Style Guide

G Letz Design

A style guide is a reasonable undertaking even for a one-person firm. It's commonly thought the style guide is created for the purpose of communicating standards and requirements between individuals in an organization, but it actually has an even more important purpose: It forces the organization, no matter how large or small, to recognize itself as an entity and to consciously contemplate its image.

Name

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The Name

G Letz Design is a play on my name, Grant Letz. Phonetically, it makes a sentence. In fact, it's an exclamation that represents not only what I do, but also my enthusiasm for doing it.

It is a bit prone to mispronunciation when it appears with no spacing or capitalization, as it does in an URL. However, even when mispronounced, it's still memorable, short, and simple.

DO: *When not appearing as part of a web address, both capitalization and spacing are used. There is no punctuation.*

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DO: *Although it functions equally well with no caps, this is the preferred form of the web address in visual communications.*

GLetzDesign.com

DO NOT: *The name and the symbol are separate graphic elements. They should not be used together as a combined element. They each represent the same thing, so they are interchangeable, but when combined they are redundant.*
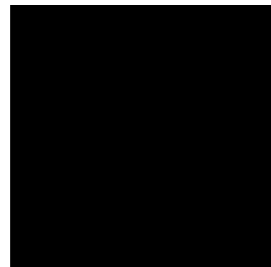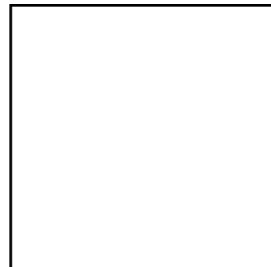
G Letz Design
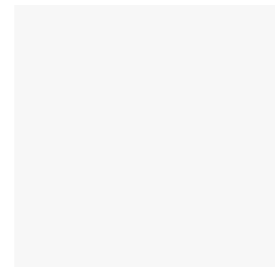
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Colors

The color family consists of eight colors: black, white, off-white, three warm grays, a red, and a yellow. Slight variations of saturation and value are allowed when circumstances require, but the hues should not vary.

Black
#000000

White
#ffffff

Off White
#ebebeb

Warm Gray 1
#dbd6a0

Warm Gray 2
#c2bf9b

Warm Gray 3
#87866c
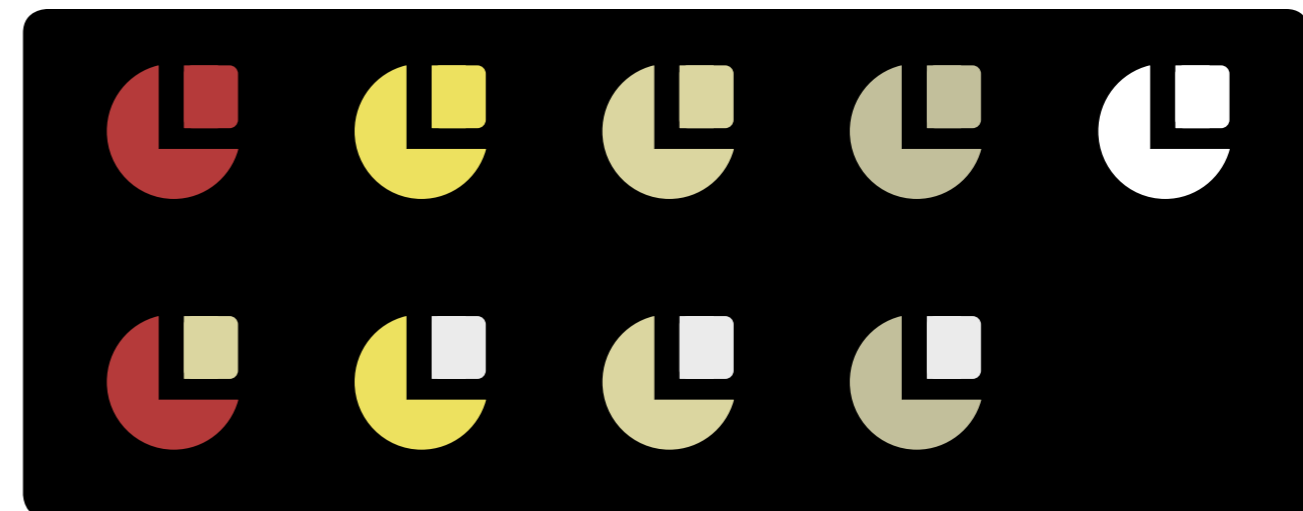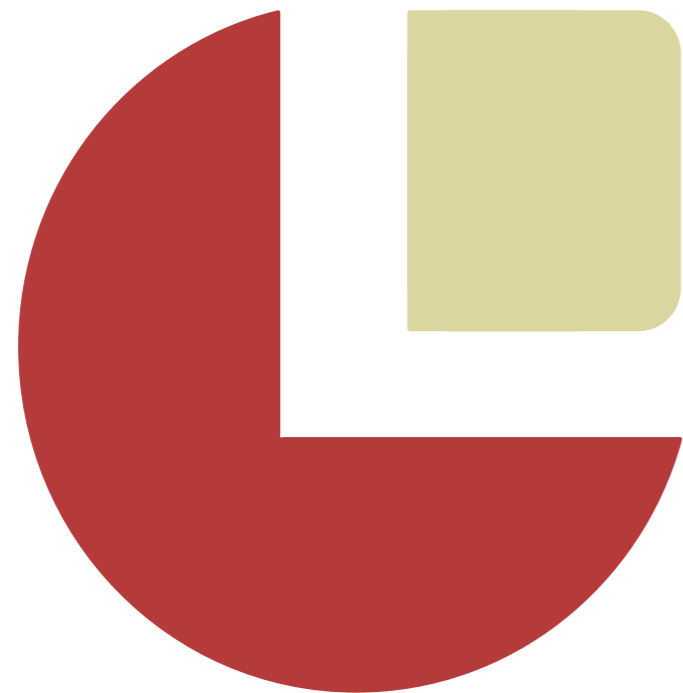
Red
#b53a3a

Yellow
#ede15f

Red and Warm Gray 1 are the primary two-color combination of the G Letz Design visual identity.

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The Symbol
The symbol is a graphic element that represents the entity.
It consists of two shapes juxtaposed to form a third shape.
The first two shapes may appear in a single color, or as shown
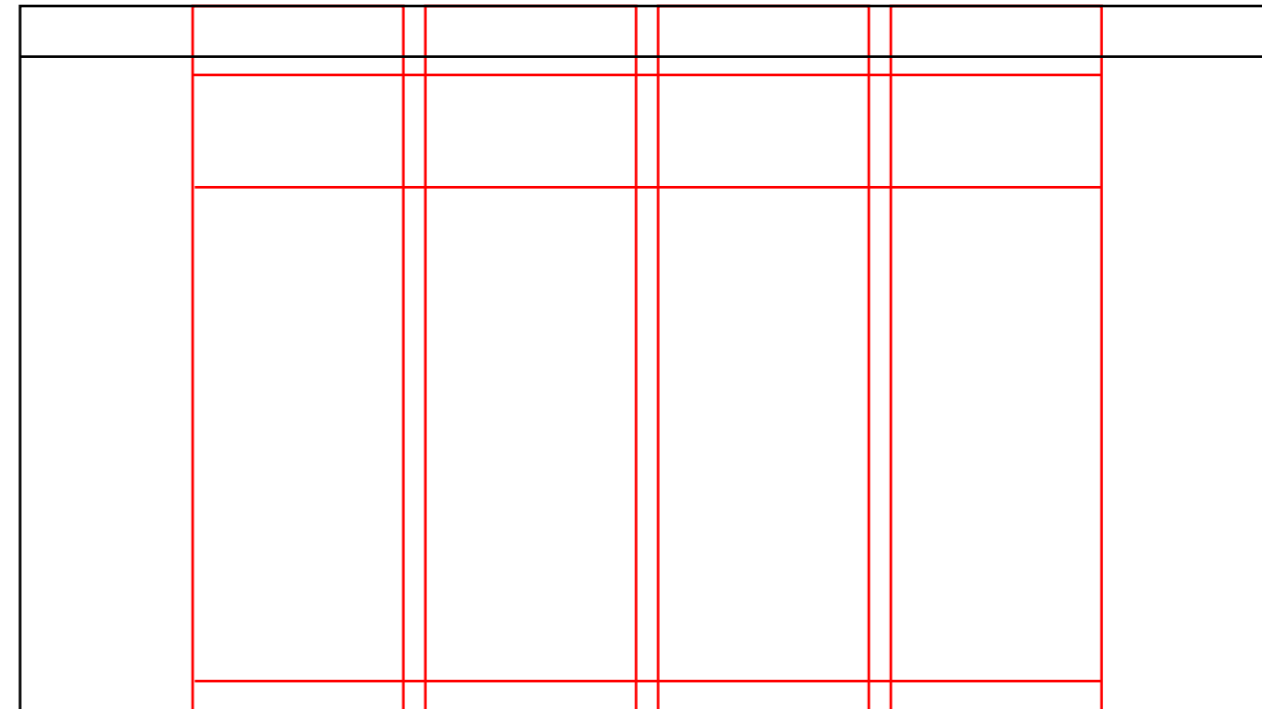in these selected two-color combinations.

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Grid

There are two standards for aspect ratios of laptop screens: the original standard, 4:3, and the newer, wide screen, 16:9.

The G Letz Design layout grid is based on the relationship between the two. Visually, the page fills the entire screen of a wide-screen laptop, but page content only appears within the 4:3 aspect ratio. This ensures that content remains visible without horizontal scrolling when viewed on the older standard.

The common pixel resolutions for the two standards are 1024x768 and 1366x768. To provide an acceptable margin when viewed on the older standard the content area of the grid is 990 pixels wide. Thus the left and right margins are (1366 pixels - 990 pixels)/2 = 188 pixels.

The 990-pixel-wide content area is divided into four equal columns separated by 24-pixel gutters.

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Typography
The official G Letz Design typeface is FranklinGothic URW.

FranklinGothic URW 18 point Light (css 300)

FranklinGothic URW 18 point Book (css 400)

FranklinGothic URW 18 point Book Italic

FranklinGothic URW 18 point Medium (css 500)

FranklinGothic URW 18 point Medium Italic

FranklinGothic URW 18 point Demi (css 700)

FranklinGothic URW 18 point Demi Italic

FranklinGothic URW 18 point Heavy (css 900)

FranklinGothic URW 18 point Heavy Italic

48-point FranklinGothic URW Light

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Typography, cont'd.
Relative size, weight and position of Heading 1 , Headng 2, and
Body are shown here (**note:** image is not actual size):

14-point FranklinGothic URW Light

48-point FranklinGothic URW Light

18-point FranklinGothic URW Demi
Body text is 18-point FranklinGothic URW Book, with 21.6 points leading, flush left, ragged right. The paragraph width is 483 pixels. Page size is 1366 pixels by 768 pixels. Left and right margins are 188 pixels. The content area of the page is divided into four columns with 24-pixel gutters. This paragraph is two columns wide.

Single Column
This single-column paragraph is 18-point FranklinGothic URW Book. Column widths, type styles and page layouts may vary with content.

Single Column
This single-column paragraph is 18-point FranklinGothic URW Book Italic.

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Navigation

Instead of differentiating between web pages and PDF documents the design treats them the same. Both a web page and a PDF file may have many pages within them. Each page is a full screen and pages are arranged vertically. Different browsers treat PDF files differently, but most advance a whole page with a single mouse click anywhere on the page. Links and position anchors are used to simulate the same behavior in a HTML page.

All pages have a 55 pixel horizontal color band across the top. This band is both a brand element and a navigation device. The entire band is always a link either to the previous page (scroll up one page) or to the parent document when on the first page of the current document. The band is a virtual bread crumb trail. Clicking it repeatedly will always lead back to GLetzDesign.com.