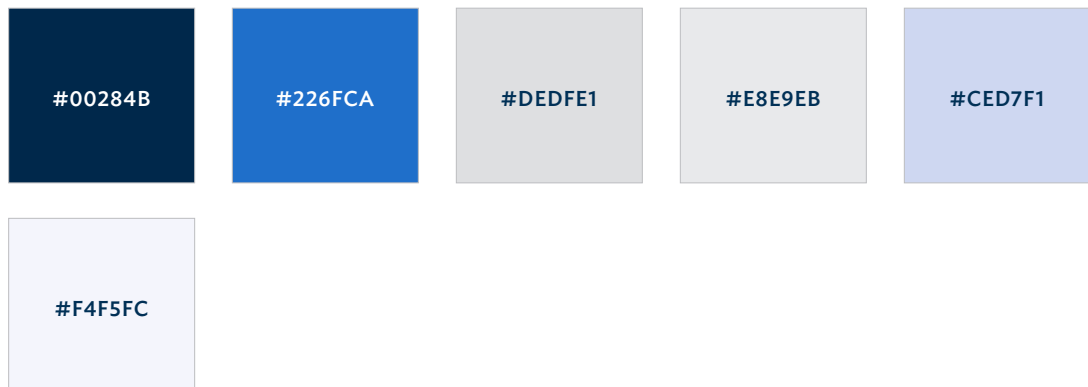
PRIMARY BRUCE BLUE 1 PALETTE



SECONDARY BRUCE BLUE 2 PALETTE



OTHER UI COLOURS



DESIGN ELEMENTS: TYPOGRAPHY

H1

Font size: 76px (mobile), 38px (d/l/t)
Line spacing: 84px (mobile), 46px (d/l/t)
Colour: #6A95E8

Archer Semibold

H2

Follows the above size rules
Colour: #2F7DE1

Archer Semibold

H3

Font size: 34px (mobile), 20px (d/l/t)
Line spacing: 46px (mobile), 24px (d/l/t)
Colour: #003056

IDEAL SANS MEDIUM

H4

Font size: 34px (mobile), 18px (d/l/t)
Line spacing: 41px (mobile), 21.6px (d/l/t)
Colour: #003056

Ideal Sans Medium

H5

Font size: 34px (mobile), 18px (d/l/t)
Line spacing: 41px (mobile), 21.6px (d/l/t)
Colour: #003056

Archer Medium Italic

Note: Fonts are not shown to scale.

DESIGN ELEMENTS: TYPOGRAPHY CONT'D

INTRO COPY

Font: Ideal Sans Light
 Font size: 34px (mobile), 18px (d/l/t)
 Line spacing: 46px (mobile), 24px (d/l/t)
 Colour: #FFFFFF

Curabitur volutpat a urna in lacinia. Vivamus ac
 accumsan nibh. Suspendisse placerat, orci vel
 convallis malesuada.

BODY COPY

Font: Ideal Sans Book
 Font size: 34px (mobile), 18px (d/l/t)
 Line spacing: 46px (mobile), 24px (d/l/t)
 Colour: #003056

Curabitur volutpat a urna in lacinia. Vivamus ac accumsan
 nibh. Suspendisse placerat, orci vel convallis malesuada.
 Nam congue, metus eget varius elementum, elit nisi
 dignissim dolor, vitae condimentum mi tortor luctus velit.

LISTS

Font: Ideal Sans Book
 Font size: Follows body copy
 Line spacing: Follows body copy
 Space before/after: 12px for multiple-lined text
 Text colour: #003056
 Bullet colour: #2F7DE1

- Quisque erat nibh, aliquam eget diam ut, semper pulvinar
- Cras hendrerit dolor blandit, blandit justo ac, ornare ante.

Single-line text

- Integer sit amet pulvinar ante, in dignissim quam. Morbi
 sed pulvinar nibh, sed pellentesque dolor.
- Phasellus ornare congue pharetra. Morbi tristique lectus
 vitae eros tempus hendrerit. Sed tristique blandit urna.

Multiple-line text

Note: Text is not shown at point size listed.

UI COMPONENTS: ACCORDION

ACCORDIONS

Accordion width: span of body content

Accordion row height: 45px

Normal state colour: #EDEF1

Hover state colour: #DEDFE1

Font: Ideal Sans Book

Font size: 16px

Content font size: 14px

Font colour: #003056

Lorem ipsum dolor sit amet +

Nullam eu tortor consectetur -

Sed rutrum rhoncus varius. Proin eu mollis tortor. Nunc semper interdum finibus. Pellentesque in ornare lacus. Praesent a luctus tortor. Suspendisse vel placerat massa, vitae efficitur purus.

Mauris est ex egestas +

Normal and expanded state

Hover state

UI COMPONENTS: BUTTONS

STANDARD BUTTON

Outline stroke weight: 0.75px
Rounded corners: 2px
Normal/hover state colour: #003056
Down state colour: # 57718E

Font: Ideal Sans Semibold
Font size: 24px (mobile), 14px (d/l/t)

Button height: 60px (mobile), 40px (d/l/t)



Normal state



Hover state



Down state



Focus state

DISABLED BUTTON

Button colour: #EDEF1
Text colour: #BoBAC9



SOCIAL MEDIA BUTTONS

Normal state colour: # 57718E
Hover and down state colour: #365471



Normal state



Hover and down state

UI COMPONENTS: BREADCRUMBS & HYPERLINKS

DARK BACKGROUND

Clickable navigation: Archer Semibold Italic
Current page: Archer Book Italic
Font size: 11px

NORMAL STATE

Home > *Living Here*

HOVER STATE

Home > *Living Here*

DOWN STATE

Home > *Living Here*

LIGHT BACKGROUND

Home > *Living Here*

Home > *Living Here*

Home > *Living Here*

HYPERLINKS IN MAIN BODY CONTENT

Proin id vestibulum ex. Donec at augue ut sapien ullamcorper como. Fusce a tortor erat. Nullam at est sed lacus facilisis imperdiet nec nec risus. Donec faucibus fermentum lorem sit amet tincidunt. [Quisque id imperdiet nunc](#) ut tincidunt iaculis, neque magna ultricies velit, id tempus orci urna id leo. Vestibulum rhoncus euismod orci in viverra.

Proin id vestibulum ex. Donec at augue ut sapien ullamcorper como. Fusce a tortor erat. Nullam at est sed lacus facilisis imperdiet nec nec risus. Donec faucibus fermentum lorem sit amet tincidunt. [Quisque id imperdiet nunc](#) ut tincidunt iaculis, neque magna ultricies velit, id tempus orci urna id leo. Vestibulum rhoncus euismod orci in viverra.

Proin id vestibulum ex. Donec at augue ut sapien ullamcorper como. Fusce a tortor erat. Nullam at est sed lacus facilisis imperdiet nec nec risus. Donec faucibus fermentum lorem sit amet tincidunt. [Quisque id imperdiet nunc](#) ut tincidunt iaculis, neque magna ultricies velit, id tempus orci urna id leo. Vestibulum rhoncus euismod orci in viverra.

UI COMPONENTS: SHADOWBOX

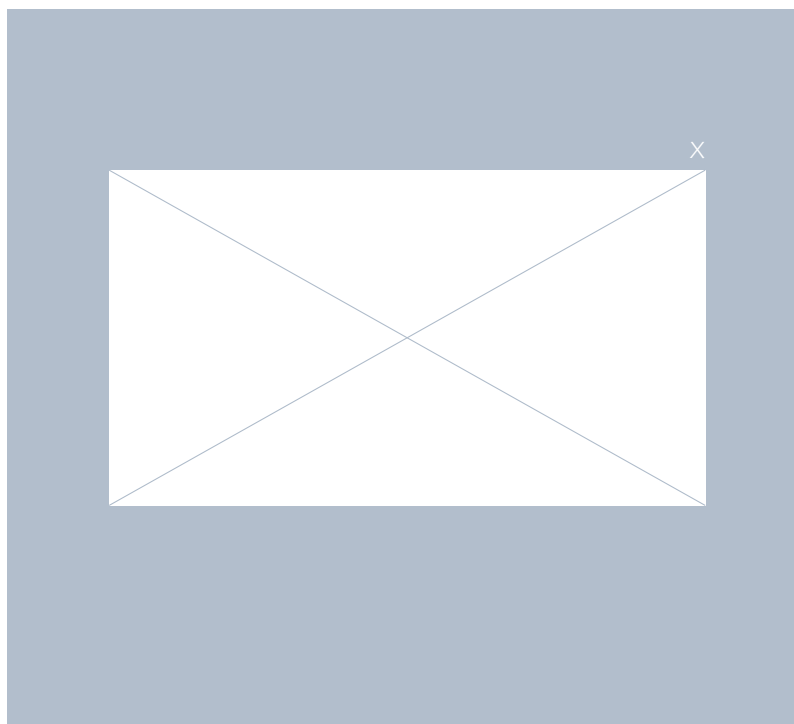
FULL SCREEN SHADOWBOX

Colour: #B0BAC9

Transparency: 95%

Close button colour: #FFFFFF

Close button hover state colour: #003056



UI COMPONENTS: SLIDER

PHOTO SLIDER

Arrows in normal state: #FFFFFF

Arrows in hover and down state: #B2B2B2

Current slide marker colour: #2F7DE1

Other slide marker colour fill: #FFFFFF



Normal state



Hover and down state

Note: All photography in this guide is for position only and is not licensed for use.

UI COMPONENTS: TABLES

TABULAR DATA

Table width: Span of body content

Header row colour: #0E4266

Row colour: #E5E7EC

Row height: 45px

Table label: Ideal Sans Semibold

Column/row header: Ideal Sans Semibold

Cell: Ideal Sans Book

Font colour: #003056

Font size: 16px (d/l/t) or 28px (mobile)

LOREM IPSUM DOLOR SIT AMET

Nulla id felis justo	1.0	Suspendisse commod
-----------------------------	-----	--------------------

Donec in ligula	2.4	Augue at commodo
------------------------	-----	------------------

Phasellus ac viverra	0.8	Aenean lacus elit
-----------------------------	-----	-------------------

Etiam nec bibendum	4.2	Aliquam volutpat nisl
---------------------------	-----	-----------------------

Fusce vehicula	4.0	Curabitur hendrerit
-----------------------	-----	---------------------

Vestibulum pharetra	1.6	Sed a dapibus
----------------------------	-----	---------------

TILES: TILE ELEMENTS & MARGINS

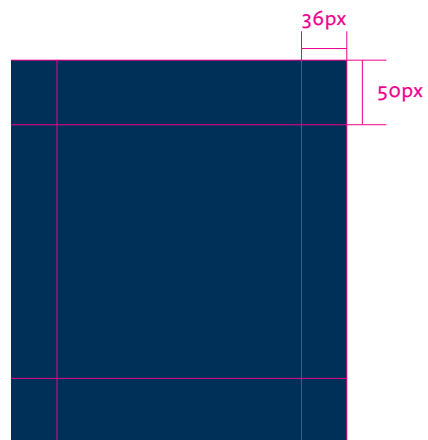
ELEMENTS

- A** Section tag
- B** Content title
- C** Content description
- D** Call to action

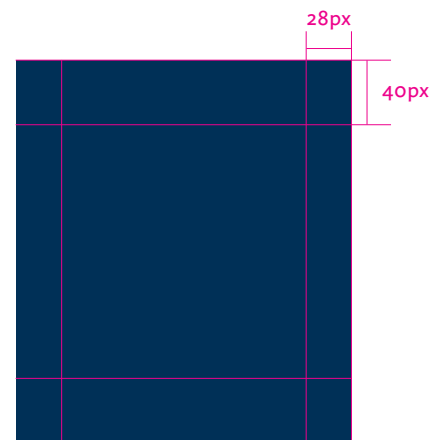


MARGINS

Inset margins: 28px width and 40px height (d/l/t), 36px width and 50px height (mobile).



Mobile tile margins



Desktop, laptop or tablet tile margins

TILES: COLOUR APPLICATION

To adhere to accessibility standards, colour combinations of type and tile colour are identified below. Note that large text is defined as 14px and bold or larger, or 18px or larger.

ALLOWABLE TYPE COLOURS AND APPLICATIONS

TILE COLOUR #003056

<p> Lorem ipsum #BOBAC9 </p> <p><i>Section tag, large text</i></p>	<p> Lorem ipsum #6A95E8 </p> <p><i>Content title</i></p>	<p> Lorem ipsum #FFFFFF </p> <p><i>Content description, intro copy</i></p>
---	---	---

TILE COLOUR #EDEF1

<p> Lorem ipsum #003056 </p> <p><i>Section tag, large text</i></p>	<p> Lorem ipsum #57718E </p> <p><i>Content title, description</i></p>	<p> Lorem ipsum #2F7DE1 </p> <p><i>Content title, large text</i></p>
---	--	---

TILE COLOUR #F8F7F8

<p> Lorem ipsum #003056 </p> <p><i>Section tag, large text</i></p>	<p> Lorem ipsum #57718E </p> <p><i>Content title, description</i></p>	<p> Lorem ipsum #2F7DE1 </p> <p><i>Content title, large text</i></p>
---	--	---

TILES: COLOUR APPLICATION CONT'D

TILE COLOUR #2F7DE1



Large text



Section tag, content title, description

TILE COLOUR #DDE3F9



Section tag, large text

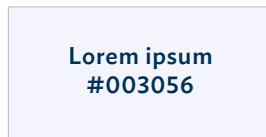


Content title



Section tag, large text

TILE COLOUR #F4F5FC



Section tag, large text



Content title



Section tag, large text

TILES: TILE TYPES

Tiles are the content blocks utilized on the site. They vary in content, size, and colour. Tile widths are defined by the number of columns they span and the heights are calculated as multiples of 24px for desktop, laptop and tablet screen sizes and 46px for mobile and tablet screen sizes.

TEXT-ONLY TILES

Size: Tile width can span 2 to 4-columns.
Tile height must be a multiple of 24px (d/l/t)
or 46px (mobile)

Colour: Tile and type colour combinations are indicated on page 17.

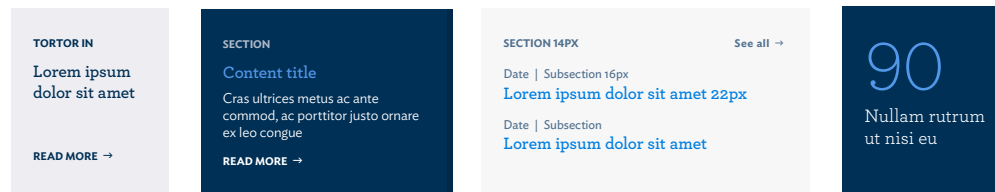


IMAGE TILES

Size: Tile width can span 2 to 6-columns.
Tile height must be a multiple of 24px (d/l/t)
or 46px (mobile).

Text bar colour: #003056

Font colour: #B0BAC9

Font: Ideal Sans Semibold

Font size: 24px (mobile), 14 or 16px (d/l/t)



COMBINATION TILE

Size: Tile width can span 4 to 6-columns.
Tile height must be a multiple of 24px (d/l/t)
or 46px (mobile).



TILES: TEXT-ONLY TILE SIZES

For colour guidance and combinations, please refer to page 16.

CONTENT TITLE AND CTA

Content title font: Archer Semibold
Font size: 22px (d/l/t), 34px (mobile)

CTA font: Ideal Sans Semibold
Font size: 14px (d/l/t), 22px (mobile)

WITH ADDED SECTION TAG

Section tag: Ideal Sans Semibold
Font size: 14px (d/l/t), 28px (mobile)

WITH ADDED DESCRIPTION

Description: Ideal Sans Light
Font size: 18px (d/l/t), 30px (mobile)

NEWS TILE W/SLIDER

Section tag and content tile follow above rules.
Date / subsection font: Ideal Sans Book
Font size: 16px

NUMBER HIGHLIGHT AND DESCRIPTION

Highlight font: Depending on colour combination used, Ideal Sans Light or Extra Light
Font size: 90px (d/l/t), 140px (mobile)

Description font: Archer Book
Font size: 18px or 24px (d/l/t). 28px or 34px (mobile)

2-COLUMN 3-COLUMN 4-COLUMN 5-COLUMN 6-COLUMN

<i>n/a in 2-col format</i>					
<i>n/a in 2-col format</i>					

--	--

It is recommended to keep tile width close to the length of the number included.

It is recommended to increase height at wider tile widths.

TILES: IMAGE TILE SIZES

IMAGE WITH SECTION TAG OR TITLE

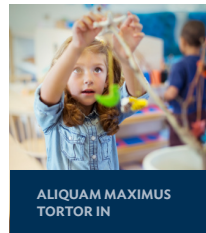
Font: Ideal Sans Semibold

Font size: 14px (d/l/t), 24px (mobile)

Font colour: #BOBAC9

Text bar height: 72px for single line text and 106px for multiple line text on mobile. 48px for single line text and 80px for multiple line text on desktop, laptop or tablet sized screens.

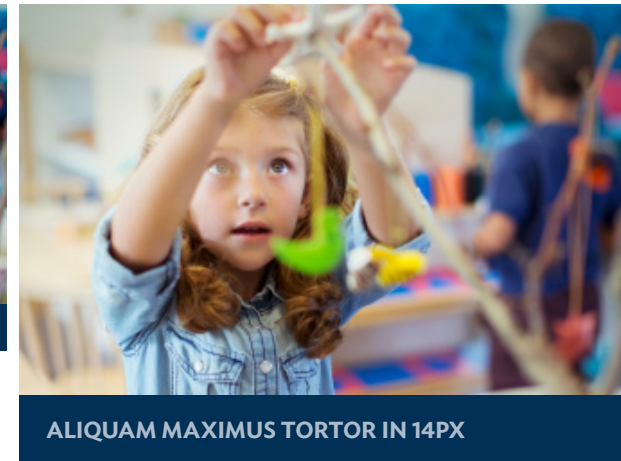
2-COLUMN



3, 4, 5-COLUMN



6-COLUMN (FULL MOBILE WIDTH ONLY)



This width is only recommended for use with the mobile grid and not with the larger screen sizes.

TILES: COMBINATION TILE SIZES

IMAGE, TAG, CONTENT TITLE

4-COLUMN



5-COLUMN

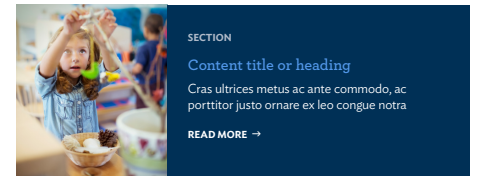


6-COLUMN



IMAGE, TAG, CONTENT TITLE, DESCRIPTION

*n/a in
4-col format*



TILES: INTERACTIVE STATES

TEXT-ONLY TILES

Except for the news tile, the hotspot for a tile is the entire tile field.

NORMAL STATE



Title: #003056
Title: #6A95E8
CTA: #FFFFFF



Title: #2F7DE1
Title: #FFFF
CTA: #FFFFFF



Title: #EDEF1
Title: #003056
CTA: #003056



Title: #F8F7F8
Section tag: #57718E
Title: #003056
Button: #003056

HOVER STATE



Title: #00284B
Title and link: #6A95E8
CTA and link: #FFFFFF



Title: #226FCA
Title and link: #FFFFFF
CTA and link: #FFFFFF



Title: #DEDFE1
Title and link: #003056
CTA and link: #003056



Title: #E8E9EB
Section tag: #57718E
Title and link: #003056
Button: #003056

DOWN STATE



Title: #003056
Title: #6A95E8
CTA: #57718E



Title: #226FCA
Title and link: #FFFFFF
CTA: #DDE3F9



Title: #DEDFE1
Title and link: #003056
CTA: #BOBAC9



Title: #E8E9EB
Section tag: #57718E
Title and link: #003056
Button: #57718E

TILES: INTERACTIVE STATES CONT'D

IMAGE TILES

Hover state: Image scales up from centre by 110% and a 15% multiply tint of #003056 is applied to the image. Text underlined and text bar colour darkens (see preceding page for associated colour).

Down state: Text returns to normal state with all other hover changes remaining.

NORMAL STATE



HOVER STATE



DOWN STATE



COMBINATION TILES

Hover state: Image follows hover state as above. Text follows text-only tile hover state changes as previously outlined.

Down state: Image follows down state as above. Text follows text-only tile down state changes as previously outlined.



FORM ELEMENTS: FIELD COMPONENTS

TEXT FIELD

NORMAL STATE

ACTIVATED STATE

DATE INPUT

DATE


DATE

< **Month 2017** >

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

CLEAR

DROPDOWN

- Auctor tellus
- Consectateur
- Dolor sit amet 
- Lorem ipsum
- Praesent a sem
- Sesaemae

FORM ELEMENTS: INPUTS

CHECKBOX

NORMAL STATE

This is a checklist

ACTIVATED STATE

This is a checklist

RADIO BUTTONS

RADIO OPTIONS One

Two

Lorem ipsum