

Web Style Guide Workshop

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Comcast Interactive Media

In Control Web Design Conference

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AOL Style Guidelines

Updated: [9/30/02](#)

- AOL Screens
- AOL Logos & Icons
- Branding & Partner Co-branding
- Typography
- Writing Guidelines
- Selection & Input Widgets
- Navigation & Clickables
- Dialogs & Wizards
- Photo Usage
- Performance Guidelines
- Advertising & Sponsorships
- Art Production & Optimization

Other Resources:

- [Design Review Process](#)
- [Product Specific Guidelines](#)
- [Designing for Accessibility](#)



[Styleguide updates for AOL 8.0!](#)

Get the information you need to design for 8.0 here.

Design Guidelines for the America Online Product and Services

A great member experience is critical to member acquisition and retention and to further the AOL corporate mission. With so many people worldwide working on different aspects of the evolving AOL service, it's crucial for our members that we keep the experience consistent, while allowing room for creativity and innovation. Where there is flexibility in these guidelines, it will be highlighted. AOL's identity is an important and priceless asset, and these guidelines will help maintain the high standards of service and product design.

- **[AOL Designer Certification Program Information](#)**
- **[Send your comments and questions](#)**
- **[Sign up for Styleguide e-mail updates!](#)**
- **[Recent Styleguide changes](#)**

AOL Keyword: Style Guidelines

FAQ about Web Style Guides

1. What is a Web style guide?
2. Why are style guides important?
3. Why does my company/client need one?
4. What information goes into it?
5. How do you publish and promote it?
6. How do you enforce compliance?
7. When and how do you revise it?
8. How do you convince everyone that all of this work is a Good Thing™?

What is a Web style guide and why are they important?

A **style guide** or **style manual** is a set of standards for design and writing of documents, either for general use or for a specific publication or organization.

From Wikipedia, http://en.wikipedia.org/wiki/Style_guide

REVISED AND EXPANDED EDITION

The New York Times

MANUAL
OF
Style
and
Usage

THE OFFICIAL STYLE GUIDE
USED BY THE WRITERS AND EDITORS OF
WORLD'S MOST AUTHORITATIVE NEWSPAPER

ALLAN M. SIEGAL and WILLIAM G. CONNO

NEW
EDITION

WILLIAM
STRUNK JR.
AND
E.B. WHITE

"...still a little book, small enough and important enough
to carry in your pocket, as I carry mine."
— Charles Osgood

The
ELEMENTS
of
STYLE

FOURTH EDITION

FOREWORD BY ROGER ANGELO

THE
CHICAGO
MANUAL
OF STYLE

The Essential Guide for
Writers, Editors, and
Publishers

15th edition

AP Associated Press

The Associated Press
Stylebook

FULLY REVISED AND UPDATED
WITH MORE THAN 50 NEW ENTRIES.
THE INDUSTRY'S BEST-SELLING REFERENCE FOR 27 YEARS.
ESSENTIAL FOR JOURNALISTS, STUDENTS, EDITORS AND
WRITERS IN ALL PROFESSIONS

MORE THAN
2 MILLION
COPIES SOLD

A style guide or style manual is a set of **standards** for design and writing of documents, either for general use or for a specific publication or organization.

From Wikipedia, http://en.wikipedia.org/wiki/Style_guide

Web style guides focus on **information architecture** practices, aspects of the **user interface**, such as grids and layouts, **graphic design** elements, such as color and typography, and **branding**.

Web style guides should also include details related to the **coding** and **technical implementation** of a site!

The **strict implementation** of style guide regulations provides **uniformity** in style and formatting of a document.

[Graphic design] guides allow a large design team to produce visually **consistent** work for the organization.

consistency & uniformity

predictable

consensus

usability

quality

clarity

efficient

effective

professional

standards

rules

*Why does my company/client need
a Web style guide?*

Efficient

Reduces time to market for further changes

Rules

Supports easy knowledge transfer and eliminates mistakes/guesswork

Predictable

Eliminates need to reinvent the wheel

Consensus

No one can override an established pattern or convention

Professional

Documentation of your decisions and work leaves others with potential direction for future needs and serves as a nice calling card for clients to get back in touch!

Scenario

Your company outsources design and/or development work.

You

Want to make sure the deliverables meet your expectations so that the work doesn't have to be re-done.

Solution

Send the vendor your style guide and make compliance a condition of accepting the deliverables.

Scenario

Your client uses another vendor for design or development work.

You

Want to ensure the other vendor is on the same page with you.

Solution

Send the client/other vendor your style guide and explain how following these rules will get the work done correctly and quickly.

Scenario

You create a beautiful site for a client you don't really want to work with again.

You

Want to make sure your work isn't tainted by future designers or developers.

Solution

Create a style guide for the client and explain how this will help them maintain a beautiful site over the long term.

Assume a style guide will be created for any project you work on. Build it into your SWAGs, LOEs, RFP responses, project proposals, and contracts automatically. Make it non-negotiable. Ask why someone wouldn't want documentation.

*What information goes into
a style guide?*

"An Elements of Style for Webmasters..." — J.D. Biersdorfer, New York Times

Web Style Guide

3rd edition

Basic Design Principles for
Creating Web Sites



webstyleguide.com

guide.com webstyleguide.com webstyleguide.com

Patrick J. Lynch and Sarah Horton

With a foreword by Peter Morville

<http://www.webstyleguide.com/>

Global	Industry best practices
Corporate	Broad-reaching, for a family of products (sites), includes print style guide
Discipline	Deep-dive on all aspects of style related to a specific discipline
Pattern Library	Cross-discipline, reusable solutions
Product	Narrow focus on a single product (site, application, page)
Personal	The conventions you typically follow

Information Architects

User Interface Designers

Graphic Designers

Web Developers

Quality Assurance

Content Editors

Marketing

Vendors/Consultants

Introduction

Branding and Partner Co-branding

Writing Guidelines

User-Centered Design Principles

User Interface Guidelines

Graphic Design Guidelines

Technical Guidelines

References and Checklists

Introduction

- Purpose, Scope, Audience
- How to Use the Style Guide
- Development and Maintenance Process
- External References
- Revision History

Branding and Partner Cobranding

- Logo (single/multi/reversed color)
- Logo Sizes and Protected Area/Elements
- Proper and Improper Usage
- Logo Color Palette (Pantone, CMYK, RGB)
- Logo Typeface
- Logo Placement
- Cobranding Solutions
- Examples

2.1. Diagram of Amnesty International Canada Brandmark with key elements identified

2.1.1 Overall Brandmark



amnesty international

2.1.2 Standard Amnesty International “Candle and Barbed Wire” symbol



2.1.3 Logotype: Amnesty International

amnesty international

1.1. The overall “Brandmark” is the most visible element of Amnesty International’s brand identity. It consists of a Symbol (the Amnesty International candle and barbed wire) and a Logotype (Amnesty International’s name).

1.2. This represents the standard form of the Amnesty International Canada Symbol.

1.3. This represents the standard form (typeface and case-sensitive lettering) of the Amnesty International Canada Logotype.

1.4.1 “Taglines” are texts that sit beneath the Logotype (Amnesty International’s name) and indicate what Amnesty International stands for. Amnesty International Canada has two taglines.

Writing Guidelines

- Document Structure
- Formatting Guidelines and Styles
- Writing Style
- Editing
- Use of Imagery
- Glossary
- Template Downloads

User-Centered Design Principles

- Core Design Principles
- Usability Goals
- User Personas and Sample Data
- Accessibility Guidelines
- Technology Platform Support Goals
- Localization/Globalization Goals

Screen Shots

All screenshots for documentation should conform to the following guidelines:

- Elements should be in the proper style guide.
- The operating system depicted should be WindowsXP.
- The standard WindowsXP theme should be used.
- Depicted screen resolution should be 800 x 600.
- File format: Bitmap (.bmp) file, 72 dpi or greater.
- Desktops and other backgrounds should be omitted.
- No internal screennames.

[Download PSD \(requires Trebuchet MS font\)](#)

These screennames have been cleared for use in screenshots:

User Interface Guidelines

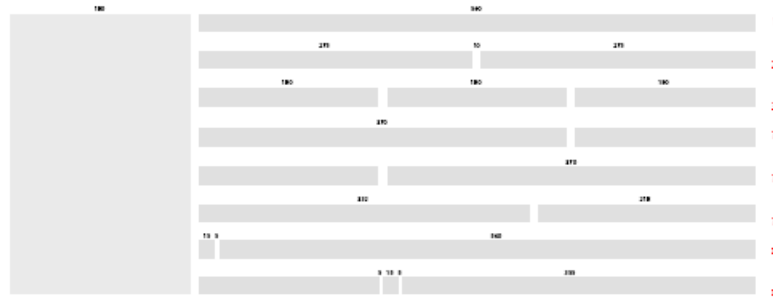
- Site Structure
- Grid
- Page Layouts and Page Width(s)
- Page Structure
 - Header, Footer, Navigation, Content Areas
- Navigation Elements
 - Horizontal or Vertical, Breadcrumbs, Hyperlinks

The Master Grid



Main with Left Sidebar

Use when design pages with:
Left hand page level navigation
Two panel selectors
Second level landing pages

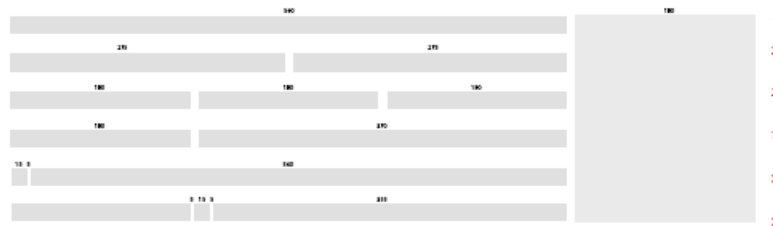


Main with Expanded Left Sidebar

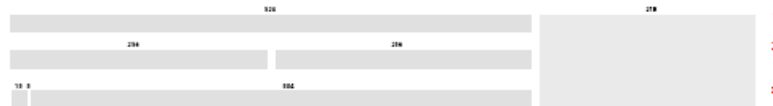


Main with Right Sidebar

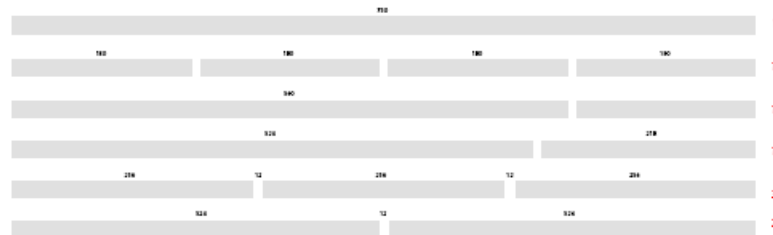
Use when laying out:
Informational pages
Form pages



Main with Expanded Right Sidebar



Main without Sidebar



Vertical spacing options between chunks and modules

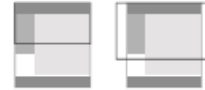


The fold.

800 x 600 760 ~ 410
1024 x 768 983 ~ 578

Rule of thumb: The fold can be anywhere between 400 and 600 pixels from the top of your page.

The SPD header is 120 pixels high. That leaves the designer, in the worst-case scenario, only 267 pixels for the content area above the fold.



Designing around the fold. Best practices.

1. Don't try to cram everything above the fold.
2. The user should be able to understand what your page is about by the information presented above the fold.
3. Functionality that is essential to business strategy should remain (or at least begin) above the fold.
4. Open up your designs and give your users some visual breathing room.
5. Use visual cues such as cut-off images and text to encourage users to scroll.
6. Create compelling content that will make users want to scroll to the end.
7. Give your users logical places to go or engaging things to do when they reach the bottom of your page.

Vertical alignment and positioning above the fold.

Above the fold, you can establish flowlines to break up space into horizontal bands. Flowlines help guide the user's eye across the page and help emphasize starting and stopping points for text and images.

User Interface Guidelines (cont.)

- Windows and Dialogs
- Forms and Form Elements
- Controls
- Behaviors and Interactions
 - Keyboard Shortcuts, Mouse Pointers

User Interface Guidelines (cont.)

- User Assistance and Help
 - Labels and Prompts
 - Embedded Help
 - In-Page Success and Error Messaging
 - Status Bar Messages
 - Downtime Messaging
 - HTTP Responses
- Pattern Library

Input Fields

Input fields should contain a label and white input field.


Recommended format:

Instructional copy goes here:

Don't do this:

http:

Enter info here:



- Labeling is placed above the input field, left-justified. If space and/or design does not allow for this, place the label to the left of the input field.
- Field should be white.
- Input field length is flexible, but height should be 21 pixels.
- Use Verdana, 12pt (in Photoshop) system text for label, unless label is conforming to channel style.

Graphic Design Guidelines

- Logo and Marks
- Color Palette
- Typography
 - Headings, Main Content, Sidebars
- Iconography
- Photography
- Animation Styles
- Art Production

Technical Guidelines

- DOCTYPE and Versions
- Code Formatting Rules
- Code Comment Policy
- Disallowed Elements, Attributes, Properties, Values
- Naming Conventions for IDs, Classes, and Variables
- CSS Structure and Order
- CSS Property Value Format
- Accessibility Practices
- Page Size and Object Count Limits

References and Checklists

- Browser Support Matrix
- Production Checklists

HTML Checklist

- Ensure code validates through the W3C HTML Validator.
- Verify that no presentational elements and attributes are used.
- Ensure semantic meaning to all elements and attribute values.
- Ensure headings follow a logical progression.
- Ensure use of semantic, accessible markup for data tables.
- Ensure appropriate use of class and id attributes. Verify a coordinated naming convention.
- Ensure that correct ALT text is used for all images.
- Verify that no spacer images are used.
- Verify that no inline styles or event handlers are used.
- Verify that Flash objects are called using standard JavaScript solution, not inline markup.
- Verify that no prohibited tags are used, including: br, b, i, font, noscript, iframe, etc.
- Verify that no more than 10 external objects are called from the page.

CSS Checklist

- Ensure code validates through the W3C CSS Validator.
- Ensure proper formatting of rules and ordering of properties.
- Ensure proper use of comments.
- Ensure that no CSS hacks are used.
- Proper order of pseudo classes (:link, :active, etc.)
- Ensure that font sizes are specified in em-sizes or percentages.
- Ensure that color values are specified in hexadecimal notation.
- Review code for redundant styles.
- Verify that the CSS works in Tier 1 and 2 browsers.
- Review the page with CSS disabled.

Use precise language (always, never, must)

Provide a problem statement and context for covering a specific topic

Provide current and historical use cases, including edge cases

Provide supporting files, screen shots, and examples

Design Pattern Library

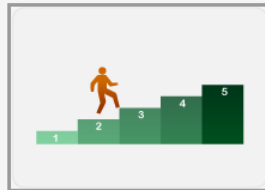
[Yahoo! Developer Network](#) > [Design Pattern Library](#) > [Reputation](#) > Numbered Levels

Numbered Levels

Problem Summary

Participants in a community need some way to gauge their own personal development within that community: how far they've progressed; how deeply they've interacted with the community or its offerings. Additionally, these same measures can be used to *compare* members, to understand who has more or less experience in the community.

EXAMPLE:



Use When

- You want to enable your users to track their *individual growth* in the community.
- A large (or open-ended) number of levels are desirable. For example, World of Warcraft currently allows users to [advance to Level 70](#).
- You want to enable easy comparisons between users. (At a glance, 'Level 1' is more junior than 'Level 5'.)
- You're trying to encourage a more-competitive community spirit.

Solution

Establish a family of reputations on a progressive continuum. Each level achieved is higher than the one before it. Levels are referred to by their *number*, which makes comparisons between levels very straightforward and easy to do. (Numbered levels, however, can be perceived as cold and impersonal)

Recommendations

- In most cases, Numbered Level systems should go no higher than 10 or so.
- A strong-point of Numbered Level systems is that they can be *added to* at a later date with minimal fuss.
 - If, for example, too great a percentage of your community starts to achieve the upper limits of system (see [Exclusivity](#), below) then consider 'opening up' new higher levels for top achievers to attain.

QUICK JUMP

- [Solution](#)
- [Examples](#)

RELATED PATTERNS

- [Collectible Achievements](#)
- [The Competitive Spectrum](#)
- [Identifying Labels](#)
- [Leaderboard](#)
- [Named Levels](#)
- [Points](#)
- [Ranking](#)
- [Top X](#)

OTHER EXAMPLES

- [World of Warcraft](#)

BLOG

- [Blog Article](#)

[Show with revisions](#)



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Yahoo! UI Library: Slider

- Yahoo! UI Library
- Home
- YUI Blog
- YUI Discussion Forum
- YUI on SourceForge
- API Documentation
- YUI Examples Gallery
- Powered by YUI
- YUI Theater
- YUI License
- YUI Articles
- YUI FAQ
- Graded Browser Support
- Submitting YUI
- Bug Reports/Feature Requests
- Serving YUI Files from Yahoo!
- Security Best Practices
- YUI Roadmap
- YUI Components
- Animation
- AutoComplete
- Browser History Manager
- Button
- Calendar
- Charts (experimental)
- Color Picker
- Connection Manager
- Cookie
- Container
- DataSource
- DataTable
- Dom
- Drag & Drop
- Element
- Event
- Get
- ImageCropper
- ImageLoader
- JSON
- Layout Manager
- Logger
- Menu
- Profiler
- ProfilerViewer
- Resize
- Rich Text Editor
- Selector
- Slider**
- TabView

Yahoo! UI Library: Slider

The Slider component is a UI control that enables the user to adjust values in a finite range along one or two axes. Typically, the Slider control is used in a web application as a rich, visual replacement for an input box that takes a number as input. The Slider control can also easily accommodate a second dimension, providing *x,y* output for a selection point chosen from a rectangular region.

On This Page:

- [Getting Started](#)
- [Using Slider](#)
- [Known Issues](#)
- [Support & Community](#)
- [Filing Bugs and Feature Requests](#)

Quick Links:

- [Examples](#): Explore examples of the Slider Control in action.
- [API Documentation](#): View the full API documentation for the Slider Control.
- [Release Notes](#): Detailed change log for the Slider Control.
- [License](#): The YUI Library is issued under a BSD license.
- [Download](#): Download the Slider Control as part of the full YUI Library on SourceForge.

Slider Control Cheat Sheet:



[Download full set of cheat sheets.](#)

Slider Control Examples:

- [Basic Vertical Slider](#)
- [Horizontal Slider with Tick Marks](#)
- [RGB Slider Control](#)
- [Bottom to Top Vertical Slider](#)
- [Horizontal Slider with Two thumbs](#)
- [Dual-thumb Slider with range highlight](#)

Other YUI Examples That Make Use of the Slider Control:

- [Slider Button](#) (included with examples for the [Button Control](#))
- [Complex Application](#) (included with examples for the [Layout Manager \(Beta\)](#))

YUI Slider on de.Lic.io.us:

[bookmark on delicious](#)

tags: [yui](#) [javascript](#) [library](#) [web](#) [ajax](#) [development](#) [slider](#) [dhtml](#) [documentation](#) [yahoo](#)

saved by [60](#) people

Getting Started

To use the Slider control, include the following source files in your web page with the script tag:

```

1 <!-- Dependencies -->
2 <script src = "http://yui.yahooapis.com/2.5.2/build/yahoo-dom-event/yahoo-dom-event.js">
3 </script>
4 <script src = "http://yui.yahooapis.com/2.5.2/build/dragdrop/dragdrop-min.js">
5 </script>
6 <!-- Slider source file -->
7 <script src = "http://yui.yahooapis.com/2.5.2/build/slider/slider-min.js"></script>
    
```



YUI Dependency Configurator:

Instead of copying and pasting the filepaths above, try letting the [YUI dependency Configurator](#) determine the optimal file list for your desired component; the Configurator uses YUI Loader write out the full HTML for including the precise files you need for your implementation.

Note: If you wish to include this component via the [YUI Loader](#), its module name is **slider**. ([Click here for the full list of module names for YUI Loader.](#))

Where these files come from: The files included using the text above will be served from Yahoo! servers; see ["Serving YUI Files from Yahoo!"](#) for important information about this service. JavaScript files are minified, meaning that comments and white space have been removed to make them more efficient to download. To use the full, commented versions or the [debug](#) versions of YUI JavaScript files, please [download the library distribution](#) and host the files on your own server.

Order matters: As is the case generally with JavaScript and CSS, order matters; these files should be included in the order specified above. If you include files in the wrong order, errors may result.

The Slider component is defined by `YAHOO.widget.Slider`.

- TreeView
- Uploader (experimental)
- Yahoo Global Object
- YUI Loader
- YUI Test
- Reset CSS
- Basic CSS
- Fonts CSS
- Grids CSS
- YUI Tools
- YUI Compressor
- Yahoo! Developer Network
- Home
- About Us
- Developer Network Blog
- YEN FAQ
- Support Communities
- Working Examples

Basic HTML/CSS Setup

To create a slider you will need ID references to two elements: one for the slider background and one for the thumb. The thumb should be a child of the background element.

```

1 <div id="sliderbg">
2   <div id="sliderthumb"></div>
3 </div>
    
```

The elements can be styled as desired, but both elements should be positioned (eg, either **relative** or **absolute**). As the background area is clickable, the size of the elements matters. In typical implementations you will need to make the background width (for horizontal sliders) or height (for vertical sliders) equal the total number of pixels you want the slider to be able to move plus the width or height of the thumb element.

The following graphic illustrates the layout for a horizontal slider (**note:** not to scale, and the dimensions are just an example, not a recommendation):

YAHOO.widget.SliderThumb (YAHOO.ui.DD)



Initializing the Slider

The following example creates a horizontal slider object.

```

1 var slider;
2 function sliderInit() {
3   slider = YAHOO.widget.Slider.getHorizSlider("sliderbg", "sliderthumb", 0, 200);
4 }
    
```

The Slider instance in this example is configured so that it can be moved 200 pixels to the right, and 0 pixels to the left. It is also possible to configure the slider thumb to start in the center of the background, which would make sense if your default landing zone or zero value is in the middle of the range.

The `getHorizSlider` method produces a horizontal slider. The `getVertSlider` method produces a vertical slider. The full constructor for both looks like this:

YAHOO.widget.Slider.getHorizSlider(string bgid, string thumbid, int leftup, int rightdown, [int tick])

Where:

- *bgid* is the id of the slider background
- *thumbid* is the id of the slider thumb
- *leftup* is the number of pixels the slider can move left or up (depending on orientation)
- *rightdown* the number of pixels the slider can move right or down (depending on orientation)
- *tick* is the optional tick interval (see [Setting up Tick Marks](#) for more information)

See the additional topics below in [Using Slider](#), below, or on the [Examples](#) page for functional examples:



New project,
or in the
early stages

Develop an outline and populate content
as you make decisions on specific topics

Near
completion
of a project

Develop an outline and populate content
based on what has been done, then
review to determine if any changes are
needed

Project is
live

Develop an outline and populate content
based on what has been done, then
review to determine if any changes are
needed

How do you manage a style guide?

The Circle of Standards



*How do you convince everyone
that all of this work is a
Good Thing™?*

The image features four orange chevron-shaped panels arranged horizontally against a dark grey background. Each panel has a slight 3D effect with a shadow on its right side. The text on each panel is white and centered.

Birds of a
Feather

Just Do It

Be
Diplomatic

Help

Tips for success

Make the process of creating a style guide transparent, and make all work widely available.

Don't wait – start early, start today
(OK, tomorrow).

*What other questions can I
answer for you?*

Web Style Guide Workshop

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