



**AT-LARGE**



**2015 Style Guide**

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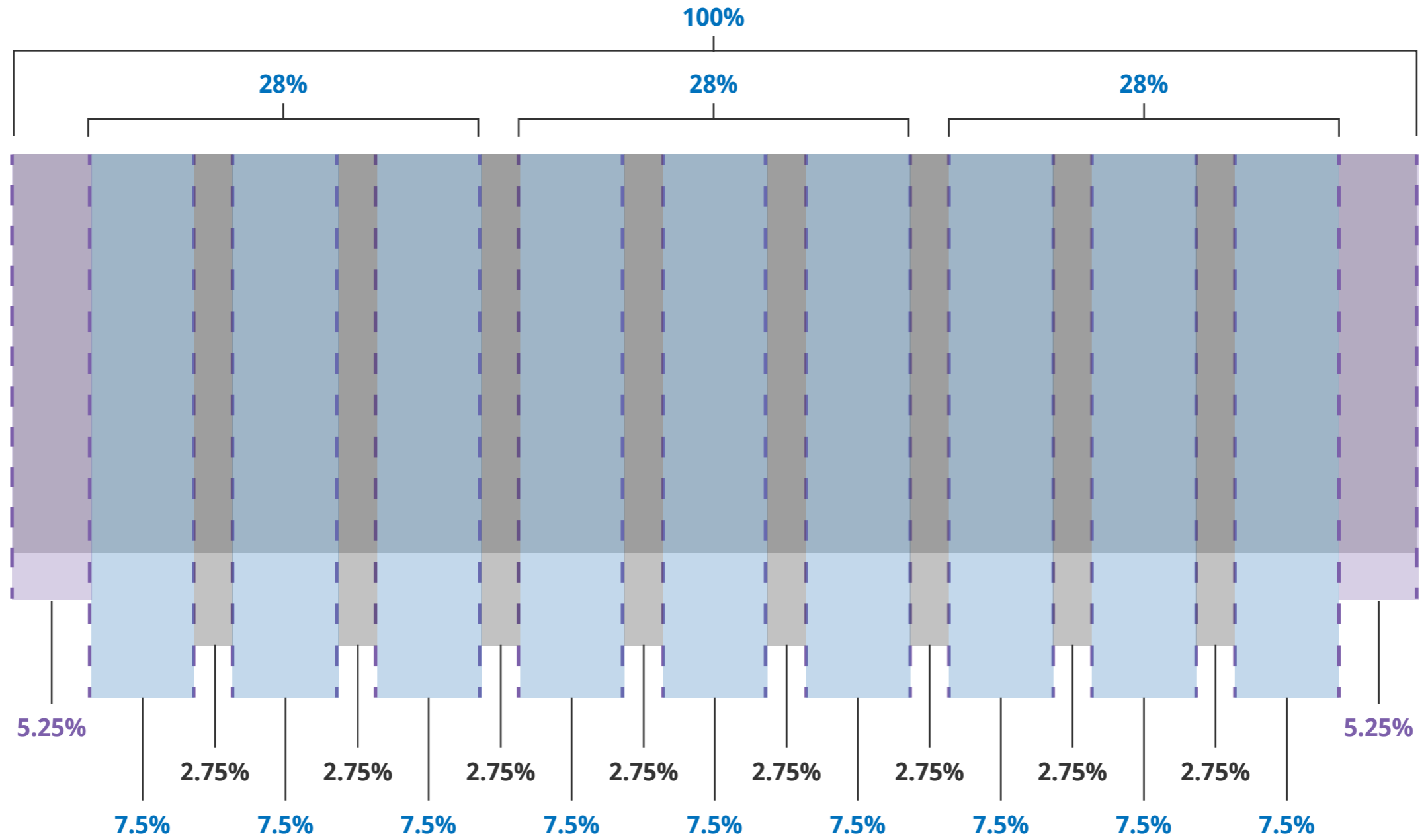
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# General Style



2015 Style Guide

# Responsive Grid



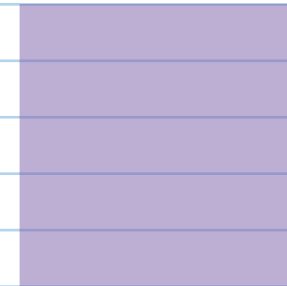
# Vertical Rhythm & Alignment

## The Article Title

by Author Name

10.19.2014

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam.

**a**

### Vertical Rhythm

Desktop, mobile and tablet all use the same Vertical Rhythm. Ideally, elements such as background shapes, buttons and text align to the 21px baselines.

**b**

### Aligning Text

The vertical rhythm controls line-height (i.e. leading). The baseline of the text should be on top of the baseline grid. When a headline is bigger than the vertical rhythm's 21px, the text may center-align to the gridline.

**c**

### Aligning Objects

The top and bottom edges of an object or shape should align vertically with the baseline grid.

## Logo Use



Black is the primary color used for the logo, but should only be used against white.



Any time the logo is placed on top of a colored background or photo, the logo should only be white.

Always allow ample space for the logo around each edge. The globe icon can be used as a simple measurement tool.

# Color Palette



**Purple**  
#7c5faa  
R 124  
G 95  
B 170



**Lt. Purple**  
#b9a2d7  
R 185  
G 162  
B 215



**Black**  
#000000  
R 0  
G 0  
B 0



**Blue**  
#377fbd  
R 55  
G 127  
B 189



**Medium Blue**  
#295f8e  
R 41  
G 95  
B 142



**Dark Blue**  
#00324e  
R 0  
G 50  
B 78

# Iconography



**Policy Advice  
Development  
Pipeline**



**Learn About  
At-Large**



**Explore  
Our Work**



**Get  
Involved**



**Latest  
Policy Advice**



**ALS  
Representation**



**Resources**



**How Do I**



**Tools**



**Stay  
Connected**



**Statement**



**Status**



**Activity**



**Latest  
Activities  
(Calendar)**



**FAQ**



**TBD**



**TBD**



**TBD**



# Typography



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## Fonts

### Droid Sans Bold

abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890!@#\$%^&\*()

### Droid Sans Regular

abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890!@#\$%^&\*()

### Arial Regular

abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890!@#\$%^&\*()

# Headlines & Body Text

**a**

## H1 Headline

Droid Sans Bold, 36px, #000000

**b**

## H2 Headline

Droid Sans Bold, 28px, #000000

**c**

## H3 Headline

Droid Sans Bold, 24px, #000000

**d**

## H4 Headline

Droid Sans Bold, 18px, #000000

**e**

## H5 Headline

Droid Sans Bold, 16px, #000000

**f**

## GLOBAL NAVIGATION

Droid Sans Bold, 16px, All Caps, #000000

**g**

## Article Link

Droid Sans Bold, 16px, #000000

**h**

## Body Text

Droid Sans Bold, 14px, #000000

**i**

## Chart / Diagram Label 1

Droid Sans Bold, 14px, #000000

**j**

## Chart / Diagram Label 2

Droid Sans Bold, 12px, #000000

## Additional Type Specifications

**k**

**Author Name**

Droid Sans Bold, 14px, #999999

**l**

**09.28.2014 (Article Date)**

Droid Sans Bold, 14px, #999999

**m**

**23 Oct 2014 (Policy Advice Date)**

Droid Sans Regular, 14px, #999999

**n**

**Sidebar Item**

Droid Sans Bold, 14px, #000000

**o**

**13 Results (Sidebar Results)**

Droid Sans Regular, 12px, #000000

**p**

**Tag Category**

Droid Sans Regular, 12px, #000000

**q**

**Tags**

Droid Sans Bold, 12px, #000000

**r**

**Language Selection Link**

Arial Regular, 14px, #ffffff

# User Interface

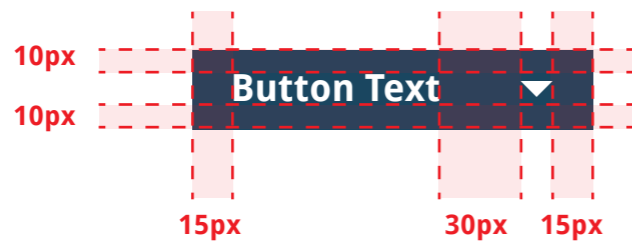


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# Button Padding & Spacing

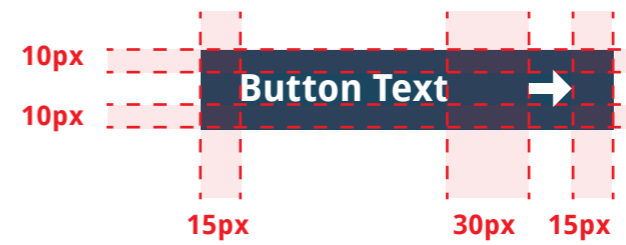
**a**

Text Button with Expand Arrow



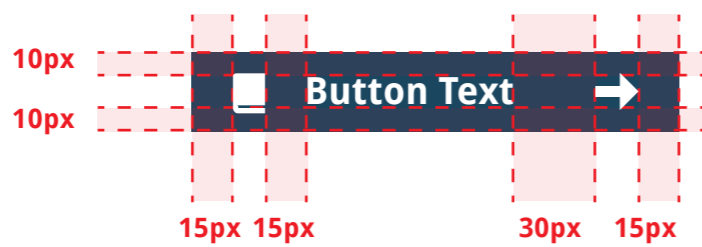
**b**

Text Button with Right Arrow



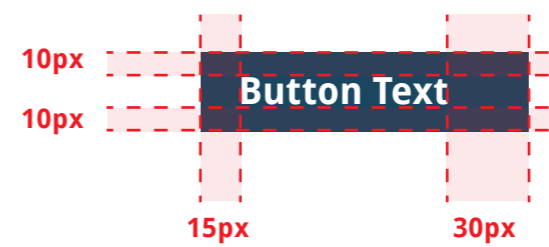
**c**

Icon, Text, and Right Arrow Button



**d**

Plain Text Button



# Button States & Styles



**a**

**Inactive**

Icon/Arrow: #7c5faa  
 Text: #000000  
 Button: #ffffff



**b**

**Hover**

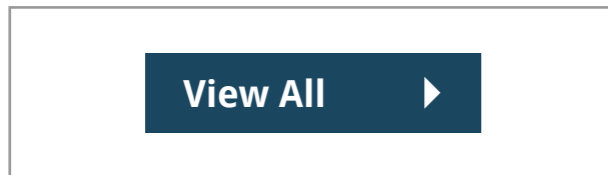
Icon/Arrow: #ffffff  
 Text: #ffffff  
 Button: #000000



**c**

**Click**

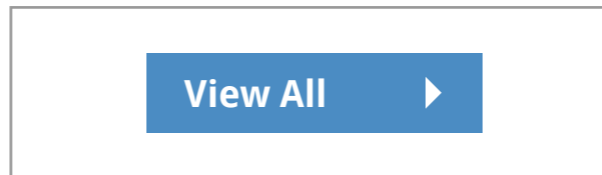
Icon/Arrow: #ffffff  
 Text: #ffffff  
 Button: #000000



**a**

**Inactive**

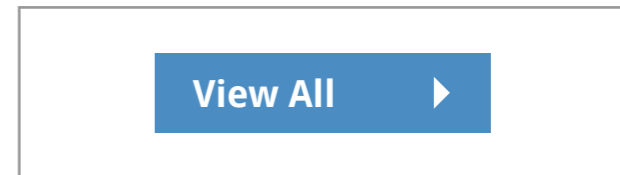
Arrow: #ffffff  
 Text: #ffffff  
 Button: #00324e



**b**

**Hover**

Arrow: #ffffff  
 Text: #ffffff  
 Button: #377fbd



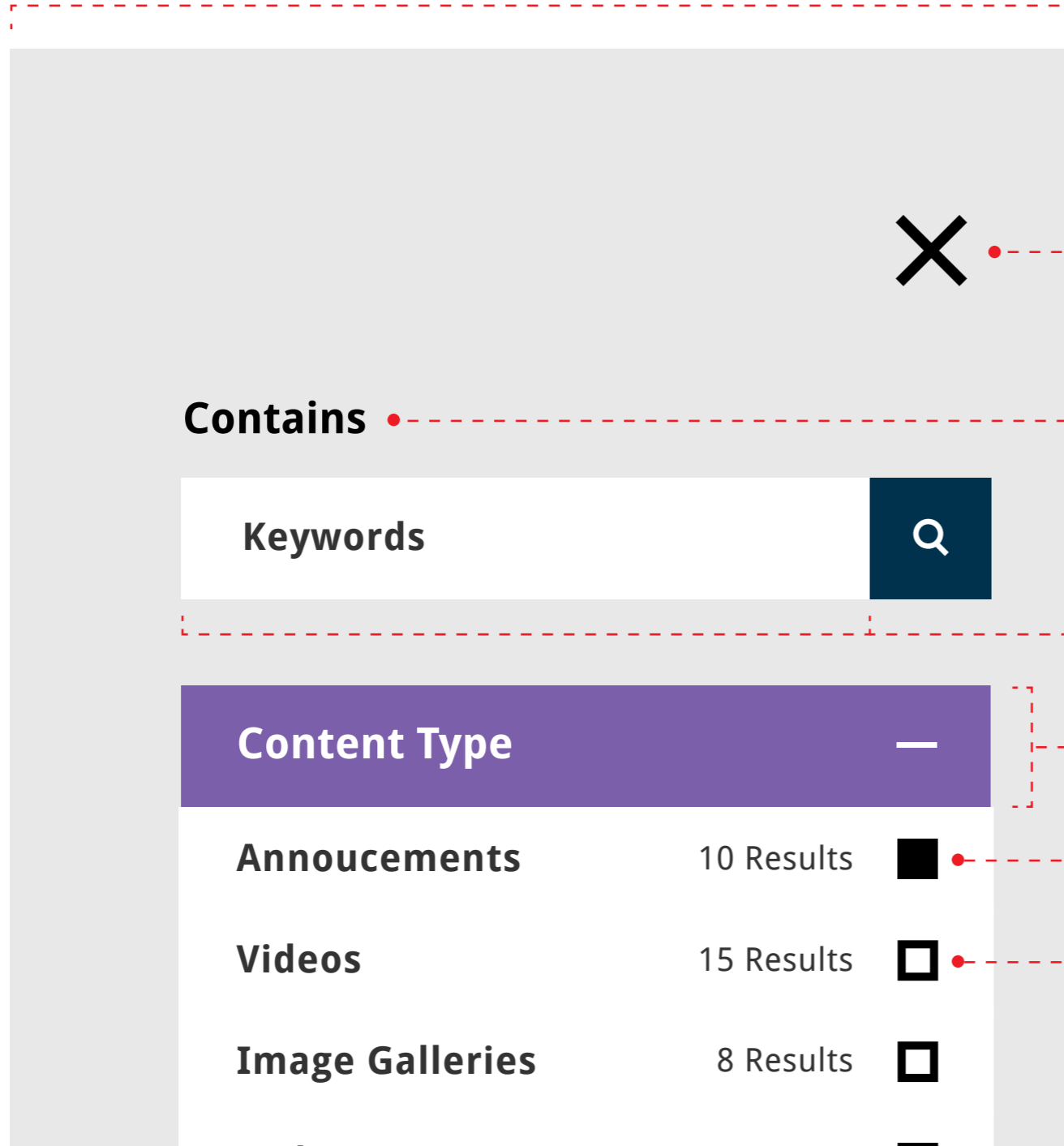
**c**

**Click**

Icon/Arrow: #ffffff  
 Text: #ffffff  
 Button: #377fbd

# Sidebar

36% of responsive grid



This button will minimize the entire sidebar.

**Contains**

Droid Sans Bold, 16px, #000000

Keywords



Search Bar: 255px X 45px

**Content Type**



Sidebar Header: 300px X 45px

**Announcements**

10 Results



Active State

**Videos**

15 Results



Inactive State

**Image Galleries**

8 Results



**Webinars**

10 Results





# Footer

Footer background: #295f8e

Ensure the 21px baseline grid is used in the footer as well.

28% of responsive grid

Droid Sans Bold, 14px, #ffffff

Droid Sans Bold, 24px, #ffffff

28% of responsive grid

## ? How Do I

- Become an At-Large Member
- Communicate with other Members
- Participate in Policy Development
- Join a Working Group
- Engage in RALO activities
- Become an ALAC member
- Attend an ICANN Meeting

## 🔧 Tools

- Community Wiki
- Communication Tools
- At-Large Metrics
- Acronym Helper

## 👤 Stay Connected

- At-Large Newsletter
- Facebook
- Twitter
- YouTube
- Flickr
- Staff Contact

## UI Elements

**a****Global Search**

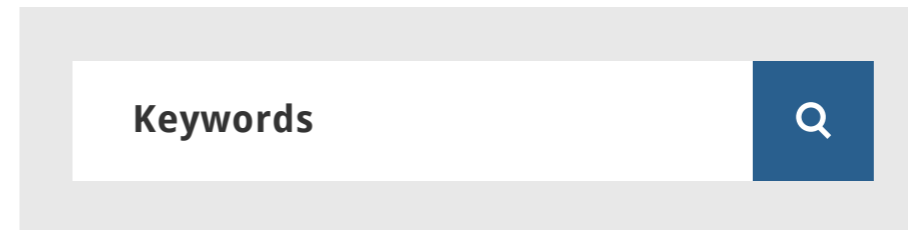
Dimensions: 300px X 30px

Icon: #ffffff

Box Around Icon: #000000

Text: #000000

Search Bar Background: #ffffff

**b****Keyword Search in Sidebar**

Dimensions: 300px X 45px

Icon: #ffffff

Box Around Icon: #295f8e

Text: #000000

Search Bar Background: #ffffff

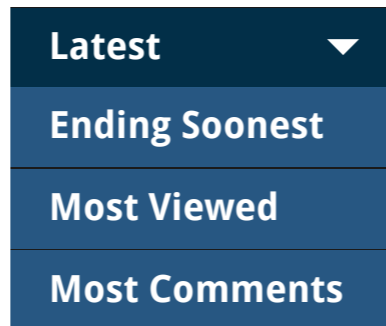
# UI Elements



**a**

### Inactive

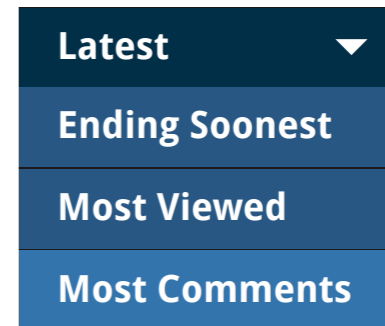
Arrow: #ffffff  
 Text: #ffffff  
 Button: #00324e



**b**

### Hover Expand

Icon/Arrow: #ffffff  
 Text: #ffffff  
 Button: #7c5faa  
 Nested Buttons: #295f8e



**c**

### Click

Icon/Arrow: #ffffff  
 Text: #ffffff  
 Button: #7c5faa  
 Nested Buttons: #295f8e  
 Nested Hover: #377fbd