

# 100 Club of Chicago Style Guide

-by Amanda Zuo

These are guidelines for developers and designers working on the 100 Club of Chicago website and mobile site.

## Website

### Color

The color palette used is based off the 50th Anniversary logo seal.

Navy #112539  
Blue #4487ae  
Light Blue #85c7ed  
Light gold #f0db9e  
Gold #bd994d  
White #ffffff



### Logo

The 100 Club logo is in the 50th Anniversary seal Gold color (#bd994d). A small version of it is used on the top left corner of the top navigation, with the club name on the side. It may also be used without text and/or in other sizes.



### Layout

Pages lie on a 16-column grid included in the PSDs. In the longer pages with multiple sections of info like the homepage and programs page, each section is a full-width block, 600px height, with either Blue or White Background. Exception to this is the footer, which is 200px height and Navy background. On the Programs page, 3 of the blocks are divided

horizontally to separate the section's title and its content. All sections have a minimum of 50px top and bottom padding (guides included in PSDs).

Top level headers are center-aligned and paragraphs of text are left-aligned. Small sections of body text that are 3 lines or less are center-aligned, except for low-importance sections such as the "About Us" section on the homepage.

The hero title's baseline is at 257px horizontal gridline. Vertical space between this title and the x-height of the tagline below it is 48px.

**Homepage:** Each section alternates the number of columns the elements take. Each column within a single section is the same width.

**Events/News:** 4 columns, 3 for News; 40px left margin, 60px right margin  
Space between Events and News section is 30px.  
Space between each News column is 20px.  
Space between Events/News boxes and their respective buttons is 26px.

**Programs:** 3 columns, 86px left and right margin.  
Pictures are the same width as the body text under them, which is 230px.  
Space between pictures are 78px.

**Fallen heroes:** 2 columns, 160px right margin  
Space between text and picture is 70px.

**Testimonial slider:** 1 column, 56px left and right margin from the arrows  
Space between text and picture is 70px.  
The content (picture and text) as a group is center aligned.

**Supporters:** 2 columns, 220px left and right margin from the photos  
Space between pictures is 147px.  
The content as a group is center aligned.

**About Us:** 2 columns, 80px left margin  
Space between text and picture is minimum of 70px.

### Programs page

In each section, all the elements, as a group, has left and right margin of minimum 90px, and are center aligned. Columns of elements have minimum of 120px horizontal spacing between them, except for spacing between paragraphs and images in the 2-column sections.

## Navigation

The Navigation and Footer are on every page and their PSB files are included in this Style Guide and in the PSDs as embedded Smart Objects.

When the page is scrolled down, only the top navigation's second row (text links) is fixed. The text links each lead to their respective pages. The area of the logo with the seal and text is a link back to the homepage. The social media icons link to their respective sites. When the user is on a page, the name of the page in the navigation will have a box around it, which is 40px height and 18px left and right padding.

### **Homepage:**

#### **Events:**

The user can scroll up and down within the widget to see a total of the events for the upcoming week. They can click on an individual event's box within the widget to be taken to that Event page. The "See Calendar" button leads to the Event Calendar page.

#### **News:**

The user can click on a card to be taken to the individual news story. The "More News" button leads to the News page.

#### **Programs:**

The "Read more" link leads to the respective section on the Programs page.

#### **Fallen Heroes:**

The "See List" link leads to the Fallen Heroes page.

#### **Testimonials** (What people say about us)

Clicking on either arrow will cycle as a carousel to different people's comments. Clicking on the person's picture leads to their comments on the Testimonials page.

#### **Supporters:**

"Read more" leads to the respective section on the Supporters page.

#### **About Us:**

"Read History" leads to the History page, and "See Staff" leads to the Staff page, which would show all the leaders in the Club.

## Typography

All Headers and Subheaders are in Franklin Gothic Medium Regular.

All buttons are in Franklin Gothic Book Regular.

All body text and header taglines, are in Open Sans Light, except for the hero title tagline which is Open Sans Regular.

Text links are in Open Sans Semibold.

All text is either dark or light color to contrast with the background to ensure legibility.

These guidelines apply with the exceptions of text in widgets displaying information such as in the Events on the Homepage.

In the events widget, titles are Open Sans Regular 18, Blue (#4487ae).

An annotated pdf and jpeg detailing the typography is included in this Style Guide.

## Images

Images used include photos from the 100 Club album and are all included in the Assets for this site. Some photos were edited to lower their saturation (by 80%) to have a more "historic feel."

Background images have either a black or white overlay to ensure the text in front is legible. Black overlays are at 70% opacity. White overlays' opacity varies depending on the resulting consistency of color and legibility of text over it. Examples are shown below.

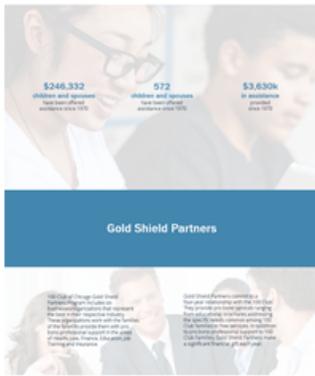


### White overlay #ffffff:

90% - majority of original image is already white, and the silhouettes are dark - use higher opacity to decrease contrast of image



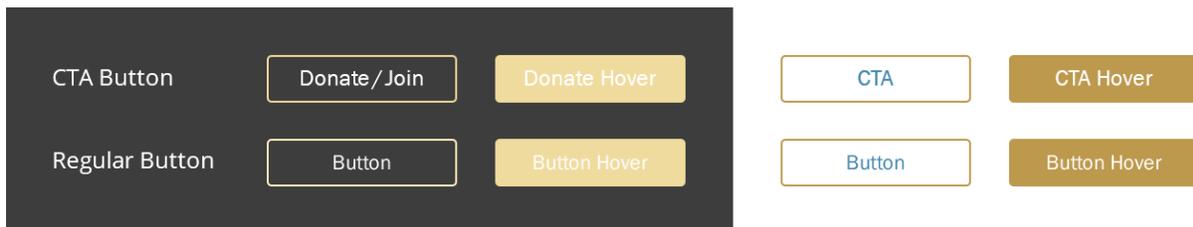
80% - original image has less contrast - use less opacity -position image so that its content is not directly under the text. Here it is slightly to the right.



85% - original images are more color-heavy - use to increase text legibility but still maintain enough visibility so that image content is clear.

## Buttons

All buttons have a height of 50px with a minimum of 34px left and right padding, with corner radii of 5px. All button text is in Franklin Gothic Book Regular. CTA button text are 24px and other buttons are 22px. On a dark background, the color of the stroke and hover state fill is Light Gold (#f0db9e). On a white background, they are Gold (#bd994d).



The widths of buttons are such that their edges align with other elements on the same column of the grid. An example of this is shown below.

## Events

Jul 23	1st Annual Michael Flisk Guns n' Hoses 5k
Aug 04	Pig out for Charity
Aug 10	First Responders night with the Chicago Cubs

[See Calendar](#)

## Recent News



**2016 Memorial Day Homily**

This is a short summary of the story. This is a short summary of...

[Read more](#)



**100 Club of Chicago to hand out Valor Awards**

This is a short summary of the story. This is a...

[Read more](#)



**First Responders Night with the Chicago Cubs**

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[Read more](#)

[More news](#)

## Links

Text links' hover states are a lighter color version of their regular states.

Light Blue #85c7ed

Light Gold #f0db9e

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## Mobile version

The sections of the page become one scrollable column.

The boxes from the Events and News sections turn into cards. Every element is center aligned.

The top navigation has consolidated into a hamburger menu that would drop down as a list.

The footer's sections, originally in 3 columns, is now stacked one after the other.

Vertical spacing between everything, including cards and elements within sections such as text, links, and images is 20px. Buttons are the same width as the cards, and the same height as before (50px). Left and right margin of everything, including cards, images, buttons is 10px.

**Typography:** From web to mobile

Both the Hero title and Headers such as Events, News, Program are now 30px.

The hero tagline and CTA button is now 20px.

Titles for events are now 20px.

All other text is the same.