

Style Guide DrupalCon Chicago 2011 Website - Phase One

Client DrupalCon

Date 18 March 2010

For Internal Use Only.





01 Overview

02 Layout

03 Branding

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07 Media

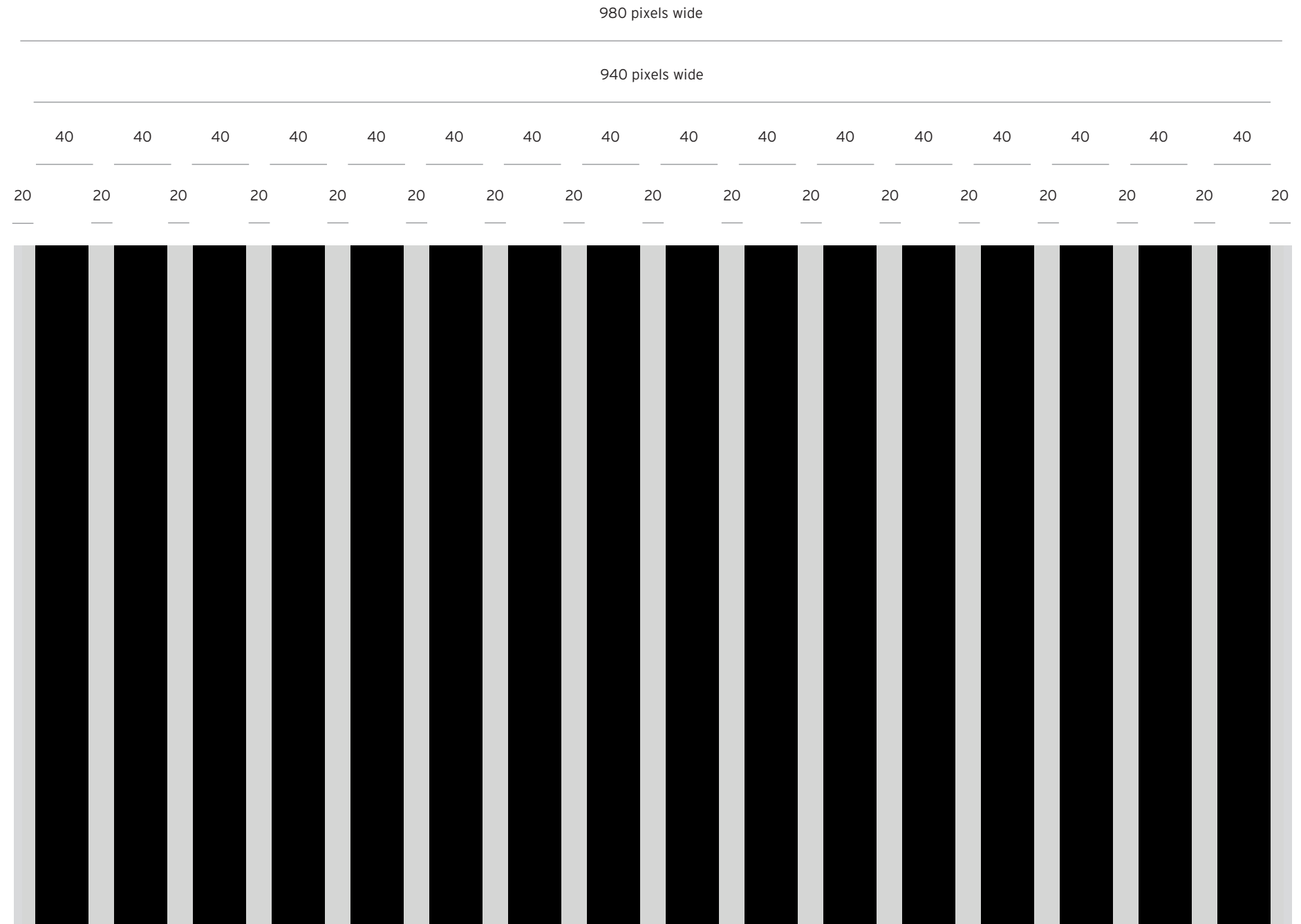
Home

Page

Attendee

02 Layout: The 980 Grid

The grid for the DrupalCon Chicago site is based on the 960 Grid System's 16 column framework but is extended to 980 pixels for this project (See www.960.gs for technical detail).



Example of how the basic home design layers in on top of the grid.

Both stripes in the header expand to 100% of the width of the browser window. This is also true for the footer.

Feature box hangs from 310px.

Platinum sponsor box hangs from 640px.

Column 1 is 540px wide.

Column 2 is 240px wide.



Example of how the basic page design layers in on top of the grid.

Both stripes in the header expand to 100% of the width of the browser window. This is also true for the footer.

Content box hangs from 310px.

Subnav and content area hang from 370px.

Column 1 is 540px wide.

Column 2 is 240px wide.

The image shows a screenshot of the DrupalCon Chicago 2011 website with several design annotations. The page has a red top navigation bar with links for 'Sign Up / Login', 'My Account', and a search box. Below this is a blue sub-navigation bar with 'Conference', 'Community', and 'Chicago' sections. The main content area features a large banner for 'DRUPALCON CHICAGO MARCH 8-10 2011' with a 'BUY YOUR TICKETS' button. A 'FRESH NEWS' section contains two articles, both titled 'Get Your Session Proposals In Today Second Line Length' and 'Get Your Session Proposals In Today'. A right sidebar includes 'Diamond Sponsors' (Google, Adobe), 'THE CONFERENCE DETAILS' (Schedule, Sessions, Training, Drupalgangers, Business & Career Fair), and a 'VIDEO LOG' section with a video player and the title 'The Drupal Towers a.k.a. The Sheraton Hotel'. Annotations on the left side of the page indicate various dimensions and positions: 'Content box hangs from 310px.', 'Subnav and content area hang from 370px.', 'Column 1 is 540px wide.', and 'Column 2 is 240px wide.' A red bar at the top of the page contains the text 'Important Announcement goes here and is truncated at the right leng...'. The background of the page features a blue and white pattern of gears and city buildings.

A measurement of 40 pixels padding between all blocks is a constant throughout every page scenario in the site.

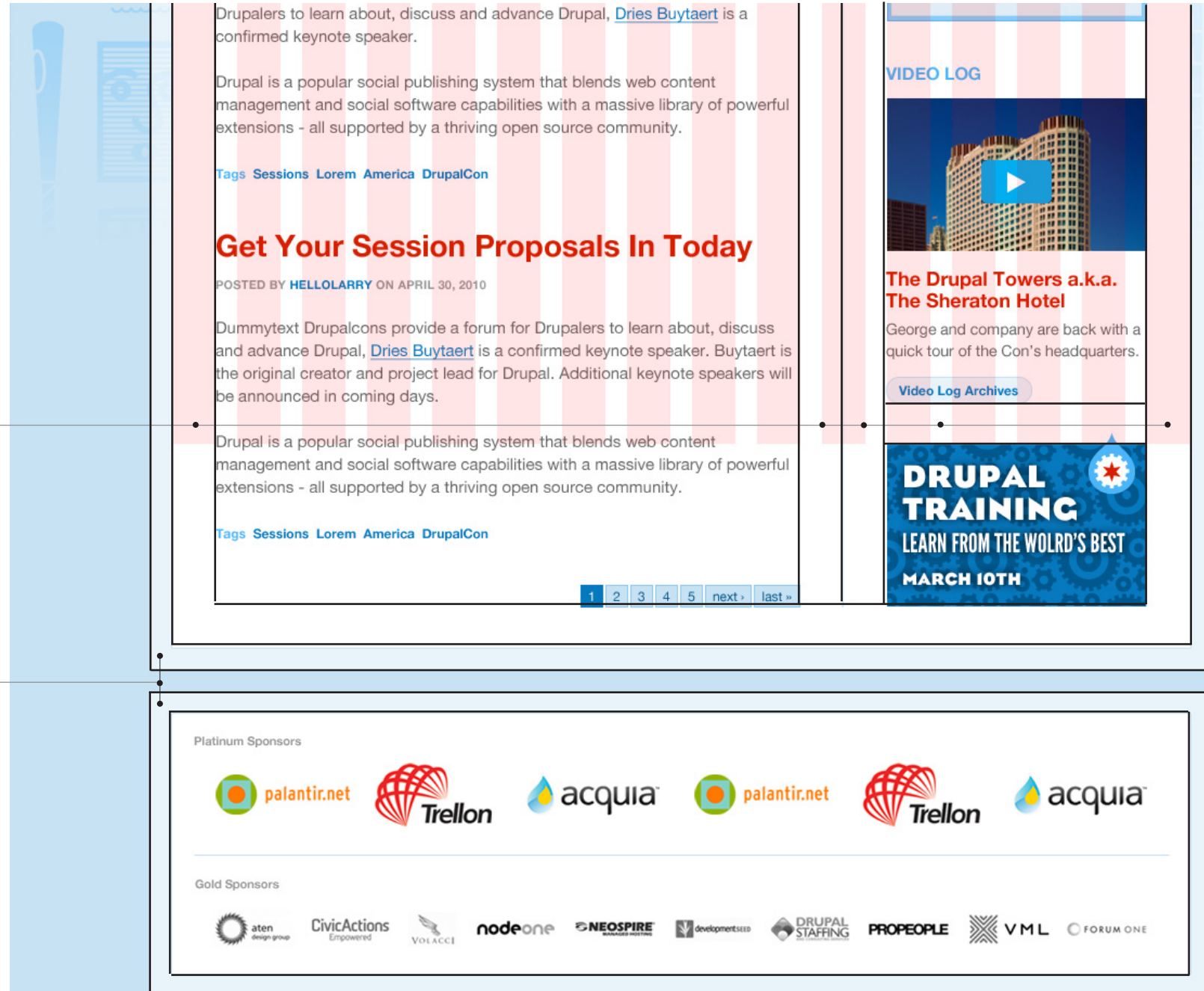
Padding of 20 pixels around all boxes (transparent light blue) is a constant throughout every page scenario in the site.

A margin of 20 pixels between all boxes is a constant throughout every page scenario in the site with the exception of a 40 pixel spacing between the last box and the footer area.

Spacing of 40px.

Spacing of 20px.

Vertical spacing of 40px.



Drupalers to learn about, discuss and advance Drupal, [Dries Buytaert](#) is a confirmed keynote speaker.

Drupal is a popular social publishing system that blends web content management and social software capabilities with a massive library of powerful extensions - all supported by a thriving open source community.

Tags [Sessions](#) [Lorem](#) [America](#) [DrupalCon](#)

Get Your Session Proposals In Today

POSTED BY [HELLOLARRY](#) ON APRIL 30, 2010


Dummytext Drupalcons provide a forum for Drupalers to learn about, discuss and advance Drupal, [Dries Buytaert](#) is a confirmed keynote speaker. Buytaert is the original creator and project lead for Drupal. Additional keynote speakers will be announced in coming days.

Drupal is a popular social publishing system that blends web content management and social software capabilities with a massive library of powerful extensions - all supported by a thriving open source community.

Tags [Sessions](#) [Lorem](#) [America](#) [DrupalCon](#)

1 2 3 4 5 next › last »

VIDEO LOG




The Drupal Towers a.k.a. The Sheraton Hotel

George and company are back with a quick tour of the Con's headquarters.


[Video Log Archives](#)

DRUPAL TRAINING
LEARN FROM THE WOLRD'S BEST
MARCH 10TH

Platinum Sponsors



Gold Sponsors



DrupalCon Chicago Palette



Primary #4db6f9



Footer Bg #0779be



Secondary #00598e



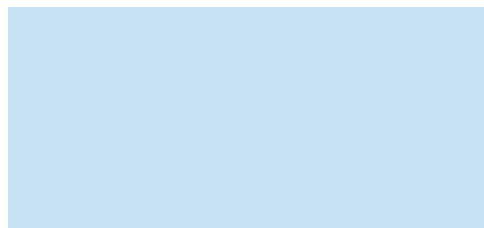
Text #666666



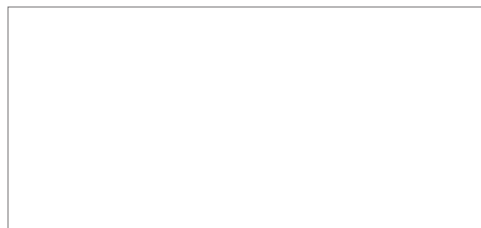
Violator and Titles #d32101



Tabs #b51c01



Body Background #c7e2f3



Box Backgrounds (60% for 20px padded border around boxes) #ffffff

Typography for DrupalCon Chicago:

Helvetica

Example in use



Dummytext DrupalCon is a bi-annual gathering for enthusiasts of the popular open source platform Dr thousands sites worldwide including [Universal Musi](#) France 24, [Popular Science](#), The Onion, Harvard Me Drawing participants from around the globe. Drupal Drupalers to learn about, discuss and advance Drup confirmed keynote speaker. Buytaert is the original Drupal. Additional keynote speakers will be announc

Drupal is a popular social publishing system that ble management and social software capabilities with a extensions - all supported by a thriving open source information can be found here: <http://drupal.org/>. Di presentations on important technology trends includ API's, documentation, asynchronous data, OpenID ; Amazon Web services. In addition, there will be han fair, an exhibit hall and Birds of a Feather sessions.

Tags [Sessions](#) [Lorem](#) [America](#) [DrupalCon](#)

Eagle

Example in use



Eagle Bold will need to be purchased and implemented through either a sifr or cufon solution.

League Gothic

Example in use



This is an open source font and should be able to be used through font-face rather than sifr or cufon solutions.

05 Navigation: DCC Primary Nav

Text Links:

Link color: #0779be

On Hover: #333333, Underline

Visited Link: No effect

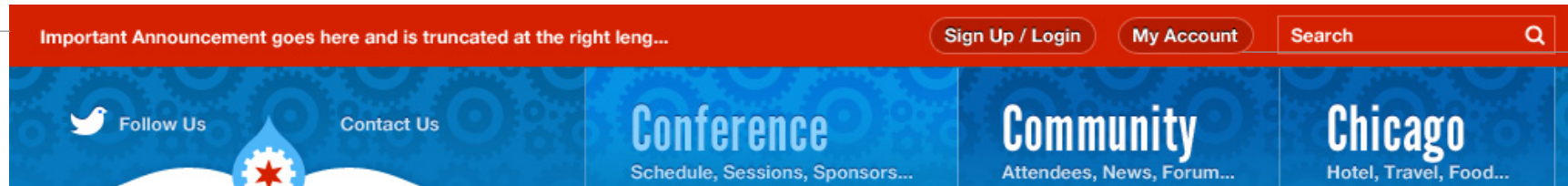
[A Text Link on DCC](#)

[A Text Link on DCC](#)

[A Text Link on DCC](#)

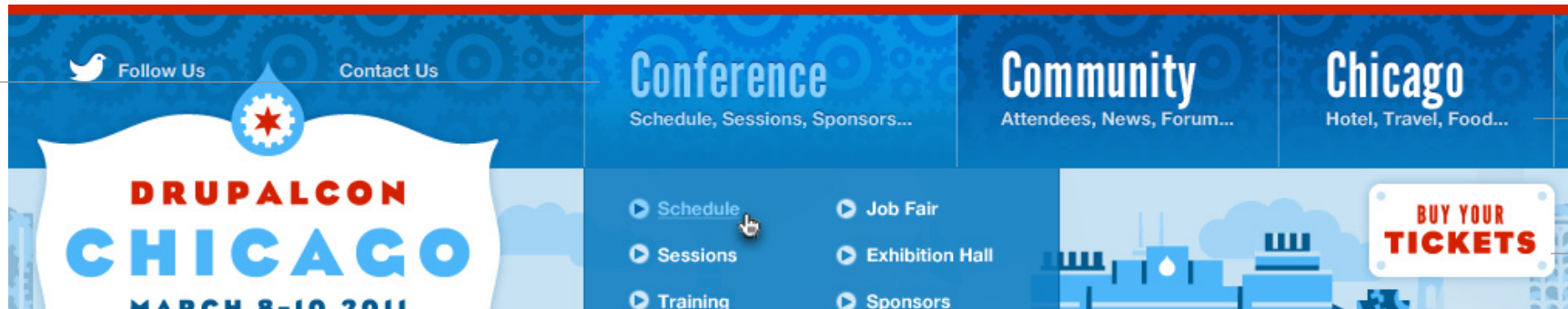
Violator Stripe
Link Color: #FFF
On Hover: Underline

Violator Stripe Buttons
Background: #b51c01
Border: 1px #fff, Radius: 20px
On Hover: Reverse out



Search box
Text color: #fff
Border: 1px #fff
Left padding: 10px

Current location in site
delineated by highlighted tab.
Hover/active color: #8bd1fd



Primary Nav Stripe
Link Color: #FFF
Background slightly darker than stripe

Main Nav items have a
padding of 30px

Image button for "buy your tickets"

Follow and Contact Us
Link color: #fff
On hover: underline

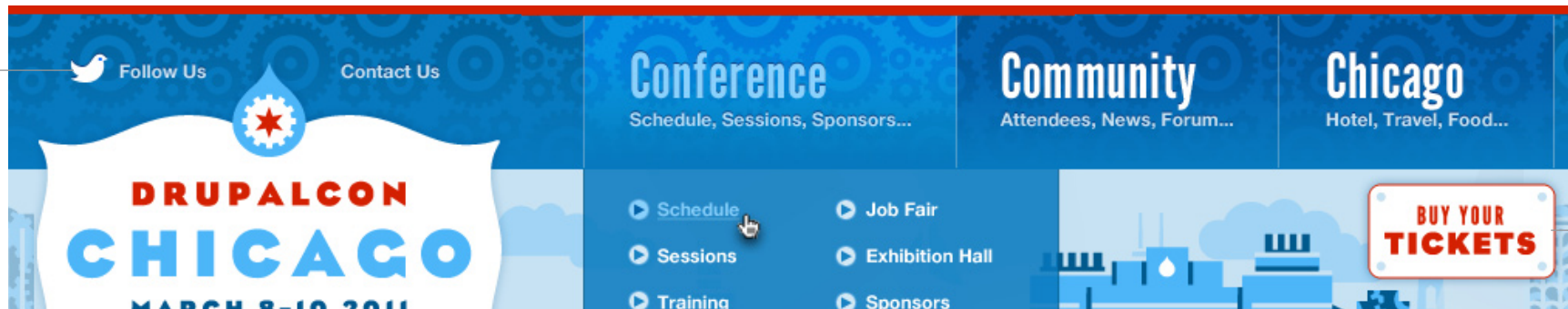
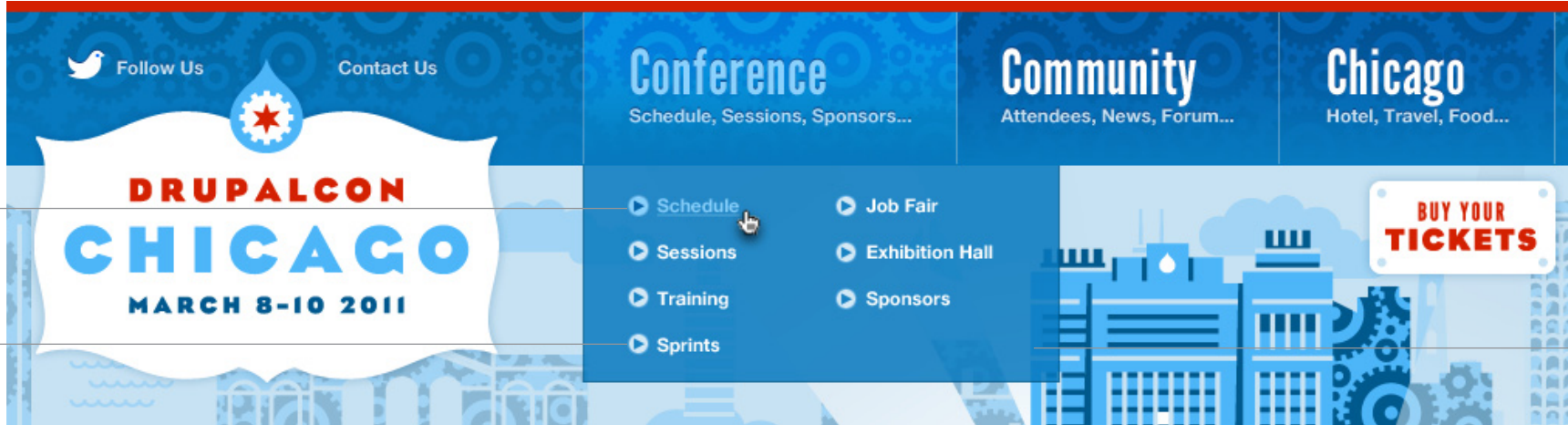


Image button for "buy your tickets"
On hover:

Dropdown Navigation:

Hover on item
Link Color: #8bd1fd
On Hover: Underline

Normal state on item
Link Color: #fff
No underline



Dropdown Menu
Background: #0779be (90% Opacity)
Border: 1px #005a8d (top no border)
Always two columns, width 310px
Each column is 115px wide
20px margin between columns
Padding: 15px 30px;

20px

30px

20px



Chicago dropdown aligns to the right
Both the Conference and Community dropdowns align to the left

Sub Navigation:

Sub Nav Title
All caps, color:#fff

FRESH NEWS

Get Your Session Proposals In Today Second Line Length

POSTED BY [HELLOLARRY](#) ON APRIL 30, 2010

Dummytext DrupalCon is a bi-annual gathering for developers, users and enthusiasts of the popular open source platform Drupal, used by tens of thousands sites worldwide including [Universal Music](#), Lifetime Television, France 24, [Popular Science](#), The Onion, Harvard Medical School, and NASA. Drawing participants from around the globe. Drupalcons provide a forum for Drupalers to learn about, discuss and advance Drupal, [Dries Buytaert](#) is a confirmed keynote speaker.

On hover/active:
Background: #8bccf6

Overall container box
Border: 1px #4db6f9
Background: #8bccf6
Padding: 4px

THE CONFERENCE DETAILS

[Schedule](#)

[Sessions](#)

[Training](#)

[Drupalgangers](#)

[Business & Career Fair](#)

Global Nav Stripe Buttons
Link Color: #0670b7
background: #e1edf6
Left indent: 10px
Height: 40px

2px margin between each item

Footer Navigation:

Graphical header
*Secondary option could be sifr with font-face

DRUPALCON CONCIERGE DESK

Swag

[DC Chicago Badges for your web site](#)
[Get a StickerPack](#)
[See the Sweet T-shirts](#)

On The Town

[Bring Your Eating Pants](#)
[Chicago's Best Pizza Parlors](#)
[Coffee Spots](#)

Press Kit

[General Information](#)
[Press Releases](#)
[Sponsorship Guidelines](#)

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Separators
1px #d4e9f6

Column Headers
Color: #d73316

Each column has a 20px left padding

Footer copyright statement
Link color: #fff
On hover: Underline

An overview of the button designs used throughout the site.

BUTTONS

Static state:
Height: 25px
Text: centered
Radius: 20px
Border: 1px, #4db6f9
Background Color: #8bccf6



Hover state:
Background: #005a8d
Text: #FFFFFF
Border: 1px, #4db6f9



Visited State:
No effect

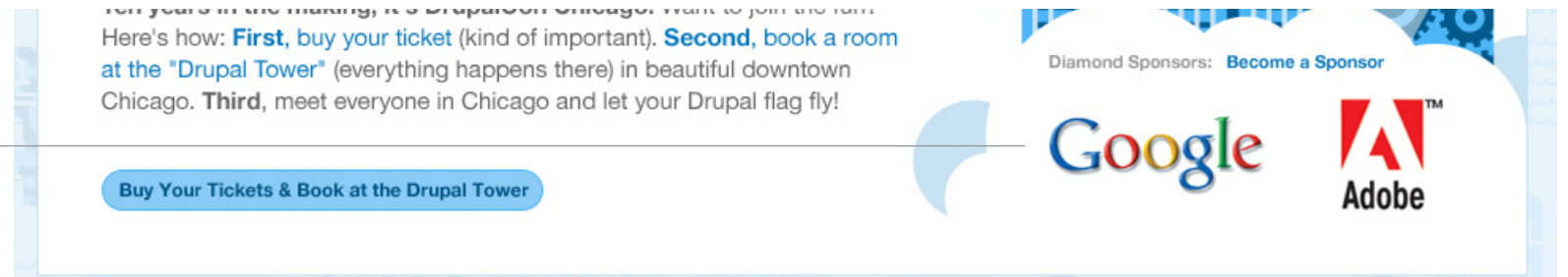


SPONSORS

Platinum Sponsors
20px padding
Six sponsors (max) per row
Full color



Diamond Sponsors
20px padding
Two sponsors (max)
Full color



Gold Sponsors
20px padding
Ten sponsors (max) per row
Grey scale



PAGE TITLE

16px Helvetica Neue Bold, All caps, a Line height 30px.

ARTICLE TITLE

28px Helvetica Neue Bold, Line height 30px.

RUNNING COPY

15px Helvetica Neue Regular, #666666, Line height 21px.

HEADINGS

H2: 18px Helvetica Neue Bold, Line height 26px.

H3: 16px Helvetica Neue Bold, Line height 24px.

UL / OL

15px Helvetica Neue, Line height 21px. List content indented 20px from margin. List: square, outside.

DECK COPY (NO HEADINGS IN DECK COPY)

18px Helvetica Neue, #333333, Line height 22px.

BUTTON TEXT

12px Helvetica Neue Bold

Full size image for
Main Column content.
540x300px



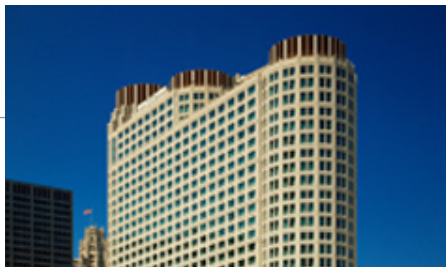
Sidebar image content
240x145px



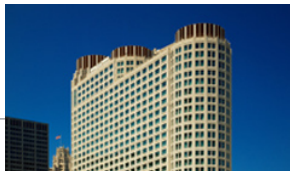
Thumb photo for profile
140x140px



Medium size image for
Main Column content.
260x160px



Small size image for
Main Column content.
160x90px

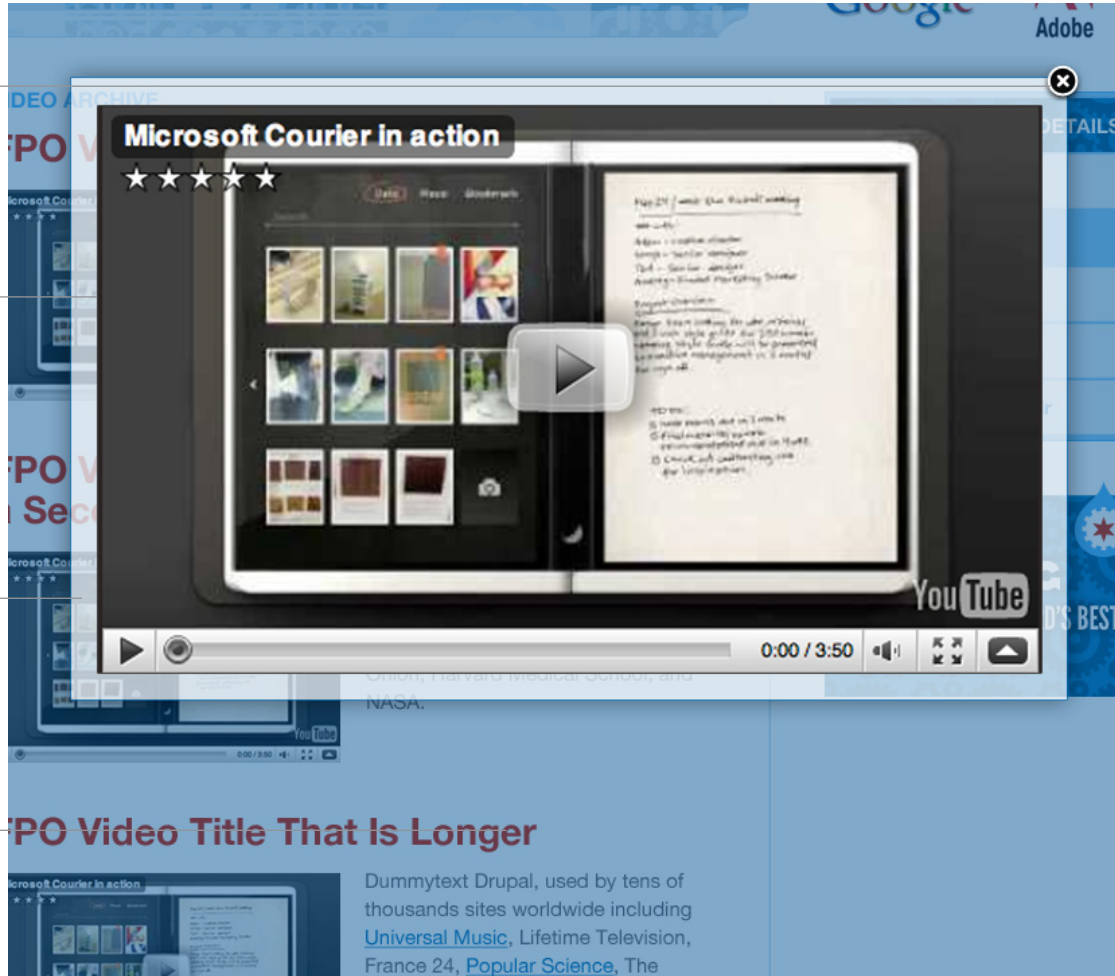


Close button. Modal also closes when overlay is clicked

16:9 Aspect Video content
700x430px (incl. controls)

Modal Bg
Background color: #ffffff
Opacity: 70%
Border: 1px #0466a9

Overlay
Background color: #025395
Opacity: 50%



PO Video Title That Is Longer

Dummytext Drupal, used by tens of thousands sites worldwide including [Universal Music](#), Lifetime Television, France 24, [Popular Science](#), The

16:9 Medium size "Thumbnail" image for Video content list.
260x160px (incl. controls)

VIDEO ARCHIVE

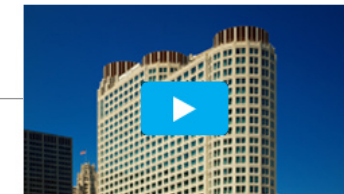
FPO Video Title



Dummytext Drupal, use thousands sites worldwide including [Universal Music](#), Lifetime Television, France 24, [Popular Science](#), The Onion, Harvard Medical School, NASA.

16:9 Sidebar "Thumbnail" image for Video content teaser.
240x145px

VIDEO LOG



The Drupal Towers a.k.a. The Sheraton Hotel

George and company are back with a