

Document Design Style Guide

Fonts

Web Fonts

Tangerine: Tangerine for the titles on my webpage as it has a simple yet fancy look to it. This will match my website's heading. It is from the sans serif family.

Folks: The font I chose for my websites paragraphs is Folks. It has a simple look making it easy to read. It is also from the sans serif family.

Arial: This will be used for smaller words, such as captions, footnotes, etc. I will use this font on both digital and printed documents.

Print Fonts

Calligraphy FLF: My print title font is Calligraphy because it is elegant yet easy to read

Alice: I chose Alice for paragraphs because it has a slight curve to match Calligraphy yet resembles Times New Roman, a font most readers have ease understanding

Web Fonts

Font Name	Regular	Bold	Italic
Tangerine	<i>Text</i>	<i>Text</i>	<i>Text</i>
Folks	Text	Text	<i>Text</i>
Arial	Text	Text	<i>Text</i>

Print Fonts

Font Name	Regular	Bold	Italic
Calligraphy FLF	<i>Text</i>	<i>Text</i>	<i>Text</i>
Alice	Text	Text	<i>Text</i>
Arial	Text	Text	<i>Text</i>

Color

Base

The base color for both printed and web documents will be medium carmine. This color is the basis for the rest of the color choices. It will be used for smaller details such as links and captions. It will also be used as the background color for enclosed areas.



Medium Carmine
HEX #AA3939
RGB (170, 57, 57)

Complimentary

The complimentary colors will be used to create contrast and variety in both printed and web documents. Peach-orange and blanched almond are not to be used with printed documents. As printed documents are most often used with white paper, the light colors will be hard to see. They will be used on web documents in enclosed areas that have a medium carmine background. Blood (organ) will be used for titles in both document styles while vivid auburn will be used for important headers underneath the title.



Blood (Organ)
HEX #630A10
RGB: (99, 10, 16)



Vivid Auburn
HEX #911F27
RGB: (145, 31, 39)



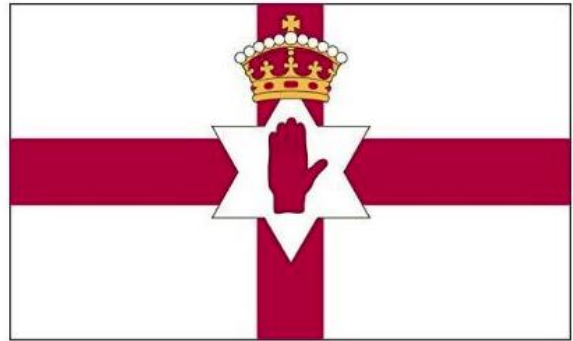
Peach-Orange
HEX #F7D098
RGB: (247, 208, 152)



Blanched Almond
HEX #FCF0C8
RGB: (252, 240, 200)

Graphics

There is no set position for images. They will be as close as possible to the related text. It may be placed above, below, or one the side of the text. A small caption will be enclosed in a black box to separate it from the main text. It will also be in a smaller font to further distinguish it.



"Five Hundred Years of Chaos in Northern Ireland". An academic essay summarizing the strife between England and Ireland. Written in 2016.

Tables

The title of the table will be bolded and italicized with a larger font than the text used in the table. Each column and row title will be bolded with a font slightly bigger than the table's text yet smaller than the title. The table will have lines separating each cell. The row and column that has the titles will be shaded. Title texts will be centered while regular text will be aligned left.

Title

Column 1	Column 2	Column 3
Row 1	Text	Text
Row 2	Text	Text
Row 3	Text	Text

Lists

There will be uniform list style unless the list is supposed to be in numerical order. There will be a space in-between main bullet points/numbers but not sub bullets.

Normal list	Numerical list
<ul style="list-style-type: none">• Text<ul style="list-style-type: none">a. Text<ul style="list-style-type: none">i. Text• Text	<ol style="list-style-type: none">1. Text<ul style="list-style-type: none">I. Text<ul style="list-style-type: none">i. Text2. Text